	Page	Table	Title	Base Description	Base
●	1	1	Q2 Region	Base: All respondents	2102
●	6	2	Q3 Gender	Base: All respondents	2102
●	11	3	Q4 Age	Base: All respondents	2102
●	16	4	Q5 Are you	Base: All respondents	2102
●	21	5	Q6 And which of the following best describes the main income earner in your household?	Base: All respondents	2102
●	26	6	Q7 Have you watched anything on-line or on-demand such as TV programmes, video, clips or films in the last 12 months?	Base: All respondents	2102
●	31	7	Q7T Have you watched YouTube in the past 12 months?	Base: All respondents	2102
●	36	8	Q7/Q7T Summary	Base: All respondents	2102
●	41	9	Q8 Which of these do you ever use?	Base: All respondents	2102
●	46	10	Q11 - TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)	Base: All respondents	2102
●	51	11	Q11 - On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)	Base: All respondents	2102
●	56	12	Q11 - Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go)	Base: All respondents	2102
●	61	13	Q11 - Paid Video On-demand content available through your subscription service provider (e.g. film rental on a pay per view basis on Virgin Media, Sky Go, etc.)	Base: All respondents	2102
●	66	14	Q11 - Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.)	Base: All respondents	2102
●	71	15	Q11 - Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)	Base: All respondents	2102
●	76	16	Q11 - YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)	Base: All respondents	2102
●	81	17	Q11 - Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)	Base: All respondents	2102
●	86	18	Q11 - Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)	Base: All respondents	2102
●	91	19	Q11 - Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)	Base: All respondents	2102

	Page	Table	Title	Base Description	Base
●	96	20	Q11 - Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)	Base: All respondents	2102
●	101	21	Q11 - Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)	Base: All ever use a gaming console	849
●	106	22	Q11 Summary - ever watch	Base: All respondents	2102
●	116	23	Q12 - TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	Base: All respondents	2102
●	121	24	Q12 - TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	Base: All respondents	2102
●	126	25	Q12 - Smart TV (a new type of TV connected to the internet that can display on-line content directly onto your TV screen without the need for a computer, set-top box or games console).	Base: All respondents	2102
●	131	26	Q12 - Smartphone (i.e. a phone on which you can easily access emails, download files and applications,	Base: All respondents	2102
●	136	27	Q12 - PC/Mac/laptop	Base: All respondents	2102
●	141	28	Q12 - Tablet computer (e.g. iPad)	Base: All respondents	2102
●	146	29	Q12 - eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	Base: All respondents	2102
●	151	30	Q12 - Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	Base: All respondents	2102
●	156	31	Q12 - Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	Base: All respondents	2102
●	161	32	Q12 Summary - use for ODO content	Base: All respondents	2102
●	166	33	Q12 - TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	Base: All ever use	1098
●	171	34	Q12 - TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	Base: All ever use	778
●	176	36	Q12 - Smartphone (i.e. a phone on which you can easily access emails, download files and applications, and generally surf the internet,	Base: All ever use	369
●	181	37	Q12 - PC/Mac/laptop	Base: All ever use	1691
●	186	38	Q12 - Tablet computer (e.g. iPad)	Base: All ever use	807

	Page	Table	Title	Base Description	Base
●	191	39	Q12 - eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	Base: All ever use	441
●	196	40	Q12 - Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	Base: All ever use	849
	201	41	Q12 - Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	Base: All ever use	66
●	206	42	Q13 - TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)	Base: All respondents	2102
●	211	43	Q13 - On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)	Base: All respondents	2102
●	216	44	Q13 - Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go)	Base: All respondents	2102
●	221	45	Q13 - Paid Video On-demand content available through your subscription service provider (e.g. film rental on a pay per view basis on Virgin Media, Sky Go, etc.)	Base: All respondents	2102
●	226	46	Q13 - Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.)	Base: All respondents	2102
●	231	47	Q13 - Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)	Base: All respondents	2102
●	236	48	Q13 - YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)	Base: All respondents	2102
●	241	49	Q13 - Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)	Base: All respondents	2102
●	246	50	Q13 - Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)	Base: All respondents	2102
●	251	51	Q13 - Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)	Base: All respondents	2102
●	256	52	Q13 - Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)	Base: All respondents	2102
●	261	53	Q13 - TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)	Base: All ever use TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)	1959
●	266	54	Q13 - On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)	Base: All ever use On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)	781

	Page	Table	Title	Base Description	Base
●	271	55	Q13 - Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go)	Base: All ever use Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go)	1013
●	276	56	Q13 - Paid Video On-demand content available through your subscription service provider (e.g. film rental on a pay per view basis on Virgin Media, Sky Go, etc.)	Base: All ever use Paid Video On-demand content available through your subscription service provider (e.g. film rental on a pay per view basis on Virgin Media, Sky Go, etc.)	638
●	281	57	Q13 - Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.)	Base: All ever use Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.)	1240
●	286	58	Q13 - Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)	Base: All ever use Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)	727
●	291	59	Q13 - YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)	Base: All ever use YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)	1540
●	296	60	Q13 - Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)	Base: All ever use Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)	1346
●	301	61	Q13 - Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)	Base: All ever use Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)	643
●	306	62	Q13 - Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)	Base: All ever use Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)	1142
●	311	63	Q13 - Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)	Base: All ever use Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)	420
●	316	64	Q14 Thinking about all the online or on-demand TV or video content you watch nowadays, has anything that you have seen on any	Base: All respondents	2102
●	321	65	Q14a And what kind of things caused you concern on the on-line or on-demand TV or video content you saw on any on-line or on-demand service?	Base: All who have seen something of concern on any on-line or on-demand service	328
●	331	66	Q15 You mentioned that you had seen something of concern on any on-line or on-demand service. What kind of thing caused you concern on the online or on-demand TV or video content you saw?	Base: All who have seen something of concern on any on-line or on-demand service	328

	Page	Table	Title	Base Description	Base
●	344	67	Q15 You mentioned that you had seen something of concern on any on-line or on-demand service. What kind of thing caused you concern on the online or on-demand TV or video content you saw?	Base: All respondents	2102
●	359	68	Q15a - Accuracy of medical/health claims	Base: All who have seen something of concern on any on-line or on-demand service	328
	367	69	Q15a - Age discrimination	Base: All who have seen something of concern on any on-line or on-demand service	328
●	375	70	Q15a - Bad language	Base: All who have seen something of concern on any on-line or on-demand service	328
●	384	71	Q15a - Bullying/victimising	Base: All who have seen something of concern on any on-line or on-demand service	328
●	393	72	Q15a - Content harmful to self-esteem (e.g. self-abuse)	Base: All who have seen something of concern on any on-line or on-demand service	328
●	401	73	Q15a - Dangerous behaviour	Base: All who have seen something of concern on any on-line or on-demand service	328
●	409	74	Q15a - Defamation/smearing of others	Base: All who have seen something of concern on any on-line or on-demand service	328
●	417	75	Q15a - Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	Base: All who have seen something of concern on any on-line or on-demand service	328
	425	76	Q15a - Discrimination based on non-religious beliefs	Base: All who have seen something of concern on any on-line or on-demand service	328
	433	77	Q15a - Discrimination based on religious beliefs	Base: All who have seen something of concern on any on-line or on-demand service	328
●	441	78	Q15a - Drugs/drug use	Base: All who have seen something of concern on any on-line or on-demand service	328
●	449	79	Q15a - Eating disorders	Base: All who have seen something of concern on any on-line or on-demand service	328
●	458	80	Q15a - Exorcism/the paranormal	Base: All who have seen something of concern on any on-line or on-demand service	328
	466	81	Q15a - Gender discrimination (e.g. sexism)	Base: All who have seen something of concern on any on-line or on-demand service	328

	Page	Table	Title	Base Description	Base
●	474	82	Q15a - Illegal child sexual abuse material	Base: All who have seen something of concern on any on-line or on-demand service	328
●	483	83	Q15a - Inaccurate information	Base: All who have seen something of concern on any on-line or on-demand service	328
●	493	84	Q15a - Incitement to crime	Base: All who have seen something of concern on any on-line or on-demand service	328
●	501	85	Q15a - Incitement to hatred	Base: All who have seen something of concern on any on-line or on-demand service	328
●	509	86	Q15a - Infringing someone's privacy	Base: All who have seen something of concern on any on-line or on-demand service	328
	517	87	Q15a - Malicious views	Base: All who have seen something of concern on any on-line or on-demand service	328
●	525	88	Q15a - Misleading advertising	Base: All who have seen something of concern on any on-line or on-demand service	328
●	533	89	Q15a - Nakedness/naked bodies/body parts	Base: All who have seen something of concern on any on-line or on-demand service	328
●	541	90	Q15a - Offence of religion	Base: All who have seen something of concern on any on-line or on-demand service	328
●	549	91	Q15a - Pornography	Base: All who have seen something of concern on any on-line or on-demand service	328
●	558	92	Q15a - Racism	Base: All who have seen something of concern on any on-line or on-demand service	328
●	567	93	Q15a - Sex/sexually explicit content	Base: All who have seen something of concern on any on-line or on-demand service	328
●	575	94	Q15a - Suicide	Base: All who have seen something of concern on any on-line or on-demand service	328
●	583	95	Q15a - Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	Base: All who have seen something of concern on any on-line or on-demand service	328
●	592	96	Q15a - Violence (in general)	Base: All who have seen something of concern on any on-line or on-demand service	328

	Page	Table	Title	Base Description	Base
●	601	97	Q15a - Welfare of children or young people	Base: All who have seen something of concern on any on-line or on-demand service	328
●	610	98	Q15a - Other	Base: All who have seen something of concern on any on-line or on-demand service	328
●	618	99	Q15a - TV catch up services	Base: All users of service	1959
●	628	100	Q15a - On-line video rental services	Base: All users of service	781
●	638	101	Q15a - Free Video On-demand content available through your subscription service provider	Base: All users of service	1013
●	648	102	Q15a - Paid Video On-demand content available through your subscription service provider	Base: All users of service	638
●	658	103	Q15a - Official YouTube channels from brands/ organisations you are familiar with	Base: All users of service	1240
●	668	104	Q15a - Other TV or video channels available on-line	Base: All users of service	727
●	678	105	Q15a - YouTube videos uploaded by friends, family or other YouTube users	Base: All users of service	1540
●	688	106	Q15a - Video content posted on social networking sites other than YouTube	Base: All users of service	1346
●	698	107	Q15a - Video content you have paid for on digital or on-line stores	Base: All users of service	643
●	708	108	Q15a - Video content on news websites	Base: All users of service	1142
●	718	109	Q15a - Video content that can be downloaded from the internet through your gaming console	Base: All users of service	420
●	728	110	Q15b Now still thinking about the content that caused concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips,	Base: All who have seen something of concern on any on-line or on-demand service	328
●	738	111	Q15c Thinking about the things you have seen that have concerned you, which of these do you think could be harmful to children?	Base: All who have seen something of concern on any on-line or on-demand service	328
●	748	112	Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything	Base: All who have seen something of concern on an ODO service	128
●	758	113	Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything	Base: All who have seen something of concern on an ODO service	77
●	768	114	Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything	Base: All who have seen something of concern on an ODO service	87
	778	115	Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything	Base: All who have seen something of concern on an ODO service	59

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●	788	116	Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything	Base: All who have seen something of concern on an ODO service	117
●	798	117	Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything	Base: All who have seen something of concern on an ODO service	73
●	808	118	Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything	Base: All who have seen something of concern on an ODO service	121
●	818	119	Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything	Base: All who have seen something of concern on an ODO service	97
	828	120	Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything	Base: All who have seen something of concern on an ODO service	36
	838	121	Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything	Base: All who have seen something of concern on an ODO service	49
	848	122	Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything	Base: All who have seen something of concern on an ODO service	21
●	858	123	Q16 - Summary net mentions	Base: All who have seen something of concern on an ODO service	328
●	868	124	Q17 - TV set-top box for on-demand content with a subscription service	Base: All who have seen something of concern on an ODO service	328
●	878	125	Q17 - TV set-top box without a subscription service	Base: All who have seen something of concern on an ODO service	328
●	888	126	Q17 - Smart TV	Base: All who have seen something of concern on an ODO service	328
●	898	127	Q17 - Smartphone	Base: All who have seen something of concern on an ODO service	328
●	908	128	Q17 - PC/Mac/laptop	Base: All who have seen something of concern on an ODO service	328
●	918	129	Q17 - Tablet computer	Base: All who have seen something of concern on an ODO service	328
●	928	130	Q17 - eBook reader	Base: All who have seen something of concern on an ODO service	328

	Page	Table	Title	Base Description	Base
●	938	131	Q17 - Games console	Base: All who have seen something of concern on an ODO service	328
●	948	132	Q17 - Other internet connected player or box	Base: All who have seen something of concern on an ODO service	328
●	958	133	Q17 - Don't recall where I viewed	Base: All who have seen something of concern on an ODO service	328
●	968	134	Q17 - TV set-top box for on-demand content with a subscription service	Base: All users of device for ODO content	1051
●	978	135	Q17 - TV set-top box without a subscription service	Base: All users of device for ODO content	649
●	988	136	Q17 - Smart TV	Base: All users of device for ODO content	348
●	998	137	Q17 - Smartphone	Base: All users of device for ODO content	975
●	1008	138	Q17 - PC/Mac/laptop	Base: All users of device for ODO content	1570
●	1018	139	Q17 - Tablet computer	Base: All users of device for ODO content	710
●	1028	140	Q17 - eBook reader	Base: All users of device for ODO content	210
●	1038	141	Q17 - Games console	Base: All users of device for ODO content	598
	1048	142	Q17 - Other internet connected player or box	Base: All users of device for ODO content	57
●	1058	143	Q18 - And how have you generally reacted when you have seen something that caused you concern? In other words, what have you done?	Base: All who have seen something of concern on an ODO service	328
	1063	144	Q19 You said you complained to a third party body about the content that caused you concern. Who was this?	Base: All who have complained to a third party	25
●	1068	145	Q20 Thinking about all the types of on-line and on-demand TV or video content e.g. TV programmes, films, video clips,	Base: All respondents	2102
●	1073	146	Q21a What do you personally consider to be the main advantages of regulating on-line and on-demand TV or video content	Base: All respondents	2102
●	1078	147	Q21b And what do you personally consider to be the main disadvantages of regulating on-line and on-demand TV or video content	Base: All respondents	2102
●	1083	148	Q22 - TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV) - As far as you know, are each of the following services regulated?	Base: All aware of each service	2088

	Page	Table	Title	Base Description	Base
●	1088	149	Q22 - On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix) - As far as you know, are each of the following services regulated?	Base: All aware of each service	2019
●	1093	150	Q22 - Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go) - As far as you know, are each of the following services regulated?	Base: All aware of each service	1937
●	1098	151	Q22 - Paid Video On-demand content available through your subscription service provider (e.g. film rental on a pay per view basis on Virgin Media, Sky Go, etc.) - As far as you know, are each of	Base: All aware of each service	1944
●	1103	152	Q22 - Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.) - As far as you know, are each of the following	Base: All aware of each service	1889
●	1108	153	Q22 - Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com) - As far as you know, are each of the following services regulated?	Base: All aware of each service	1598
●	1113	154	Q22 - YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional) - As far as you know, are each of the following services regulated?	Base: All aware of each service	1994
●	1118	155	Q22 - Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.) - As far as you know, are each of the following services regulated?	Base: All aware of each service	1965
●	1123	156	Q22 - Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.) - As far as you know, are each of the following services regulated?	Base: All aware of each service	1856
●	1128	157	Q22 - Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.) - As far as you know, are each of the following services regulated?	Base: All aware of each service	1895
●	1133	158	Q22 - Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.) - As far as you know, are each of the following services regulated?	Base: All aware of each service	772
●	1138	159	Q22 Summary - Yes - Regulated	Base: All respondents	2102
●	1148	160	Q23 - Who do you think is responsible for regulating TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)?	Base: all who are aware of regulation for each service	1272
●	1158	161	Q23 - Who do you think is responsible for regulating On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)?	Base: all who are aware of regulation for each service	848
●	1168	162	Q23 - Who do you think is responsible for regulating Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go)?	Base: all who are aware of regulation for each service	947

	Page	Table	Title	Base Description	Base
●	1178	163	Q23 - Who do you think is responsible for regulating Paid Video On-demand content available through your subscription service provider?	Base: all who are aware of regulation for each service	938
●	1188	164	Q23 - Who do you think is responsible for regulating Official YouTube channels from brands/ organisations you are familiar with?	Base: all who are aware of regulation for each service	823
●	1198	165	Q23 - Who do you think is responsible for regulating Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)?	Base: all who are aware of regulation for each service	338
●	1208	166	Q23 - Who do you think is responsible for regulating YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)?	Base: all who are aware of regulation for each service	424
●	1218	167	Q23 - Who do you think is responsible for regulating Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)?	Base: all who are aware of regulation for each service	371
●	1228	168	Q23 - Who do you think is responsible for regulating Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)?	Base: all who are aware of regulation for each service	754
●	1238	169	Q23 - Who do you think is responsible for regulating Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)?	Base: all who are aware of regulation for each service	867
●	1248	170	Q23 - Who do you think is responsible for regulating Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)?	Base: all who are aware of regulation for each service	260
●	1258	171	Q23 Summary - net mentions	Base: All respondents	2102
●	1268	172	Q25 - TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV) - Do you think the amount of regulation for each of the following is too much, too little or about the right amoun	Base: All who are aware of regulation for TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)	1272
●	1273	173	Q25 - On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix) - Do you think the amount of regulation for each of the following is too much, too little or about th	Base: All who are aware of regulation for On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)	848
●	1278	174	Q25 - Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go) - Do you think the amount of regulation for each of the following is too much, t	Base: All who are aware of regulation for Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go)	947
●	1283	175	Q25 - Paid Video On-demand content available through your subscription service provider - Do you think the amount of regulation for each of the following is too much, too little or about the righ	Base: All who are aware of regulation for Paid Video On-demand content available through your subscription service provider	938
●	1288	176	Q25 - Official YouTube channels from brands/ organisations you are familiar with - Do you think the amount of regulation for each of the following is too much, too little or about the right amoun	Base: All who are aware of regulation for Official YouTube channels from brands/ organisations you are familiar with	823

	Page	Table	Title	Base Description	Base
●	1293	177	Q25 - Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com) - Do you think the amount of regulation for each of the following is too much, too little or about the ri	Base: All who are aware of regulation for Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)	338
●	1298	178	Q25 - YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional) - Do you think the amount of regulation for each of the following is too much, too little or about	Base: All who are aware of regulation for YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)	424
●	1303	179	Q25 - Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.) - Do you think the amount of regulation for each of the following is too much,	Base: All who are aware of regulation for Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)	371
●	1308	180	Q25 - Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.) - Do you think the amount of regulation for each of the following is too much, too little	Base: All who are aware of regulation for Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)	754
●	1313	181	Q25 - Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.) - Do you think the amount of regulation for each of the following is too much, too li	Base: All who are aware of regulation for Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)	867
●	1318	182	Q25 - Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.) - Do you think the amount of regulation for each of the following i	Base: All who are aware of regulation for Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)	260
●	1323	183	Q25 - All online or on-demand TV or video services - Do you think the amount of regulation for each of the following is too much, too little or about the right amount?	Base: All respondents	2102
●	1328	184	Q26 Why do you say the amount of regulation for TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV) is too much?	Base: All saying ‘too much’	126
	1333	185	Q26 Why do you say the amount of regulation for On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix) is too much?	Base: All saying ‘too much’	62
	1338	186	Q26 Why do you say the amount of regulation for Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go) is too much?	Base: All saying ‘too much’	63
	1343	187	Q26 Why do you say the amount of regulation for Paid Video On-demand content available through your subscription service provider is too much?	Base: All saying ‘too much’	58
	1348	188	Q26 Why do you say the amount of regulation for Official YouTube channels from brands/ organisations you are familiar with is too much?	Base: All saying ‘too much’	72
	1353	189	Q26 Why do you say the amount of regulation for Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com) is too much?	Base: All saying ‘too much’	36

	Page	Table	Title	Base Description	Base
	1358	190	Q26 Why do you say the amount of regulation for YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional) is too much?	Base: All saying 'too much'	64
	1363	191	Q26 Why do you say the amount of regulation for Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.) is too much?	Base: All saying 'too much'	46
	1368	192	Q26 Why do you say the amount of regulation for Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.) is too much?	Base: All saying 'too much'	63
	1373	193	Q26 Why do you say the amount of regulation for Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc is too much?	Base: All saying 'too much'	74
	1378	194	Q26 Why do you say the amount of regulation for Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc is too much?	Base: All saying 'too much'	24
	1383	195	Q26 Why do you say the amount of regulation for All on-line and on-demand TV or video services is too much?	Base: All saying 'too much'	103
●	1388	196	Q26 Summary - net mentions	Base: All respondents	2102
	1393	197	Q27 Why do you say the amount of regulation for TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV) is too little?	Base: All saying 'too little'	87
	1398	198	Q27 Why do you say the amount of regulation for On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix) is too little?	Base: All saying 'too little'	73
	1403	199	Q27 Why do you say the amount of regulation for Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go) is too little?	Base: All saying 'too little'	77
	1408	200	Q27 Why do you say the amount of regulation for Paid Video On-demand content available through your subscription service provider is too little?	Base: All saying 'too little'	79
●	1413	201	Q27 Why do you say the amount of regulation for Official YouTube channels from brands/ organisations you are familiar with is too little?	Base: All saying 'too little'	108
	1418	202	Q27 Why do you say the amount of regulation for Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com) is too little?	Base: All saying 'too little'	66
	1423	203	Q27 Why do you say the amount of regulation for YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional) is too little?	Base: All saying 'too little'	88
●	1428	204	Q27 Why do you say the amount of regulation for Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.) is too little?	Base: All saying 'too little'	104

	Page	Table	Title	Base Description	Base
	1433	205	Q27 Why do you say the amount of regulation for Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.) is too little?	Base: All saying 'too little'	82
	1438	206	Q27 Why do you say the amount of regulation for Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc is too little?	Base: All saying 'too little'	84
	1443	207	Q27 Why do you say the amount of regulation for Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc is too little?	Base: All saying 'too little'	31
	1448	208	Q27 Why do you say the amount of regulation for All on-line and on-demand TV or video services is too little?	Base: All saying 'too little'	31
●	1453	209	Q27 Summary - net mentions	Base: All respondents	2102
●	1458	210	Q28 Some services provide tools to report on-line or on-demand TV or video content e.g. TV programmes, films, video clips,	Base: All respondents	2102
●	1468	211	Q29 Have you ever reported content on TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV) using its reporting tool?	Base: All aware of reporting tool	560
●	1473	212	Q29 Have you ever reported content on On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix) using its reporting tool?	Base: All aware of reporting tool	159
●	1478	213	Q29 Have you ever reported content on Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go) using its reporting tool?	Base: All aware of reporting tool	175
●	1483	214	Q29 Have you ever reported content on Paid Video On-demand content available through your subscription service provider	Base: All aware of reporting tool	112
●	1488	215	Q29 Have you ever reported content on Official YouTube channels from brands/ organisations you are familiar with	Base: All aware of reporting tool	461
●	1493	216	Q29 Have you ever reported content on Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com) using its reporting tool?	Base: All aware of reporting tool	134
●	1498	217	Q29 Have you ever reported content on YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional) using its reporting tool?	Base: All aware of reporting tool	622
●	1503	218	Q29 Have you ever reported content on Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.) using its reporting tool?	Base: All aware of reporting tool	492
	1508	219	Q29 Have you ever reported content on Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.) using its reporting tool?	Base: All aware of reporting tool	91

	Page	Table	Title	Base Description	Base
●	1513	220	Q29 Have you ever reported content on Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.) using its reporting tool?	Base: All aware of reporting tool	140
	1518	221	Q29 Have you ever reported content on Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.) using its reporting tool?	Base: All aware of reporting tool	48
●	1523	222	Q29 Summary - 'Yes' mentions	Base: All respondents	2102
●	1533	223	Q30 U - Universal (All ages admitted, there is almost nothing unsuitable for children) - Have you ever seen these?	Base: All respondents	2102
●	1538	224	Q30 PG - Parental Guidance (All ages admitted, but certain scenes may be unsuitable for young children) - Have you ever seen these?	Base: All respondents	2102
●	1543	225	Q30 12A - Cinema only (unsuitable for very young people) - Have you ever seen these?	Base: All respondents	2102
●	1548	226	Q30 Summary - Aware and know what it means	Base: All respondents	2102
●	1553	227	Q30 Summary - Aware and but don't know what it means	Base: All respondents	2102
●	1558	228	Q30 Summary - Net Aware	Base: All respondents	2102
●	1563	229	Q31 When accessing online or on-demand TV or video content have you ever noticed being asked for your age	Base: All respondents	2102
●	1568	230	Q32a Thinking about all the content we have been talking about, what level of regulation do you think there should be when people watch	Base: All using device	1039
●	1573	231	Q32a Thinking about all the content we have been talking about, what level of regulation do you think there should be when people watch	Base: All using device	634
●	1578	232	Q32a Thinking about all the content we have been talking about, what level of regulation do you think there should be when people watch	Base: All using device	346
●	1583	233	Q32a Thinking about all the content we have been talking about, what level of regulation do you think there should be when people watch	Base: All using device	964
●	1588	234	Q32a Thinking about all the content we have been talking about, what level of regulation do you think there should be when people watch	Base: All using device	1555
●	1593	235	Q32a Thinking about all the content we have been talking about, what level of regulation do you think there should be when people watch	Base: All using device	704

	Page	Table	Title	Base Description	Base
●	1598	236	Q32a Thinking about all the content we have been talking about, what level of regulation do you think there should be when people watch	Base: All using device	201
●	1603	237	Q32a Thinking about all the content we have been talking about, what level of regulation do you think there should be when people watch	Base: All using device	577
	1608	238	Q32a Thinking about all the content we have been talking about, what level of regulation do you think there should be when people watch	Base: All using device	57
●	1613	239	Q32b - TV set-top box for on-demand content with a subscription service - As far as you know, do you think regulation applies to the kind of on-line and on-demand TV/Video content (e.g. TV progra	Base: All using device	1039
●	1618	240	Q32b - TV set-top box without a subscription service - As far as you know, do you think regulation applies to the kind of on-line and on-demand TV/Video content (e.g. TV programmes, film, video	Base: All using device	634
●	1623	241	Q32b - Smart TV - As far as you know, do you think regulation applies to the kind of on-line and on-demand TV/Video content (e.g. TV programmes, film, video	Base: All using device	346
●	1628	242	Q32b - Smartphone - As far as you know, do you think regulation applies to the kind of on-line and on-demand TV/Video content (e.g. TV programmes, film, video	Base: All using device	964
●	1633	243	Q32b - PC/Mac/laptop - As far as you know, do you think regulation applies to the kind of on-line and on-demand TV/Video content (e.g. TV programmes, film, video	Base: All using device	1555
●	1638	244	Q32b - Tablet computer - As far as you know, do you think regulation applies to the kind of on-line and on-demand TV/Video content (e.g. TV programmes, film, video	Base: All using device	704
●	1643	245	Q32b - eBook reader - As far as you know, do you think regulation applies to the kind of on-line and on-demand TV/Video content (e.g. TV programmes, film, video	Base: All using device	201
●	1648	246	Q32b - Games console - As far as you know, do you think regulation applies to the kind of on-line and on-demand TV/Video content (e.g. TV programmes, film, video	Base: All using device	577
	1653	247	Q32b - Other internet connected player or box - As far as you know, do you think regulation applies to the kind of on-line and on-demand TV/Video content (e.g. TV programmes, film, video	Base: All using device	57
●	1658	248	Q32b - Summary - ‘Yes’ mentions	Base: All respondents	2102
●	1663	249	Q33 When on-line and on-demand TV or Video content (e.g. TV programmes, film, video clips, video podcasts or anything else you have watched on-line or on-demand)	Base: All respondents	2102

	Page	Table	Title	Base Description	Base
●	1668	250	Q33a Which, if any, of these types of television/TV service does your household receive at the moment?	Base: All respondents	2102
●	1675	251	Q33a/b Main types of TV	Base: All respondents	2102
●	1682	252	Q33c Do you use your satellite television service to receive subscription channels or free-to-air services only?	Base: All with satellite TV	1004
●	1687	253	Q34 - I always keep up with new technology	Base: All respondents	2102
●	1692	254	Q34 - Computers confuse me - I'll never get used to them	Base: All respondents	2102
●	1697	255	Q35 What is the highest qualification of the main income earner in your household?	Base: All respondents	2102
●	1702	256	Q36 And is your home....	Base: All respondents	2102
●	1707	257	Q38 Household	Base: All respondents	2102
●	1712	258	Q39 Are you the parent or guardian of any children under 18?	Base: All respondents	2102
●	1717	259	Q40 How old is/are your child/ren?	Base: All parents/ guardians	619
●	1722	260	Q41 Thank you very much for your time. That's the end of the interview.	Base: All respondents	2102

20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 1
Q2 Region
Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	2102	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	2102	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	1150	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
North East	83	42	41	18	17	20	8	8	12	35	28	20	15	10	7	10	20	18	1	3	16	25	22	20	41	42
	4%	4%	4%	4%	4%	5%	2%	3%	6%	4%	3%	5%	4%	2%	5%	7%	4%	4%	1%	3%	3%	3%	6%	4%	3%	5%
North West	208	106	102	41	50	44	38	19	16	91	82	35	41	51	5	9	50	30	15	7	44	70	48	46	114	94
	10%	10%	10%	10%	11%	10%	9%	8%	8%	11%	10%	8%	11%	12%	4%	7%	11%	8%	14%	9%	8%	9%	13%	10%	9%	11%
Yorkshire	166	77	89	35	43	30	24	13	22	78	53	35	29	27	7	14	49	26	6	8	36	59	32	39	95	72
	8%	7%	8%	9%	10%	7%	6%	6%	10%	9%	7%	8%	8%	6%	5%	11%	10%	7%	6%	10%	7%	8%	8%	9%	8%	9%
East Midlands	166	93	73	26	27	42	38	16	17	53	80	33	22	49	9	13	31	31	7	4	39	60	29	38	100	67
	8%	9%	7%	7%	6%	10%	10%	7%	8%	6%	10%l	8%	6%	12%l	7%	10%	7%	8%	7%	5%	8%	8%	8%	8%	8%	8%
West Midlands	187	91	96	40	58	32	36	13	8	98	68	21	45	33	8	5	53	35	5	3	49	55	34	50	104	83
	9%	9%	9%	10%hk	13%eghjk	8%	9%	6%	4%	12%hk	8%	5%	12%o	8%	6%	4%	11%	9%	5%	4%	9%	7%	9%	11%	8%	10%
East	229	132	97	32	51	33	50	38	25	83	83	63	49	40	32	10	33	42	6	15	50	74	60	44	124	105
	11%	13%	9%	8%	12%	8%	13%	17%cd	12%	10%	10%	14%cd	13%	10%	24%mo	7%	7%	11%	6%	19%ci	10%	10%	16%ux	10%	10%	12%
South West	271	108	163	69	48	55	40	28	30	117	95	58	37	35	17	20	81	60	12	10	61	87	56	66	148	122
	13%	10%	15%a	17%dfj	11%	13%	10%	12%	14%	14%	12%	13%	10%	8%	13%	15%	17%	15%	12%	13%	12%	12%	15%	14%	12%	15%
South East	271	148	123	63	57	44	58	23	26	120	103	48	64	53	13	18	56	50	10	7	73	100	37	61	173	98
	13%	14%	12%	16%	13%	10%	15%	10%	12%	14%	13%	11%	17%	13%	10%	14%	12%	12%	9%	9%	14%	14%	10%	13%	14%	12%
London	167	91	76	50	38	28	22	18	10	88	51	28	48	28	7	8	40	23	10	2	53	64	15	35	117	50
	8%	9%	7%	13%efhjk	9%	7%	6%	8%	5%	10%fj	6%	6%	13%m	7%	6%	6%	9%	6%	10%	2%	10%wy	9%w	4%	8%	9%wy	6%
Net: North	458	225	233	94	111	94	70	40	50	205	163	90	86	89	18	32	119	74	22	18	96	154	102	105	250	208
	22%	21%	22%	24%	25%	22%	17%	17%	24%	24%	20%	20%	23%	21%	14%	25%	25%	19%	22%	22%	18%	21%	27%ux	23%	20%	25%x
Net: Midlands	354	184	170	66	84	74	74	29	25	151	148	55	66	83	17	18	85	66	12	7	89	115	63	88	203	150
	17%	18%	16%	17%	19%k	18%	19%	13%	12%	18%	18%	12%	18%	20%	13%	14%	18%	16%	12%	9%	17%	16%	16%	19%	16%	18%
Net: South	937	478	458	213	194	160	171	107	91	407	331	198	197	156	69	56	210	175	38	35	237	326	169	205	563	374
	45%	46%	44%	53%defjk	44%	38%	43%	46%	43%	48%ej	40%	45%	54%m	37%	53%m	43%	45%	44%	38%	44%	45%	44%	44%	45%	45%	44%
England	1748	888	860	374	389	327	315	176	166	763	643	342	349	328	105	106	414	315	72	60	421	595	334	399	1016	732
	83%	84%	82%	94%defghjk	88%efghjk	78%	79%	76%	79%	91%efghjk	78%	78%	95%mno	78%	80%	81%	88%qrs	79%	71%	75%	81%	81%	88%ux	87%x	81%	87%ux
Scotland	125	62	63	8	20	35	25	18	19	28	60	37	11	26	12	12	16	33	6	7	39	35	24	27	74	50
	6%	6%	6%	2%	4%	8%ci	6%c	8%ci	9%ci	3%	7%ci	8%ci	3%	6%	9%	9%	3%	8%p	6%	9%	7%	5%	6%	6%	6%	6%
Northern Ireland	42	18	24	7	5	13	9	7	*	12	22	7	3	12	2	*	9	10	4	-	13	18	4	6	32	10
	2%	2%	2%	2%	1%	3%	2%	3%	*	1%	3%	2%	1%	3%	2%	*	2%	3%	4%	-	3%	2%	1%	1%	3%	1%
Wales	187	83	104	10	28	45	50	30	25	38	95	55	4	55	11	12	33	40	19	13	50	90	19	29	139	48
	9%	8%	10%	3%	6%c	11%ci	13%cdi	13%cdi	12%ci	5%	12%cdi	12%cdi	1%	13%l	9%l	9%l	7%	10%	19%p	16%	9%y	12%wy	5%	6%	11%wy	6%

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

Prepared by BDRC Continental

bdrc continental
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Absolutes/col percents

Table 1
Q2 Region
Base: All respondents

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	2102	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	1150	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
North East	83	52	31	39	43	*	83	-	-	-	-	-	-	-	-	83	-	-	-	83	-	-
	4%	4%	4%	3%	6%c	1%	100%ghijklmn	-	-	-	-	-	-	-	-	5%p	-	-	-	18%tu	-	-
North West	208	129	80	130	72	3	-	208	-	-	-	-	-	-	-	208	-	-	-	208	-	-
	10%	10%	10%	10%	9%	11%	-	100%fhijklmn	-	-	-	-	-	-	-	12%pqr	-	-	-	45%tu	-	-
Yorkshire	166	103	63	98	65	3	-	-	166	-	-	-	-	-	-	166	-	-	-	166	-	-
	8%	8%	8%	8%	8%	10%	-	-	100%fgijklmn	-	-	-	-	-	-	10%pr	-	-	-	36%tu	-	-
East Midlands	166	93	71	118	47	1	-	-	-	166	-	-	-	-	-	166	-	-	-	-	166	-
	8%	7%	9%	9%	6%	2%	-	-	-	100%fghjklmn	-	-	-	-	-	10%pr	-	-	-	-	47%su	-
West Midlands	187	124	62	104	77	2	-	-	-	-	187	-	-	-	-	187	-	-	-	-	187	-
	9%	10%	8%	8%	10%	8%	-	-	-	-	100%fghiklmn	-	-	-	-	11%pr	-	-	-	-	53%su	-
East	229	147	82	142	77	5	-	-	-	-	-	229	-	-	-	229	-	-	-	-	-	229
	11%	12%	10%	11%	10%	16%	-	-	-	-	-	100%fghijlmn	-	-	-	13%pqr	-	-	-	-	-	24%st
South West	271	140	129	159	108	1	-	-	-	-	-	-	271	-	-	271	-	-	-	-	-	271
	13%	11%	16%t	13%	14%	4%	-	-	-	-	-	-	100%ghijkmn	-	-	15%pqr	-	-	-	-	-	29%st
South East	271	168	101	154	107	5	-	-	-	-	-	-	-	271	-	271	-	-	-	-	-	271
	13%	13%	12%	12%	14%	15%	-	-	-	-	-	-	-	100%fghijkln	-	15%pqr	-	-	-	-	-	29%st
London	167	97	70	86	76	2	-	-	-	-	-	-	-	-	167	167	-	-	-	-	-	167
	8%	8%	8%	7%	10%	7%	-	-	-	-	-	-	-	-	100%ghijklm	10%pr	-	-	-	-	-	18%st
Net: North	458	284	174	267	180	6	83	208	166	-	-	-	-	-	-	458	-	-	-	458	-	-
	22%	22%	21%	21%	23%	21%	100%ijklmn	100%ijklmn	100%ijklmn	-	-	-	-	-	-	26%pqr	-	-	-	100%tu	-	-
Net: Midlands	354	217	133	222	124	3	-	-	-	166	187	-	-	-	-	354	-	-	-	-	354	-
	17%	17%	16%	17%	16%	10%	-	-	-	100%fghklmn	100%fghklmn	-	-	-	-	20%pqr	-	-	-	-	100%su	-
Net: South	937	553	381	541	368	13	-	-	-	-	-	229	271	271	167	937	-	-	-	-	-	937
	45%	43%	47%	43%	47%	42%	-	-	-	-	-	100%ghij	100%ghij	100%ghij	100%ghij	54%pqr	-	-	-	-	-	100%st
England	1748	1053	688	1030	672	22	83	208	166	166	187	229	271	271	167	1748	-	-	-	458	354	937
	83%	83%	84%	81%	87%c	73%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%pqr	-	-	-	100%	100%	100%
Scotland	125	65	60	82	40	1	-	-	-	-	-	-	-	-	-	-	125	-	-	-	-	-
	6%	5%	7%	6%	5%	3%	-	-	-	-	-	-	-	-	-	-	100%oqr	-	-	-	-	-
Northern Ireland	42	31	10	29	8	4	-	-	-	-	-	-	-	-	-	-	-	42	-	-	-	-
	2%	2%	1%	2%	1%	15%	-	-	-	-	-	-	-	-	-	-	-	100%opq	-	-	-	-
Wales	187	125	61	130	54	3	-	-	-	-	-	-	-	-	-	-	-	-	187	-	-	-
	9%	10%	7%	10%	7%	10%	-	-	-	-	-	-	-	-	-	-	-	-	100%opq	-	-	-

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 1
Q2 Region
Base: All respondents

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	2102	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	2102	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	1150	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
North East	83	62	67	63	37	49	37	32	24	17	60	39	43	29	19	82	2	73	73	82
	4%	4%	4%	4%	5%	4%	4%	4%	5%	3%	4%	4%	5%	5%	3%	4%	1%	4%	4%	4%
North West	208	158	163	143	83	134	94	79	56	58	151	103	91	66	61	195	13	170	179	195
	10%	10%	10%	10%	10%	11%	11%	10%	11%	11%	10%	10%	10%	10%	10%	10%	11%	10%	10%	10%
Yorkshire	166	132	126	127	67	100	71	64	43	47	119	80	82	54	50	158	9	133	148	158
	8%	8%	8%	9%	8%	8%	8%	8%	8%	9%	8%	8%	9%	8%	8%	8%	7%	8%	8%	8%
East Midlands	166	126	124	110	54	86	72	61	30	47	113	76	76	45	49	163	4	122	148	163
	8%	8%	8%	7%	7%	7%	8%	8%	6%	9%	8%	8%	8%	7%	8%	8%	3%	7%	8%	8%
West Midlands	187	152	146	135	83	104	90	76	46	51	127	99	86	53	58	180	8	158	164	180
	9%	10%	9%	9%	10%	9%	10%	10%	9%	9%	9%	10%	9%	8%	10%	9%	6%	10%	9%	9%
East	229	169	168	149	77	108	77	68	48	48	138	104	81	64	60	200	29	155	180	200
	11%	11%	10%	10%	9%	9%	9%	9%	9%	9%	9%	10%	9%	10%	10%	10%	24%c	9%	10%	10%
South West	271	213	211	188	118	161	104	109	62	98	186	114	128	79	106	255	16	195	235	255
	13%	13%	13%	13%	14%	13%	12%	14%	12%	18%dh	13%	11%	14%	12%	17%km	13%	13%	12%	13%	13%
South East	271	190	219	200	120	167	115	108	81	64	204	129	128	94	71	263	8	238	240	263
	13%	12%	13%	13%	15%	14%	13%	14%	16%	12%	14%	13%	14%	15%	12%	13%	7%	14%	13%	13%
London	167	117	136	121	73	114	71	78	54	45	125	74	86	60	48	159	8	140	154	159
	8%	7%	8%	8%	9%	9%	8%	10%	11%	8%	9%	7%	9%	9%	8%	8%	7%	8%	9%	8%
Net: North	458	352	356	333	187	282	202	175	122	121	331	222	216	149	130	435	23	376	401	435
	22%	22%	22%	22%	23%	23%	23%	23%	24%	22%	23%	22%	23%	23%	21%	22%	19%	23%	22%	22%
Net: Midlands	354	279	271	245	138	190	162	137	75	98	240	174	162	98	108	343	11	281	311	343
	17%	17%	16%	16%	17%	16%	18%	18%	15%	18%	16%	17%	17%	15%	18%	17%	9%	17%	17%	17%
Net: South	937	689	734	658	387	549	366	362	245	254	654	421	423	297	285	876	61	727	810	876
	45%	43%	45%	44%	47%	45%	41%	47%	48%	46%	45%	42%	45%	47%	47%	44%	51%	44%	45%	44%
England	1748	1319	1361	1236	712	1021	731	674	443	473	1225	817	801	545	522	1653	95	1384	1522	1653
	83%	83%	83%	83%	86%	84%	83%	87%d	86%	86%	83%	81%	85%	86%	86%	83%	80%	83%	84%	83%
Scotland	125	97	92	87	44	59	64	31	21	23	77	71	47	27	26	108	17	90	98	108
	6%	6%	6%	6%	5%	5%	7%gh	4%	4%	4%	5%	7%	5%	4%	4%	5%	14%c	5%	5%	5%
Northern Ireland	42	34	36	28	18	21	14	14	6	10	24	21	16	13	11	38	4	36	31	38
	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%
Wales	187	147	160	140	50	110	76	53	42	42	143	97	76	51	48	185	3	149	153	185
	9%	9%d	10%d	9%d	6%	9%	9%	7%	8%	8%	10%	10%	8%	8%	8%	9%	2%	9%	9%	9%

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

Prepared by BDRC Continental

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Absolutes/col percents

Table 1
Q2 Region
Base: All respondents

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
North East	83	45	21	12	62	29	54	16	13	7	20	32	31	63	17	20	33	17	49	52
	4%	*4%*	*5%*	*6%*	*4%*	*4%*	*4%*	*3%*	*4%*	*10%*	*5%*	*3%*	*5%*	*4%*	*3%*	*3%*	*3%*	*5%*	*4%*	*4%*
North West	208	117	32	24	159	77	131	56	35	4	46	96	66	163	58	64	79	48	126	114
	10%	*11%*	*7%*	*11%*	*10%*	*10%*	*10%*	*11%*	*11%*	*5%*	*11%*	*9%*	*10%*	*10%*	*11%*	*11%*	*8%*	*13%p*	*10%*	*10%*
Yorkshire	166	93	41	15	126	46	121	32	14	4	36	86	44	129	50	56	72	25	97	87
	8%	*8%*	*9%*	*7%*	*8%*	*6%*	*9%*	*7%*	*5%*	*6%*	*9%*	*8%*	*7%*	*8%*	*9%*	*10%*	*8%*	*7%*	*7%*	*7%*
East Midlands	166	89	27	20	118	62	104	43	28	7	36	70	60	130	41	43	79	28	107	88
	8%	*8%*	*6%*	*9%*	*7%*	*8%*	*8%*	*9%*	*9%*	*10%*	*9%*	*7%*	*9%*	*8%*	*7%*	*7%*	*8%*	*8%*	*8%*	*8%*
West Midlands	187	110	32	19	153	81	106	53	23	13	25	101	58	159	48	52	86	31	117	112
	9%	*10%*	*7%*	*9%*	*9%*	*11%*	*8%*	*11%*	*8%*	*18%*	*6%*	*10%*	*9%*	*9%*	*9%*	*9%*	*9%*	*9%*	*9%*	*10%*
East	229	98	45	15	163	79	150	43	32	13	36	124	70	193	73	73	97	37	134	121
	11%	*9%*	*10%*	*7%*	*10%*	*11%*	*11%*	*9%*	*10%*	*18%*	*9%*	*12%*	*11%*	*11%*	*13%*	*13%*	*10%*	*10%*	*10%*	*10%*
South West	271	133	68	19	229	91	180	64	33	7	52	139	79	219	86	90	111	38	149	132
	13%	*12%*	*15%*	*9%*	*14%*	*12%*	*13%*	*13%*	*11%*	*10%*	*13%*	*13%*	*12%*	*13%*	*16%*	*15%*	*12%*	*11%*	*11%*	*11%*
South East	271	150	50	19	221	90	181	63	41	6	43	138	89	227	64	69	125	47	172	157
	13%	*14%*	*11%*	*9%*	*14%*	*12%*	*13%*	*13%*	*13%*	*9%*	*11%*	*13%*	*13%*	*13%*	*12%*	*12%*	*13%*	*13%*	*13%*	*13%*
London	167	98	33	25	125	58	109	40	31	3	40	58	67	125	38	41	68	38	106	91
	8%	*9%*	*7%*	*12%*	*8%*	*8%*	*8%*	*8%*	*10%*	*4%*	*10%k*	*6%*	*10%k*	*7%*	*7%*	*7%*	*7%*	*11%*	*8%*	*8%*
Net: North	458	254	93	51	346	151	307	104	62	15	102	214	141	355	126	140	183	89	273	254
	22%	*23%*	*21%*	*24%*	*21%*	*21%*	*22%*	*21%*	*20%*	*21%*	*26%*	*21%*	*21%*	*21%*	*23%*	*24%*	*20%*	*25%*	*21%*	*22%*
Net: Midlands	354	199	59	39	271	143	211	97	51	19	61	171	118	289	89	95	165	59	224	201
	17%	*18%*	*13%*	*18%*	*17%*	*19%*	*15%*	*20%*	*17%*	*27%*	*15%*	*16%*	*18%*	*17%*	*16%*	*16%*	*18%*	*16%*	*17%*	*17%*
Net: South	937	479	196	79	738	317	619	211	137	28	170	459	304	764	260	273	401	161	562	501
	45%	*44%*	*44%*	*37%*	*46%*	*43%*	*45%*	*43%*	*45%*	*40%*	*43%*	*44%*	*46%*	*45%*	*47%*	*47%*	*43%*	*45%*	*43%*	*43%*
England	1748	932	348	168	1355	612	1137	412	249	63	333	844	563	1408	475	508	749	309	1058	956
	83%	*85%b*	*77%*	*79%*	*84%b*	*83%*	*83%*	*84%*	*82%*	*89%*	*83%*	*81%*	*86%*	*83%*	*87%p*	*87%prs*	*80%*	*86%p*	*82%*	*82%*
Scotland	125	52	39	18	83	36	89	22	16	-	26	72	26	98	28	30	58	22	80	79
	6%	*5%*	*9%a*	*9%*	*5%*	*5%*	*7%*	*4%*	*5%*	-	*6%*	*7%*	*4%*	*6%*	*5%*	*5%*	*6%*	*6%*	*6%*	*7%*
Northern Ireland	42	24	7	4	36	17	25	13	8	1	5	18	18	37	9	9	25	5	30	30
	2%	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*3%*	*3%*	*2%*	*1%*	*2%*	*3%*	*2%*	*2%*	*2%*	*3%*	*1%*	*2%*	*3%*
Wales	187	88	56	24	142	72	116	44	31	7	36	102	50	152	37	38	105	23	128	106
	9%	*8%*	*12%*	*11%*	*9%*	*10%*	*8%*	*9%*	*10%*	*9%*	*9%*	*10%*	*8%*	*9%*	*7%*	*7%*	*11%noq*	*6%*	*10%*	*9%*

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 1
Q2 Region
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**2102**	328	1662	112	258	70	270	58	67	852	360
Base	**2102**	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	**1150**	221	878	70	170	53	180	42	47	483	196
North East	**83**	18	61	4	13	5	14	5	3	27	13
	4%	*6%*	*4%*	*4%*	*5%*	*9%*	*5%*	*10%*	*4%*	*3%*	*4%*
North West	**208**	37	155	16	33	4	34	3	6	95	32
	10%	*12%*	*9%*	*15%*	*13%*	*7%*	*13%*	*7%*	*10%*	*11%*	*9%*
Yorkshire	**166**	26	134	6	22	4	20	6	7	59	29
	8%	*9%*	*8%*	*5%*	*9%*	*7%*	*8%*	*13%*	*10%*	*7%*	*8%*
East Midlands	**166**	28	122	17	24	4	25	3	3	71	24
	8%	*9%*	*7%*	*16%b*	*10%*	*7%*	*10%*	*7%*	*4%*	*8%*	*7%*
West Midlands	**187**	29	150	9	21	8	21	8	9	82	16
	9%	*9%*	*9%*	*8%*	*8%*	*13%*	*8%*	*16%*	*13%*	*10%*	*4%*
East	**229**	29	194	6	26	3	26	3	9	78	48
	11%	*10%*	*11%*	*5%*	*11%*	*4%*	*10%*	*5%*	*14%*	*9%*	*14%*
South West	**271**	20	237	14	12	7	17	2	2	123	47
	13%	*6%*	*14%a*	*13%*	*5%*	*12%*	*7%*	*5%*	*3%*	*14%*	*13%*
South East	**271**	43	215	13	31	12	34	8	7	111	48
	13%	*14%*	*13%*	*12%*	*13%*	*20%*	*14%*	*17%*	*10%*	*13%*	*14%*
London	**167**	40	121	6	32	7	34	6	10	72	36
	8%	*13%b*	*7%*	*6%*	*13%*	*12%*	*13%*	*12%*	*15%*	*8%*	*10%*
Net: North	**458**	82	350	26	68	14	68	14	16	180	74
	22%	*27%b*	*21%*	*24%*	*28%*	*23%*	*26%*	*30%*	*24%*	*21%*	*21%*
Net: Midlands	**354**	57	272	25	45	12	46	11	11	154	40
	17%	*19%*	*16%*	*24%*	*18%*	*20%*	*18%*	*23%*	*17%*	*18%*	*11%*
Net: South	**937**	131	767	38	102	29	112	19	28	384	179
	45%	*43%*	*45%*	*36%*	*42%*	*49%*	*44%*	*39%*	*43%*	*45%*	*51%*
England	**1748**	270	1389	89	215	54	225	44	55	718	293
	83%	*89%b*	*82%*	*84%*	*88%*	*92%*	*88%*	*92%*	*84%*	*84%*	*83%*
Scotland	**125**	15	104	6	13	2	13	2	-	42	25
	6%	*5%*	*6%*	*6%*	*5%*	*3%*	*5%*	*3%*	-	*5%*	*7%*
Northern Ireland	**42**	5	33	4	4	1	5	-	*	21	6
	2%	*2%*	*2%*	*3%*	*2%*	*1%*	*2%*	-	*1%*	*2%*	*2%*
Wales	**187**	15	165	7	12	2	12	2	10	76	29
	9%	*5%*	*10%a*	*7%*	*5%*	*4%*	*5%*	*5%*	*15%*	*9%*	*8%*

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

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Absolutes/col percents

Table 2
Q3 Gender
Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**2102**	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	**2102**	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	**1150**	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
Male	**1051**	1051	-	164	204	205	217	131	131	368	421	261	368	421	131	131	-	-	-	-	262	351	208	230	613	438
	50%	100%b	-	*41%*	*46%*	*49%*	54%ci	56%ci	62%cdei	*44%*	51%ci	59%cdei	*100%*	*100%*	*100%*	*100%*	-	-	-	-	*50%*	*48%*	*55%*	*50%*	*49%*	*52%*
Female	**1051**	-	1051	235	237	216	183	101	79	472	398	180	-	-	-	-	472	398	101	79	261	387	173	230	648	403
	50%	-	100%a	59%ghjk	54%hk	51%hk	*46%*	*44%*	*38%*	56%ghjk	49%h	*41%*	-	-	-	-	*100%*	*100%*	*100%*	*100%*	*50%*	*52%*	*45%*	*50%*	*51%*	*48%*

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 2
Q3 Gender
Base: All respondents

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**2102**	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	**2102**	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	**1150**	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
Male	**1051**	681	366	646	378	15	42	106	77	93	91	132	108	148	91	888	62	18	83	225	184	478
	50%	*53%b*	*45%*	*51%*	*49%*	*50%*	*51%*	*51%*	*46%*	*56%*	*49%*	*57%l*	*40%*	*55%l*	*55%l*	*51%*	*50%*	*43%*	*44%*	*49%*	*52%*	*51%*
Female	**1051**	593	453	626	396	15	41	102	89	73	96	97	163	123	76	860	63	24	104	233	170	458
	50%	*47%*	*55%c*	*49%*	*51%*	*50%*	*49%*	*49%*	*54%*	*44%*	*51%*	*43%*	*60%klmn*	*45%*	*45%*	*49%*	*50%*	*57%*	*56%*	*51%*	*48%*	*49%*

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

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Absolutes/col percents

Table 2
Q3 Gender
Base: All respondents

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**2102**	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	**2102**	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	**1150**	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
Male	**1051**	798	836	737	444	651	466	379	264	267	754	538	455	313	296	1006	45	837	938	1006
	50%	*50%*	*51%*	*49%*	*54%*	*54%*	*53%*	*49%*	*51%*	*49%*	*51%*	*53%*	*48%*	*49%*	*49%*	*51%*	*38%*	*50%*	*52%*	*51%*
Female	**1051**	799	813	755	379	561	419	393	248	281	715	469	486	322	310	978	73	822	866	978
	50%	*50%*	*49%*	*51%*	*46%*	*46%*	*47%*	*51%*	*49%*	*51%*	*49%*	*47%*	*52%*	*51%*	*51%*	*49%*	*62%*	*50%*	*48%*	*49%*

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

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Absolutes/col percents

Table 2
Q3 Gender
Base: All respondents

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	**2102**	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	**2102**	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	**1150**	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
Male	**1051**	617	187	100	827	370	681	234	167	42	228	502	315	817	249	266	469	203	673	622
	50%	56%bcd	*42%*	*47%*	51%b	*50%*	*50%*	*48%*	*55%*	*60%*	57%klm	*48%*	*48%*	*48%*	*45%*	*46%*	*50%*	56%no	*52%*	53%no
Female	**1051**	479	263	113	788	366	685	256	137	28	171	536	342	878	300	318	468	156	624	549
	50%	*44%*	58%ad	53%a	49%a	*50%*	*50%*	*52%*	*45%*	*40%*	*43%*	52%j	52%j	52%j	55%qs	54%qs	*50%*	*44%*	*48%*	*47%*

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

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Absolutes/col percents

Table 2
Q3 Gender
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**2102**	328	1662	112	258	70	270	58	67	852	360
Base	**2102**	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	**1150**	221	878	70	170	53	180	42	47	483	196
Male	**1051**	194	813	44	155	40	160	34	48	360	256
	50%	64%bc	*48%*	*41%*	*63%*	*67%*	*63%*	*71%*	*74%*	*42%*	73%h
Female	**1051**	109	880	62	90	19	95	14	17	497	97
	50%	*36%*	52%a	59%a	*37%*	*33%*	*37%*	*29%*	*26%*	58%g	*27%*

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

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Absolutes/col percents

Table 3
Q4 Age
Base: All respondents

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	2102	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	2102	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	1150	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
16-17	50	25	25	50	-	-	-	-	-	50	-	-	25	-	-	-	25	-	-	-	13	20	7	10	33	17
	2%	2%	2%	13%defghijk	-	-	-	-	-	6%defghijk	-	-	7%mno	-	-	-	5%q	-	-	-	3%	3%	2%	2%	3%	2%
18-24	349	139	210	349	-	-	-	-	-	349	-	-	139	-	-	-	210	-	-	-	83	126	63	77	209	140
	17%	13%	20%a	87%defghijk	-	-	-	-	-	42%defghjk	-	-	38%mno	-	-	-	44%qrs	-	-	-	16%	17%	16%	17%	17%	17%
25-34	441	204	237	-	441	-	-	-	-	441	-	-	204	-	-	-	237	-	-	-	79	184	76	102	263	179
	21%	19%	23%	-	100%cefghijk	-	-	-	-	53%cefghjk	-	-	56%mno	-	-	-	50%qrs	-	-	-	15%	25%t	20%	22%t	21%t	21%t
35-44	420	205	216	-	-	420	-	-	-	-	420	-	-	205	-	-	-	216	-	-	101	138	92	90	239	181
	20%	19%	21%	-	-	100%cdfghijk	-	-	-	-	51%cdfghik	-	-	49%lno	-	-	-	54%prs	-	-	19%	19%	24%	19%	19%	22%
45-54	399	217	183	-	-	-	399	-	-	-	399	-	-	217	-	-	-	183	-	-	103	141	65	90	244	155
	19%	21%	17%	-	-	-	100%cdeghijk	-	-	-	49%cdeghik	-	-	51%lno	-	-	-	46%prs	-	-	20%	19%	17%	20%	19%	18%
55-64	231	131	101	-	-	-	-	231	-	-	-	231	-	-	131	-	-	-	101	-	67	75	36	53	142	89
	11%	12%	10%	-	-	-	-	100%cdefhijk	-	-	-	52%cdefhij	-	-	100%lmo	-	-	-	100%pqs	-	13%	10%	9%	12%	11%	11%
65-74	158	88	70	-	-	-	-	-	158	-	-	158	-	-	-	88	-	-	-	70	51	50	27	30	101	57
	8%	8%	7%	-	-	-	-	-	75%cdefgijk	-	-	36%cdefgij	-	-	-	67%lmn	-	-	-	88%pqr	10%	7%	7%	7%	8%	7%
75+	52	42	9	-	-	-	-	-	52	-	-	52	-	-	-	42	-	-	-	9	26	3	15	8	29	23
	2%	4%b	1%	-	-	-	-	-	25%cdefgijk	-	-	12%cdefgij	-	-	-	33%lmn	-	-	-	12%pqr	5%uwx	*	4%u	2%	2%u	3%u
Net 16-34	841	368	472	399	441	-	-	-	-	841	-	-	368	-	-	-	472	-	-	-	175	330	145	190	506	335
	40%	35%	45%a	100%efghjk	100%efghjk	-	-	-	-	100%efghjk	-	-	100%mno	-	-	-	100%qrs	-	-	-	34%	45%t	38%	41%	40%t	40%
Net 35-54	820	421	398	-	-	420	399	-	-	-	820	-	-	421	-	-	-	398	-	-	204	280	157	179	483	337
	39%	40%	38%	-	-	100%cdghik	100%cdghik	-	-	-	100%cdghik	-	-	100%lno	-	-	-	100%prs	-	-	39%	38%	41%	39%	38%	40%
Net 55+	441	261	180	-	-	-	-	231	210	-	-	441	-	-	131	131	-	-	101	79	144	129	78	91	272	169
	21%	25%b	17%	-	-	-	-	100%cdefij	100%defij	-	-	100%cdefij	-	-	100%lm	100%lm	-	-	100%pq	100%pq	28%uwxy	17%	20%	20%	22%	20%
Net 65+	210	131	79	-	-	-	-	-	210	-	-	210	-	-	-	131	-	-	-	79	77	53	42	38	130	80
	10%	12%b	8%	-	-	-	-	-	100%cdefgijk	-	-	48%cdefgij	-	-	-	100%lmn	-	-	-	100%pqr	15%uwxy	7%	11%	8%	10%	10%

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 3
Q4 Age
Base: All respondents

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	2102	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	1150	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
16-17	50	2	48	28	15	3	*	2	2	3	5	5	4	16	9	46	1	1	2	4	7	35
	2%	*	6%a	2%	2%	10%	1%	1%	1%	2%	2%	2%	2%	6%gh	5%gh	3%	1%	2%	1%	1%	2%	4%s
18-24	349	182	164	158	162	14	17	40	33	23	36	27	65	47	41	328	7	7	8	90	59	179
	17%	14%	20%a	12%	21%c	46%	21%	19%	20%	14%	19%	12%	24%k	17%	24%k	19%pr	5%	16%r	4%	20%	17%	19%
25-34	441	351	89	196	230	10	17	50	43	27	58	51	48	57	38	389	20	5	28	111	84	194
	21%	28%b	11%	15%	30%c	34%	21%	24%	26%	16%	31%ll	22%	18%	21%	23%	22%	16%	11%	15%	24%	24%	21%
35-44	420	307	112	247	170	2	20	44	30	42	32	33	55	44	28	327	35	13	45	94	74	160
	20%	24%b	14%	19%	22%	8%	24%	21%	18%	25%	17%	14%	20%	16%	17%	19%	28%o	32%	24%	20%	21%	17%
45-54	399	280	119	290	109	-	8	38	24	38	36	50	40	58	22	315	25	9	50	70	74	171
	19%	22%b	15%	23%c	14%	-	9%	18%	14%	23%l	19%	22%	15%	22%lh	13%	18%	20%	22%	27%	15%	21%	18%
55-64	231	125	105	173	58	-	8	19	13	16	13	38	28	23	18	176	18	7	30	40	29	107
	11%	10%	13%	14%c	8%	-	9%	9%	8%	10%	7%	17%	10%	8%	11%	10%	14%	17%	16%	9%	8%	11%
65-74	158	22	137	135	23	1	10	9	18	8	6	19	20	21	7	118	17	*	22	37	14	67
	8%	2%	17%a	11%c	3%	3%	12%jn	5%	11%jn	5%	3%	9%	7%	8%	4%	7%	14%oq	1%	12%	8%	4%	7%
75+	52	6	46	44	8	-	3	6	4	10	2	6	10	5	3	48	2	-	3	13	11	23
	2%	*	6%a	3%c	1%	-	3%	3%	2%	6%	1%	2%	4%	2%	2%	3%	1%	-	1%	3%	3%	2%
Net 16-34	841	535	301	382	407	27	35	91	78	53	98	83	117	120	88	763	28	12	38	205	151	407
	40%	42%	37%	30%	53%c	90%	42%	44%	47%l	32%	52%lk	36%	43%	44%	53%lk	44%pr	22%	29%	20%	45%	43%	44%
Net 35-54	820	587	231	538	279	2	28	82	53	80	68	83	95	103	51	643	60	22	95	163	148	331
	39%	46%b	28%	42%c	36%	8%	33%	39%	32%	48%hn	36%	36%	35%	38%	30%	37%	48%o	54%	51%o	36%	42%	35%
Net 55+	441	153	288	352	89	1	20	35	35	33	21	63	58	48	28	342	37	7	55	90	55	198
	21%	12%	35%a	28%c	11%	3%	24%j	17%	21%j	20%	11%	28%j	21%j	18%	17%	20%	30%o	18%	29%	20%	15%	21%
Net 65+	210	28	183	179	30	1	12	16	22	17	8	25	30	26	10	166	19	*	25	50	25	91
	10%	2%	22%a	14%c	4%	3%	15%jn	8%	13%j	10%	4%	11%	11%	9%	6%	9%	15%q	1%	13%	11%	7%	10%

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 3
Q4 Age
Base: All respondents

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	2102	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	2102	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	1150	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
16-17	50	29	46	40	29	40	19	29	11	7	42	20	33	13	7	50	-	42	50	50
	2%	2%	3%	3%	4%a	3%	2%	4%l	2%	1%	3%	2%	4%l	2%	1%	3%	-	3%	3%	3%
18-24	349	254	291	302	195	265	161	228	129	101	279	170	248	143	108	344	5	330	327	344
	17%	16%	18%	20%a	24%ab	22%	18%	29%efl	25%jl	18%	19%	17%	26%jkn	22%k	18%	17%p	4%	20%	18%	17%
25-34	441	314	347	360	230	262	180	207	135	115	317	199	241	157	128	432	9	360	421	432
	21%	20%	21%	24%a	28%ab	22%	20%	27%ef	26%l	21%	22%	20%	26%k	25%	21%	22%p	8%	22%	23%	22%
35-44	420	331	341	322	200	255	174	163	116	127	314	191	213	148	133	394	26	330	374	394
	20%	21%	21%	22%	24%	21%	20%	21%	23%	23%	21%	19%	23%	23%	22%	20%	22%	20%	21%	20%
45-54	399	315	323	254	112	208	174	101	58	92	273	215	131	88	97	372	27	296	322	372
	19%	20%d	20%d	17%	14%	17%h	20%gh	13%	11%	17%h	19%lm	21%lmn	14%	14%	16%	19%	23%	18%	18%	19%
55-64	231	182	154	99	38	98	100	26	33	42	125	120	38	43	51	202	29	170	164	202
	11%	11%cd	9%cd	7%	5%	8%g	11%gh	3%	7%g	8%g	9%l	12%ljm	4%	7%	8%l	10%	25%q	10%	9%	10%
65-74	158	134	110	80	13	67	59	15	20	46	96	71	31	30	63	141	17	104	109	141
	8%	8%cd	7%d	5%d	2%	6%g	7%g	2%	4%	8%gh	7%l	7%l	3%	5%	10%ljm	7%	15%	6%	6%	7%
75+	52	39	35	35	7	16	19	4	8	19	24	20	6	13	19	48	4	28	38	48
	2%	2%d	2%	2%d	1%	1%	2%g	1%	2%	3%eg	2%	2%l	1%	2%l	3%l	2%	3%	2%	2%	2%
Net 16-34	841	598	685	702	453	568	360	464	276	223	638	389	522	313	243	826	14	732	798	826
	40%	37%	42%	47%ab	55%abc	47%l	41%	60%efl	54%efl	41%	43%	39%	55%jkn	49%jkn	40%	42%p	12%	44%	44%	42%
Net 35-54	820	645	664	576	312	463	348	264	174	218	587	407	344	236	230	767	53	626	695	767
	39%	40%	40%	39%	38%	38%	39%	34%	34%	40%	40%	40%	37%	37%	38%	39%	45%	38%	39%	39%
Net 55+	441	355	299	214	58	181	178	44	62	107	245	211	75	87	133	391	50	301	310	391
	21%	22%bcd	18%cd	14%d	7%	15%g	20%egh	6%	12%g	19%gh	17%l	21%ljm	8%	14%l	22%ljm	20%	43%q	18%	17%	20%
Net 65+	210	173	145	115	20	83	78	19	28	64	119	91	37	44	82	189	21	132	147	189
	10%	11%cd	9%d	8%d	2%	7%g	9%g	2%	6%g	12%egh	8%l	9%l	4%	7%l	13%klm	10%	18%	8%	8%	10%

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

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Absolutes/col percents

Table 3
Q4 Age
Base: All respondents

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
16-17	50	28	8	1	46	1	49	1	-	-	1	12	37	49	12	13	21	11	32	21
	2%	3%	2%	*	3%	*	4%e	*	-	-	*	1%	6%jkm	3%jk	2%	2%	2%	3%	2%	2%
18-24	349	221	50	51	271	78	272	57	16	8	26	142	178	320	84	97	146	54	200	183
	17%	20%b	11%	24%b	17%	11%	20%e	12%h	5%	12%	6%	14%j	27%jkm	19%jk	15%	17%	16%	15%	15%	16%
25-34	441	265	73	58	334	206	235	182	42	5	82	229	130	359	115	127	202	62	263	244
	21%	24%b	16%	27%b	21%	28%f	17%	37%h	14%	7%	21%	22%	20%	21%	21%	22%	22%	17%	20%	21%
35-44	420	228	83	29	337	252	169	185	113	22	69	196	152	348	118	120	185	70	255	221
	20%	21%	18%	14%	21%	34%f	12%	38%	37%	32%	17%	19%	23%	21%	22%	21%	20%	20%	20%	19%
45-54	399	193	96	24	311	155	244	61	106	20	90	185	124	309	85	89	196	78	275	261
	19%	18%	21%c	11%	19%c	21%	18%	12%	35%g	29%	23%	18%	19%	18%	15%	15%	21%o	22%o	21%no	22%no
55-64	231	86	67	30	160	38	193	3	23	14	71	129	31	160	59	61	107	51	158	136
	11%	8%	15%ad	14%a	10%	5%	14%e	1%	8%g	20%	18%lm	12%l	5%	9%l	11%	10%	11%	14%	12%	12%
65-74	158	52	62	17	117	2	156	-	1	1	43	113	3	115	52	53	62	28	90	81
	8%	5%	14%ad	8%	7%c	*	11%e	-	*	2%	11%l	11%lm	*	7%l	10%	9%	7%	8%	7%	7%
75+	52	22	11	4	40	4	48	1	2	-	18	31	2	34	23	23	19	5	25	24
	2%	2%	3%	2%	2%	*	4%e	*	1%	-	5%lm	3%l	*	2%l	4%l	4%	2%	1%	2%	2%
Net 16-34	841	514	131	109	651	285	556	240	58	13	108	384	345	729	211	237	368	127	495	448
	40%	47%bd	29%	51%bd	40%b	39%	41%	49%h	19%	18%	27%	37%j	53%jkm	43%jk	38%	41%	39%	35%	38%	38%
Net 35-54	820	421	179	53	647	407	413	246	220	43	159	381	276	657	203	210	381	149	530	482
	39%	38%c	40%c	25%	40%c	55%f	30%	50%	72%g	60%	40%	37%	42%	39%	37%	36%	41%	41%	41%	41%
Net 55+	441	160	141	51	317	44	397	4	27	15	133	273	36	309	135	138	188	84	272	241
	21%	15%	31%ad	24%a	20%a	6%	29%e	1%	9%g	22%	33%lm	26%lm	5%	18%l	25%	24%	20%	23%	21%	21%
Net 65+	210	75	74	21	157	6	204	1	3	1	61	144	5	149	75	76	81	33	114	105
	10%	7%	16%ad	10%	10%a	1%	15%e	*	1%	2%	15%lm	14%lm	1%	9%l	14%prs	13%prs	9%	9%	9%	9%

Prepared by BDRC Continental

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 3
Q4 Age
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**2102**	328	1662	112	258	70	270	58	67	852	360
Base	**2102**	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	**1150**	221	878	70	170	53	180	42	47	483	196
16-17	**50**	8	40	2	5	3	5	3	4	13	9
	2%	*3%*	*2%*	*2%*	*2%*	*5%*	*2%*	*7%*	*6%*	*2%*	*3%*
18-24	**349**	93	239	17	74	18	80	13	28	126	69
	17%	*31%bc*	*14%*	*16%*	*30%*	*31%*	*31%*	*27%*	*43%*	*15%*	*20%*
25-34	**441**	87	327	27	69	18	71	16	15	193	69
	21%	*29%b*	*19%*	*25%*	*28%*	*30%*	*28%*	*33%*	*23%*	*23%*	*20%*
35-44	**420**	59	325	37	47	12	49	10	13	176	56
	20%	*19%*	*19%*	*35%ab*	*19%*	*21%*	*19%*	*20%*	*20%*	*21%*	*16%*
45-54	**399**	28	362	9	24	4	25	3	4	168	62
	19%	*9%*	*21%ac*	*9%*	*10%*	*7%*	*10%*	*6%*	*7%*	*20%*	*18%*
55-64	**231**	20	205	6	17	3	17	4	1	93	48
	11%	*7%*	*12%a*	*5%*	*7%*	*6%*	*6%*	*7%*	*1%*	*11%*	*14%*
65-74	**158**	6	147	6	6	-	5	1	*	59	33
	8%	*2%*	*9%a*	*6%*	*2%*	-	*2%*	*1%*	*1%*	*7%*	*9%*
75+	**52**	2	47	2	2	-	2	-	-	28	7
	2%	*1%*	*3%*	*2%*	*1%*	-	*1%*	-	-	*3%*	*2%*
Net 16-34	**841**	188	606	46	149	39	156	32	47	332	147
	40%	*62%bc*	*36%*	*43%*	*61%*	*66%*	*61%*	*66%*	*72%*	*39%*	*42%*
Net 35-54	**820**	87	687	46	70	16	74	12	17	344	118
	39%	*29%*	*41%a*	*44%a*	*29%*	*28%*	*29%*	*26%*	*27%*	*40%*	*34%*
Net 55+	**441**	28	399	14	25	3	24	4	1	180	88
	21%	*9%*	*24%ac*	*13%*	*10%*	*6%*	*10%*	*8%*	*2%*	*21%*	*25%*
Net 65+	**210**	8	194	8	8	-	8	1	*	88	40
	10%	*3%*	*11%a*	*8%*	*3%*	-	*3%*	*1%*	*1%*	*10%*	*11%*

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 4
Q5 Are you
Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	2102	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	2102	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	1150	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
Working full time (30+ hours per week)	930	593	338	121	276	233	208	85	7	397	441	93	221	297	68	7	176	144	17	*	240	409	190	91	649	281
	44%	56%b	*32%*	30%hk	63%cfghijk	55%cghik	52%cghk	37%hk	*3%*	47%chk	54%cghik	21%h	60%o	71%no	52%o	*5%*	37%rs	36%rs	17%s	*	46%wy	55%twy	50%wy	*20%*	51%wy	33%w
Working part-time (8-29 hours per week)	344	88	256	63	74	74	72	40	20	137	146	60	36	29	13	11	102	117	27	10	79	118	78	68	197	147
	16%	*8%*	24%a	*16%*	*17%*	18%h	*18%*	*17%*	*10%*	*16%*	18%h	*14%*	*10%*	*7%*	*10%*	*8%*	*22%*	29%ps	*27%*	*12%*	*15%*	*16%*	*21%*	*15%*	*16%*	*17%*
Not working (i.e. under 8hrs/week) retired	221	130	91	-	2	1	10	47	160	2	11	208	*	5	24	100	2	6	23	60	89	53	36	42	143	78
	10%	12%b	*9%*	-	*	*	2%ci	20%defij	76%cdefgijk	*	*1%*	47%cdefgij	*	*1%*	19%lm	76%lmn	*	*1%*	23%pq	76%pqr	17%uvwxy	*7%*	*9%*	*9%*	11%u	*9%*
Not working (i.e. under 8hrs/week) unemployed registered/not registered but looking for work)	117	72	45	35	23	27	20	12	-	58	47	12	30	32	10	-	28	16	1	-	10	22	16	68	33	84
	6%	*7%*	*4%*	9%hk	5%h	7%h	5%h	5%h	-	7%hk	6%h	*3%*	8%o	8%o	8%o	-	*6%*	*4%*	*1%*	-	*2%*	*3%*	*4%*	15%tuvx	*3%*	10%tuvx
Not working (i.e. under 8hrs/week) student	177	68	110	157	13	7	-	-	*	170	7	*	63	5	-	*	108	2	-	-	47	84	13	33	131	46
	8%	*6%*	10%a	39%defghijk	3%ijk	*2%*	-	-	*	20%defghijk	*1%*	*	17%mno	*1%*	-	*	23%qrs	*	-	-	9%w	11%wy	*3%*	*7%*	10%wy	*6%*
Not working (i.e. under 8hrs/week) housewife/ disabled/other	305	97	208	20	50	76	90	46	22	71	166	68	16	52	16	13	55	114	31	9	55	52	46	153	107	199
	15%	*9%*	20%a	*5%*	11%c	18%cdi	22%cdhi	20%cdi	*10%*	*8%*	20%cdhi	15%ci	*4%*	12%l	12%l	*10%*	*12%*	29%ps	30%ps	*11%*	*10%*	*7%*	12%u	33%tuvxy	*8%*	24%tuvx
Don't Know	8	4	4	3	2	2	-	1	-	5	2	1	3	1	-	-	2	1	1	-	3	-	2	4	3	6
	*	*	*	*1%*	*	*	-	*1%*	-	*1%*	*	*	*1%*	*	-	-	*	*	*1%*	-	*1%*	-	*	*1%*	*	*1%*
Nets: Working	1274	681	593	184	351	307	280	125	28	535	587	153	256	326	80	18	278	261	44	10	319	527	268	160	846	428
	61%	65%b	*56%*	46%hk	79%cfghijk	73%cghik	70%cghk	54%hk	*13%*	64%chk	72%cghik	35%h	70%o	77%no	62%o	*13%*	59%rs	65%rs	44%s	*13%*	61%wy	71%twy	70%twy	*35%*	67%twy	51%w
Nets: Not working	820	366	453	212	89	112	119	105	183	301	231	288	109	94	50	113	192	137	55	69	201	211	111	296	413	407
	39%	*35%*	43%a	53%defij	*20%*	*27%*	30%d	45%defj	87%cdefgij k	36%dej	28%d	65%cdefgij	*30%*	*22%*	38%m	87%lmn	*41%*	*34%*	55%q	87%pqr	38%uv	*29%*	*29%*	64%tuvxy	*33%*	48%tuvx

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 4
Q5 Are you
Base: All respondents

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	2102	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	1150	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
Working full time (30+ hours per week)	930	930	-	610	302	11	31	100	67	72	92	109	96	122	77	767	54	21	89	198	164	405
	44%	73%b	-	48%d	39%	36%	37%	48%d	40%	43%	49%d	47%	36%	45%	46%	44%	43%	51%	47%	43%	46%	43%
Working part-time (8-29 hours per week)	344	344	-	196	133	11	21	29	35	21	32	39	44	46	20	286	11	10	36	85	53	148
	16%	27%b	-	15%	17%	34%	26%gin	14%	21%n	13%	17%	17%	16%	17%	12%	16%	9%	24%q	19%	19%	15%	16%
Not working (i.e. under 8hrs/week) retired	221	-	221	191	29	-	10	18	20	17	12	20	30	27	10	166	26	2	27	48	29	88
	10%	-	27%a	15%d	4%	-	12%	9%	12%	10%	6%	9%	11%	10%	6%	9%	21%o	6%	14%	10%	8%	9%
Not working (i.e. under 8hrs/week) unemployed registered/not registered but looking for work)	117	-	117	40	71	4	4	16	11	5	13	11	21	10	9	100	13	1	3	32	18	51
	6%	-	14%a	3%	9%c	12%	5%	8%	7%	3%	7%	5%	8%	4%	5%	6%	10%r	3%	2%	7%	5%	5%
Not working (i.e. under 8hrs/week) student	177	-	177	80	81	4	9	14	10	17	14	12	29	35	28	168	4	2	3	33	31	104
	8%	-	22%a	6%	10%c	14%	10%	7%	6%	10%	8%	5%	11%	13%h	17%ghjk	10%r	3%	4%	2%	7%	9%	11%
Not working (i.e. under 8hrs/week) housewife/ disabled/other	305	-	305	149	156	*	8	31	22	32	23	38	49	28	22	255	17	5	28	61	55	138
	15%	-	37%a	12%	20%c	1%	10%	15%	13%	19%	12%	17%	18%	11%	13%	15%	14%	11%	15%	13%	16%	15%
Don't Know	8	-	-	6	2	1	-	-	1	2	1	-	1	2	-	7	*	-	1	1	4	3
	*	-	-	*	*	2%	-	-	*	1%	1%	-	*	1%	-	*	*	-	1%	*	1%	*
Nets: Working	1274	1274	-	806	436	22	52	129	103	93	124	147	140	168	97	1053	65	31	125	284	217	553
	61%	100%b	-	63%d	56%	71%	63%	62%	62%	56%	66%i	64%	52%	62%	58%	60%	52%	75%q	67%	62%	61%	59%
Nets: Not working	820	-	820	460	338	8	31	80	63	71	62	82	129	101	70	688	60	10	61	174	133	381
	39%	-	100%a	36%	44%c	28%	37%	38%	38%	43%	33%	36%	48%l	37%	42%	39%	48%o	25%	33%	38%	38%	41%

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

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Absolutes/col percents

Table 4
Q5 Are you
Base: All respondents

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	2102	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	2102	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	1150	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
Working full time (30+ hours per week)	930	713	727	710	420	547	432	388	244	224	652	498	452	289	243	894	36	776	842	894
	44%	*45%*	*44%*	*48%*	51%ab	*45%*	49%l	50%l	*48%*	*41%*	*44%*	49%n	48%n	*45%*	*40%*	*45%*	*31%*	*47%*	*47%*	*45%*
Working part-time (8-29 hours per week)	344	255	271	240	130	191	137	118	88	89	247	152	150	116	98	316	28	277	265	316
	16%	*16%*	*16%*	*16%*	*16%*	*16%*	*15%*	*15%*	*17%*	*16%*	*17%*	*15%*	*16%*	*18%*	*16%*	*16%*	*23%*	*17%*	*15%*	*16%*
Not working (i.e. under 8hrs/week) retired	221	184	154	122	27	83	79	28	33	65	122	94	48	46	80	199	22	142	166	199
	10%	12%cd	9%d	8%d	*3%*	7%g	9%g	*4%*	*6%*	12%egh	8%l	9%l	*5%*	*7%*	13%ljm	*10%*	*18%*	*9%*	*9%*	*10%*
Not working (i.e. under 8hrs/week) unemployed registered/not registered but looking for work)	117	88	103	75	50	79	43	45	23	38	86	51	49	26	38	109	8	88	99	109
	6%	*5%*	*6%*	*5%*	*6%*	*7%*	*5%*	*6%*	*4%*	*7%*	*6%*	*5%*	*5%*	*4%*	*6%*	*5%*	*7%*	*5%*	*6%*	*5%*
Not working (i.e. under 8hrs/week) student	177	113	163	145	83	150	63	105	49	41	154	66	119	55	45	177	*	160	170	177
	8%	*7%*	10%a	10%a	10%a	12%ijl	*7%*	14%ijl	*10%*	*7%*	10%k	*7%*	13%kmn	*9%*	*7%*	*9%*	*	*10%*	*9%*	*9%*
Not working (i.e. under 8hrs/week) housewife/ disabled/other	305	239	225	193	109	157	126	83	70	90	202	142	116	97	100	281	24	209	255	281
	15%	*15%*	*14%*	*13%*	*13%*	*13%*	*14%*	*11%*	*14%*	18%g	*14%*	*14%*	*12%*	*15%*	*17%*	*14%*	*20%*	*13%*	*14%*	*14%*
Don't Know	8	6	6	7	5	5	5	6	5	2	5	5	6	5	2	8	*	7	7	8
	*	*	*	*	*1%*	*	*1%*	*1%*	*1%*	*	*	*	*1%*	*1%*	*	*	*	*	*	*
Nets: Working	1274	968	998	950	549	738	570	506	332	312	899	650	602	406	341	1210	64	1053	1107	1210
	61%	*61%*	*61%*	*64%*	67%ab	*61%*	64%l	66%l	65%l	*57%*	*61%*	65%n	64%n	64%n	*56%*	*61%*	*54%*	*63%*	*61%*	*61%*
Nets: Not working	820	624	645	535	269	469	311	260	175	234	565	352	332	225	262	766	54	599	690	766
	39%	39%d	39%d	*36%*	*33%*	*39%*	*35%*	*34%*	*34%*	43%fgh	*38%*	*35%*	*35%*	*35%*	43%klm	*39%*	*46%*	*36%*	*38%*	*39%*

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

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Absolutes/col percents

Table 4
Q5 Are you
Base: All respondents

	Total	Tech savvy: Keep up with new Tech (agree) (a)	Tech savvy: Keep up with new Tech (disagree) (b)	Tech savvy: Computers confuse me (agree) (c)	Tech savvy: Computers confuse me (disagree) (d)	Parent: Parent (e)	Parent: Non-parent (f)	Age of Children: 0-10 (g)	Age of Children: 11-16 (h)	Age of Children: 17 (i)	HH size: Single (j)	HH size: 2-3 (k)	HH size: 4+ (l)	HH size: 2+ (m)	TV access: Freeview only (n)	TV access: Freeview (any) (o)	TV access: Sat (p)	TV access: Cab (q)	TV access: Sat/Cab (r)	TV access: Pay TV (s)
Unweighted Base	**2102**	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	**2102**	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	**1150**	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
Working full time (30+ hours per week)	**930**	550	176	93	734	422	508	267	204	40	146	473	309	782	211	228	465	163	628	584
	44%	50%b	*39%*	*44%*	*45%*	57%f	*37%*	*54%*	67%g	*57%*	*37%*	46%j	47%j	46%j	*39%*	*39%*	50%no	*45%*	48%no	50%no
Working part-time (8-29 hours per week)	**344**	170	84	49	248	129	215	84	47	11	70	174	99	273	103	108	142	52	194	175
	16%	*15%*	*19%*	23%ad	*15%*	*18%*	*16%*	*17%*	*15%*	*16%*	*17%*	*17%*	*15%*	*16%*	*19%*	*18%*	*15%*	*15%*	*15%*	*15%*
Not working (i.e. under 8hrs/week) retired	**221**	78	75	24	162	10	210	6	2	3	71	140	9	149	76	77	96	33	128	106
	10%	*7%*	17%ad	*11%*	10%a	*1%*	15%a	*1%*	*1%*	*5%*	18%lm	14%lm	*1%*	9%l	14%s	13%s	*10%*	*9%*	*10%*	*9%*
Not working (i.e. under 8hrs/week) unemployed registered/not registered but looking for work)	**117**	58	23	11	87	33	84	24	11	1	30	43	40	83	33	36	42	19	60	55
	6%	*5%*	*5%*	*5%*	*5%*	*4%*	*6%*	*5%*	*4%*	*1%*	*8%*	*4%*	*6%*	*5%*	*6%*	*6%*	*4%*	*5%*	*5%*	*5%*
Not working (i.e. under 8hrs/week) student	**177**	100	31	14	148	12	165	5	3	4	9	62	105	167	47	52	67	24	91	74
	8%	*9%*	*7%*	*6%*	*9%*	*2%*	12%a	*1%*	*1%*	*6%*	*2%*	6%j	16%jkm	10%jk	*9%*	*9%*	*7%*	*7%*	*7%*	*6%*
Not working (i.e. under 8hrs/week) housewife/ disabled/other	**305**	137	61	23	229	126	179	101	38	10	73	141	92	233	75	80	126	66	192	176
	15%	*13%*	*14%*	*11%*	*14%*	*17%*	*13%*	21%h	*12%*	*15%*	*18%*	*14%*	*14%*	*14%*	*14%*	*14%*	*13%*	*18%*	*15%*	*15%*
Don't Know	**8**	3	1	1	6	4	5	4	-	-	-	4	4	8	3	3	1	2	4	2
	*	*	*	*	*	*1%*	*	*1%*	-	-	-	*	*1%*	*	*1%*	*1%*	*	*1%*	*	*
Nets: Working	**1274**	720	260	142	982	551	723	352	251	52	216	646	408	1055	314	336	606	215	822	759
	61%	66%bd	*58%*	*66%*	*61%*	75%f	*53%*	*72%*	82%g	*73%*	*54%*	62%j	*62%*	62%j	*57%*	*57%*	65%no	*60%*	*63%*	65%no
Nets: Not working	**820**	373	190	71	627	181	639	135	54	19	183	387	245	632	231	245	330	142	472	410
	39%	*34%*	42%a	*33%*	39%a	*25%*	47%a	28%h	*18%*	*27%*	46%klm	*37%*	*37%*	*37%*	42%s	42%s	*35%*	*39%*	*36%*	*35%*

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

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Absolutes/col percents

Table 4
Q5 Are you
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	2102	328	1662	112	258	70	270	58	67	852	360
Base	2102	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	1150	221	878	70	170	53	180	42	47	483	196
Working full time (30+ hours per week)	930	174	718	38	143	31	148	26	35	388	143
	44%	57%bc	42%	36%	58%	53%	58%	54%	54%	45%	41%
Working part-time (8-29 hours per week)	344	51	271	22	44	7	44	7	15	149	44
	16%	17%	16%	20%	18%	12%	17%	15%	23%	17%	12%
Not working (i.e. under 8hrs/week) retired	221	10	203	8	9	1	10	-	*	94	41
	10%	3%	12%a	7%	4%	2%	4%	-	1%	11%	12%
Not working (i.e. under 8hrs/week) unemployed registered/not registered but looking for work)	117	14	97	6	10	4	11	3	3	43	30
	6%	5%	6%	5%	4%	7%	4%	6%	5%	5%	9%
Not working (i.e. under 8hrs/week) student	177	34	130	13	21	13	25	9	9	50	39
	8%	11%	8%	13%	9%	22%c	10%	18%	13%	6%	11%h
Not working (i.e. under 8hrs/week) housewife/ disabled/other	305	19	268	18	16	3	16	3	2	132	53
	15%	6%	16%a	17%a	7%	5%	6%	6%	4%	15%	15%
Don't Know	8	2	5	2	2	-	2	-	-	1	2
	*	1%	*	2%	1%	-	1%	-	-	*	*
Nets: Working	1274	225	990	60	186	39	191	33	50	537	187
	61%	74%bc	58%	56%	76%	65%	75%	69%	77%	63%i	53%
Nets: Not working	820	77	698	45	56	20	62	15	15	319	164
	39%	25%	41%a	42%a	23%	35%	24%	31%	23%	37%	47%h

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

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Absolutes/col percents

Table 5

Q6 And which of the following best describes the main income earner in your household?
If they're retired, please think back to their last job before retirement
Base: All respondents

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	2102	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	2102	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	1150	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
A	77	38	39	28	12	17	7	1	11	40	24	12	20	8	1	9	20	16	*	2	77	-	-	-	77	-
	4%	*4%*	*4%*	7%dfgjk	*3%*	*4%*	*2%*	*	5%g	5%g	*3%*	*3%*	6%m	*2%*	*	7%m	*4%*	*4%*	*	*3%*	15%uvwxy	-	-	-	6%uvwy	-
B	446	224	222	69	66	83	96	66	66	135	179	132	53	88	38	45	82	91	28	21	446	-	-	-	446	-
	21%	*21%*	*21%*	*17%*	*15%*	*20%*	24%di	28%cdi	31%cdeij	*16%*	22%di	30%cdeij	*14%*	*21%*	29%l	34%lm	*17%*	*23%*	*28%*	*27%*	85%uvwxy	-	-	-	35%uvwy	-
C1	738	351	387	146	184	138	141	75	53	330	280	129	123	149	45	34	207	131	30	19	-	738	-	-	738	-
	35%	*33%*	*37%*	37%h	42%hk	*33%*	*35%*	*33%*	*25%*	39%hk	*34%*	*29%*	*33%*	*35%*	*35%*	*26%*	44%qrs	*33%*	*30%*	*24%*	-	100%tvwxy	-	-	59%tvwy	-
C2	381	208	173	69	76	92	65	36	42	145	157	78	76	87	19	26	70	70	16	17	-	-	381	-	-	381
	18%	*20%*	*16%*	*17%*	*17%*	*22%*	*16%*	*15%*	*20%*	*17%*	*19%*	*18%*	*21%*	*21%*	*15%*	*20%*	*15%*	*18%*	*16%*	*21%*	-	-	100%tuwxy	-	-	45%tuwx
D	210	110	99	48	58	34	37	23	9	106	71	32	60	31	18	1	46	40	5	8	-	-	-	210	-	210
	10%	*10%*	*9%*	12%h	13%hk	*8%*	*9%*	*10%*	*4%*	13%hjk	*9%*	*7%*	16%mo	*7%*	14%o	*1%*	*10%*	*10%*	*5%*	*10%*	-	-	-	46%tuvxy	-	25%tuvx
E	251	120	131	39	44	55	53	31	29	83	108	59	35	59	9	16	48	49	21	13	-	-	-	251	-	251
	12%	*11%*	*12%*	*10%*	*10%*	*13%*	*13%*	*13%*	*14%*	*10%*	*13%*	*13%*	*10%*	*14%*	*7%*	*12%*	*10%*	*12%*	21%p	*16%*	-	-	-	54%tuvxy	-	30%tuvx
Net: AB	523	262	261	97	79	101	103	67	77	175	204	144	74	96	39	54	102	108	28	23	523	-	-	-	523	-
	25%	*25%*	*25%*	*24%*	*18%*	*24%*	26%d	29%d	37%cdefij	*21%*	25%d	33%cdeij	*20%*	*23%*	*30%*	41%lm	*22%*	*27%*	*28%*	*29%*	100%uvwxy	-	-	-	41%uvwy	-
Net: DE	460	230	230	87	102	90	90	53	38	190	179	91	95	90	27	17	94	89	26	21	-	-	-	460	-	460
	22%	*22%*	*22%*	*22%*	*23%*	*21%*	*22%*	*23%*	*18%*	*23%*	*22%*	*21%*	26%o	*21%*	*21%*	*13%*	*20%*	*22%*	*26%*	*26%*	-	-	-	100%tuvxy	-	55%tuvx
Net: ABC1	1261	613	648	243	263	239	244	142	130	506	483	272	197	244	84	88	309	239	58	42	523	738	-	-	1261	-
	60%	*58%*	*62%*	*61%*	*60%*	*57%*	*61%*	*61%*	*62%*	*60%*	*59%*	*62%*	*53%*	*58%*	*64%*	67%l	*65%*	*60%*	*58%*	*53%*	100%vwy	100%vwy	-	-	100%vwy	-
Net: C2DE	841	438	403	156	179	181	155	89	80	335	337	169	171	177	47	43	164	159	43	37	-	-	381	460	-	841
	40%	*42%*	*38%*	*39%*	*40%*	*43%*	*39%*	*39%*	*38%*	*40%*	*41%*	*38%*	47%o	*42%*	*36%*	*33%*	*35%*	*40%*	*42%*	*47%*	-	-	100%tux	100%tux	-	100%tux

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

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Absolutes/col percents

Table 5

Q6 And which of the following best describes the main income earner in your household?
If they're retired, please think back to their last job before retirement
Base: All respondents

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	2102	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	1150	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
A	77	43	33	59	16	-	4	7	6	2	8	11	7	7	10	62	14	1	1	18	9	35
	4%	*3%*	*4%*	5%d	*2%*	-	*5%*	*4%*	*4%*	*1%*	*4%*	*5%*	*3%*	*2%*	6%d	*4%*	11%qr	*2%*	*	*4%*	*3%*	*4%*
B	446	276	168	370	69	4	12	36	30	38	42	40	54	66	42	359	25	13	49	78	79	202
	21%	*22%*	*21%*	29%d	*9%*	*14%*	*14%*	*17%*	*18%*	*23%*	*22%*	*17%*	*20%*	*24%*	*25%*	*21%*	*20%*	*30%*	*26%*	*17%*	*22%*	*22%*
C1	738	527	211	471	246	13	25	70	59	60	55	74	87	100	64	595	35	18	90	154	115	326
	35%	41%b	*26%*	*37%*	*32%*	*41%*	*30%*	*34%*	*35%*	*36%*	*29%*	*32%*	*32%*	*37%*	*39%*	*34%*	*28%*	*44%*	48%op	*34%*	*32%*	*35%*
C2	381	268	111	230	138	4	22	48	32	29	34	60	56	37	15	334	24	4	19	102	63	169
	18%	21%b	*14%*	*18%*	*18%*	*14%*	26%mn	23%mn	19%n	*17%*	18%n	26%mn	21%n	*14%*	*9%*	*19%*	*19%*	*10%*	*10%*	*22%*	*18%*	*18%*
D	210	134	75	68	133	7	9	32	24	13	22	17	26	33	14	187	13	*	10	64	34	89
	10%	*10%*	*9%*	*5%*	17%c	*23%*	*10%*	*15%*	*14%*	*8%*	*12%*	*7%*	*10%*	*12%*	*8%*	*11%*	*10%*	*1%*	*5%*	14%u	*10%*	*10%*
E	251	26	221	73	173	2	11	15	16	25	28	28	40	28	21	211	14	6	20	42	53	116
	12%	*2%*	27%a	*6%*	22%c	*8%*	*13%*	*7%*	*9%*	*15%*	15%g	*12%*	15%g	*10%*	*12%*	*12%*	*11%*	*13%*	*10%*	*9%*	15%s	*12%*
Net: AB	523	319	201	429	85	4	16	44	36	39	49	50	61	73	53	421	39	13	50	96	89	237
	25%	*25%*	*25%*	34%c	*11%*	*14%*	*19%*	*21%*	*22%*	*24%*	*26%*	*22%*	*23%*	*27%*	32%g	*24%*	*31%*	*32%*	*26%*	*21%*	*25%*	*25%*
Net: DE	460	160	296	141	307	9	20	46	39	38	50	44	66	61	35	399	27	6	29	105	88	205
	22%	*13%*	36%a	*11%*	40%c	*31%*	*24%*	*22%*	*24%*	*23%*	*27%*	*19%*	*24%*	*22%*	*21%*	*23%*	*21%*	*14%*	*16%*	*23%*	*25%*	*22%*
Net: ABC1	1261	846	413	900	330	17	41	114	95	100	104	124	148	173	117	1016	74	32	139	250	203	563
	60%	66%b	*50%*	71%d	*43%*	*55%*	*50%*	*55%*	*57%*	*60%*	*55%*	*54%*	*55%*	*64%*	70%ghjkl	*58%*	*60%*	76%o	74%op	*55%*	*57%*	*60%*
Net: C2DE	841	428	407	372	444	14	42	94	72	67	83	105	122	98	50	732	50	10	48	208	150	374
	40%	*34%*	50%a	*29%*	57%c	*45%*	50%n	45%n	43%n	*40%*	45%n	46%n	45%n	*36%*	*30%*	42%qr	40%r	*24%*	*26%*	*45%*	*43%*	*40%*

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

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Absolutes/col percents

Table 5

Q6 And which of the following best describes the main income earner in your household?
If they're retired, please think back to their last job before retirement
Base: All respondents

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	2102	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	2102	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	1150	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
A	77	64	54	67	33	42	39	29	23	23	49	42	37	29	23	67	9	61	60	67
	4%	4%	3%	5%	4%	3%	4%	4%	4%	4%	3%	4%	4%	5%	4%	3%	8%	4%	3%	3%
B	446	360	346	325	167	242	202	153	127	140	305	224	194	155	154	432	14	376	386	432
	21%	23%	21%	22%	20%	20%	23%	20%	25%	25%e	21%	22%	21%	24%	25%	22%	12%	23%	21%	22%
C1	738	538	598	552	275	457	307	297	184	159	551	367	356	227	175	700	38	591	643	700
	35%	34%	36%	37%	33%	38%l	35%	38%l	36%l	29%	37%n	36%n	38%n	36%n	29%	35%	32%	36%	36%	35%
C2	381	300	283	261	165	200	156	143	81	107	250	175	176	110	127	352	29	282	316	352
	18%	19%	17%	18%	20%	16%	18%	19%	16%	19%	17%	17%	19%	17%	21%	18%	25%	17%	18%	18%
D	210	138	175	136	76	137	86	77	45	49	156	92	91	55	53	205	4	175	195	205
	10%	9%	11%	9%	9%	11%	10%	10%	9%	9%	11%	9%	10%	9%	9%	10%	4%	11%	11%	10%
E	251	197	193	150	108	134	96	74	52	69	159	107	86	60	74	227	24	174	202	227
	12%	12%	12%	10%	13%	11%	11%	10%	10%	13%	11%	11%	9%	9%	12%	11%	20%	11%	11%	11%
Net: AB	523	425	400	393	200	284	241	181	150	163	354	266	232	184	178	500	23	436	446	500
	25%	27%	24%	26%	24%	23%	27%	23%	29%e	30%eg	24%	26%	25%	29%	29%	25%	19%	26%	25%	25%
Net: DE	460	335	368	286	184	271	182	151	96	119	314	199	176	115	127	432	28	350	398	432
	22%	21%	22%	19%	22%	22%	21%	20%	19%	22%	21%	20%	19%	18%	21%	22%	24%	21%	22%	22%
Net: ABC1	1261	963	998	945	475	741	548	479	334	323	905	633	588	411	353	1200	61	1027	1090	1200
	60%	60%	61%	63%d	58%	61%	62%	62%	65%	59%	62%	63%	62%	65%	58%	60%	52%	62%	60%	60%
Net: C2DE	841	635	651	547	348	471	338	294	178	226	565	374	353	225	253	784	57	632	714	784
	40%	40%	39%	37%	42%c	39%	38%	38%	35%	41%	38%	37%	38%	35%	42%	40%	48%	38%	40%	40%

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

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Absolutes/col percents

Table 5

Q6 And which of the following best describes the main income earner in your household?
If they're retired, please think back to their last job before retirement
Base: All respondents

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
A	77	42	20	8	64	31	46	22	10	6	4	42	31	73	19	21	41	7	49	44
	4%	4%	4%	4%	4%	4%	3%	5%	3%	8%	1%	4%j	5%j	4%	3%	4%	4%	2%	4%	4%
B	446	224	98	40	353	155	291	100	81	15	56	252	137	389	119	123	211	77	287	258
	21%	20%	22%	19%	22%	21%	21%	20%	26%	22%	14%	24%j	21%j	23%	22%	21%	22%	21%	22%	22%
C1	738	421	158	64	586	250	488	171	92	19	153	340	243	582	172	189	323	133	457	431
	35%	38%	35%	30%	36%	34%	36%	35%	30%	27%	38%	33%	37%	34%	31%	32%	34%	37%	35%	37%
C2	381	200	83	48	280	163	218	105	61	19	52	211	118	328	117	124	164	59	223	198
	18%	18%	18%	22%	17%	22%j	16%	21%	20%	27%	13%	20%j	18%	19%j	21%	21%	18%	16%	17%	17%
D	210	100	44	19	163	68	142	36	38	7	37	103	70	172	62	66	91	32	123	115
	10%	9%	10%	9%	10%	9%	10%	7%	12%	10%	9%	10%	11%	10%	11%	11%	10%	9%	9%	10%
E	251	109	48	35	169	69	182	56	23	5	98	91	58	149	60	62	107	51	158	126
	12%	10%	11%	16%ad	10%	9%	13%	11%	7%	7%	25%klm	9%	9%	9%	11%	11%	11%	14%	12%	11%
Net: AB	523	266	118	48	417	186	337	123	91	21	59	294	169	462	138	144	252	84	336	301
	25%	24%	26%	22%	26%	25%	25%	25%	30%	30%	15%	28%j	26%j	27%j	25%	25%	27%	23%	26%	26%
Net: DE	460	209	92	54	332	137	323	92	60	12	135	193	128	321	122	127	198	83	281	241
	22%	19%	20%	25%	21%	19%	24%	19%	20%	16%	34%klm	19%	19%	19%	22%	22%	21%	23%	22%	21%
Net: ABC1	1261	687	276	112	1003	436	825	293	183	40	212	633	412	1045	310	333	575	217	793	732
	60%	63%c	61%	52%	62%c	59%	60%	60%	60%	57%	53%	61%j	63%j	62%j	56%	57%	61%	60%	61%	63%
Net: C2DE	841	409	175	102	612	299	541	197	122	31	187	404	246	650	239	251	362	142	504	439
	40%	37%	39%	46%ad	38%	41%	40%	40%	40%	43%	47%klm	39%	37%	38%	44%	43%	39%	40%	39%	37%

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

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Absolutes/col percents

Table 5

Q6 And which of the following best describes the main income earner in your household?
If they're retired, please think back to their last job before retirement

Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	2102	328	1662	112	258	70	270	58	67	852	360
Base	2102	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	1150	221	878	70	170	53	180	42	47	483	196
A	77	20	53	4	15	5	16	4	6	25	11
	4%	6%b	3%	4%	6%	8%	6%	8%	10%	3%	3%
B	446	78	347	21	68	10	71	7	17	195	78
	21%	26%	21%	20%	28%	17%	28%	14%	26%	23%	22%
C1	738	103	595	40	79	25	80	23	16	299	126
	35%	34%	35%	37%	32%	42%	32%	48%d	24%	35%	36%
C2	381	61	302	18	50	11	51	10	16	152	58
	18%	20%	18%	17%	20%	19%	20%	21%	24%	18%	17%
D	210	19	181	9	15	4	17	2	6	79	37
	10%	6%	11%	9%	6%	7%	7%	4%	9%	9%	10%
E	251	22	213	15	18	4	20	3	5	106	43
	12%	7%	13%a	14%	7%	7%	8%	6%	8%	12%	12%
Net: AB	523	98	400	25	83	15	87	10	23	220	89
	25%	32%b	24%	23%	34%	25%	34%	21%	36%	26%	25%
Net: DE	460	42	394	24	33	8	37	5	10	186	80
	22%	14%	23%a	23%	14%	14%	14%	10%	16%	22%	23%
Net: ABC1	1261	201	996	64	161	40	168	33	39	519	215
	60%	66%b	59%	61%	66%	67%	66%	69%	60%	61%	61%
Net: C2DE	841	102	697	42	83	19	88	15	26	337	138
	40%	34%	41%a	39%	34%	33%	34%	31%	40%	39%	39%

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

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Absolutes/col percents

Table 6

Q7 Have you watched anything on-line or on-demand such as TV programmes, video, clips or films in the last 12 months?
Base: All respondents

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**2102**	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	**2102**	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	**1150**	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
Yes	**1659**	837	822	372	360	330	296	170	132	732	626	301	314	337	105	80	418	288	64	52	436	591	282	350	1027	632
	79%	*80%*	*78%*	93%defghij k	82%hk	78%hk	74%h	*73%*	*63%*	87%defghjk	76%hk	*68%*	85%o	80%o	81%o	*61%*	88%qrs	*72%*	*64%*	*65%*	83%vwy	*80%*	*74%*	*76%*	81%vy	*75%*
No	**422**	204	217	25	79	83	102	56	76	103	185	133	51	80	24	50	52	106	32	27	84	144	92	102	228	193
	20%	*19%*	*21%*	*6%*	18%ci	20%ci	26%ci	24%ci	36%defij	12%c	23%ci	30%cdeij	*14%*	*19%*	*18%*	38%lmn	*11%*	27%p	32%p	33%p	*16%*	*20%*	24%t	*22%*	*18%*	23%tx
Don't know	**21**	10	12	3	3	8	1	5	2	5	9	7	3	5	1	1	3	4	4	1	3	3	7	9	6	15
	1%	*1%*	*1%*	*1%*	*1%*	*2%*	*	*2%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	4%p	*2%*	*	*	*2%*	2%t	*	2%t

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

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Absolutes/col percents

Table 6

Q7 Have you watched anything on-line or on-demand such as TV programmes, video, clips or films in the last 12 months?
Base: All respondents

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	2102	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	1150	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
Yes	1659	1053	599	985	626	26	73	170	133	122	158	155	195	238	140	1384	90	36	149	376	281	727
	79%	83%b	*73%*	*77%*	*81%*	*83%*	88%jkl	81%k	*80%*	*73%*	85%kl	*68%*	*72%*	88%jkl	84%kl	*79%*	*72%*	*87%*	*80%*	*82%*	*79%*	*78%*
No	422	216	205	276	139	5	10	33	34	40	27	74	73	30	23	344	34	5	38	76	67	200
	20%	*17%*	25%a	*22%*	*18%*	*15%*	*12%*	*16%*	20%m	24%m	*14%*	32%fgjmn	27%fgjmn	*11%*	*14%*	*20%*	*27%*	*13%*	*20%*	*17%*	*19%*	*21%*
Don't know	21	5	16	11	10	1	-	6	-	4	2	-	3	3	4	21	*	-	-	6	6	9
	1%	*	2%a	*1%*	*1%*	*2%*	-	*3%*	-	*2%*	*1%*	-	*1%*	*1%*	*2%*	*1%*	*	-	-	*1%*	*2%*	*1%*

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

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Absolutes/col percents

Table 6

Q7 Have you watched anything on-line or on-demand such as TV programmes, video, clips or films in the last 12 months?
Base: All respondents

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**2102**	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	**2102**	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	**1150**	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
Yes	**1659**	1255	1357	1221	700	1049	778	649	464	425	1247	842	784	555	463	1659	-	1659	1479	1659
	79%	*79%*	82%a	*82%*	85%a	87%l	88%l	84%l	91%egl	*77%*	85%n	84%n	83%n	87%n	*76%*	84%p	-	100%rs	*82%*	*84%*
No	**422**	332	280	264	119	158	106	123	43	120	215	161	153	73	140	306	116	-	306	306
	20%	21%bd	*17%*	*18%*	*15%*	13%h	*12%*	16%h	*8%*	22%efgh	*15%*	16%m	16%m	*11%*	23%klm	*15%*	98%o	-	17%q	15%q
Don't know	**21**	11	12	6	4	5	2	1	5	3	7	3	3	8	3	19	3	-	19	19
	1%	*1%*	*1%*	*	*	*	*	*	1%g	*1%*	*	*	*	*1%*	*1%*	*1%*	*2%*	-	1%q	1%q

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

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Absolutes/col percents

Table 6

Q7 Have you watched anything on-line or on-demand such as TV programmes, video, clips or films in the last 12 months?
Base: All respondents

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
Yes	1659	943	310	176	1309	588	1071	398	254	52	305	815	535	1349	391	424	738	306	1045	969
	79%	*86%bd*	*69%*	*82%b*	*81%b*	*80%*	*78%*	*81%*	*83%*	*73%*	*76%*	*79%*	*81%*	*80%*	*71%*	*72%*	*79%no*	*85%nop*	*81%no*	*83%no*
No	422	150	135	35	297	143	279	89	50	18	93	212	113	325	151	154	190	50	240	196
	20%	*14%*	*30%acd*	*16%*	*18%c*	*19%*	*20%*	*18%*	*16%*	*26%*	*23%*	*20%*	*17%*	*19%*	*28%pqrs*	*26%pqrs*	*20%q*	*14%*	*19%*	*17%*
Don't know	21	3	5	3	9	5	16	4	1	1	1	11	9	20	7	7	9	3	12	6
	1%	*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*

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

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Absolutes/col percents

Table 6

Q7 Have you watched anything on-line or on-demand such as TV programmes, video, clips or films in the last 12 months?
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**2102**	328	1662	112	258	70	270	58	67	852	360
Base	**2102**	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	**1150**	221	878	70	170	53	180	42	47	483	196
Yes	**1659**	289	1288	82	233	57	244	46	62	687	291
	79%	95%bc	*76%*	*77%*	*95%*	*96%*	*95%*	*95%*	*95%*	*80%*	*82%*
No	**422**	14	391	17	11	3	11	3	3	165	57
	20%	*4%*	23%a	16%a	*5%*	*4%*	*4%*	*5%*	*5%*	*19%*	*16%*
Don't know	**21**	1	14	7	1	-	1	-	1	5	5
	1%	*	*1%*	6%ab	*	-	*	-	*1%*	*1%*	*1%*

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

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Absolutes/col percents

Table 7

Q7T Have you watched YouTube in the past 12 months?
Base: All respondents

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**2102**	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	**2102**	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	**1150**	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
Yes	**1804**	938	866	377	421	374	322	164	147	798	695	310	360	386	96	96	438	309	68	51	446	643	316	398	1090	714
	86%	89%b	*82%*	95%efghjk	95%efghjk	89%fghk	81%hk	*71%*	*70%*	95%efghjk	85%ghk	*70%*	98%mno	92%no	*74%*	*73%*	93%qrs	*78%*	*67%*	*64%*	*85%*	*87%*	*83%*	*86%*	*86%*	*85%*
No	**287**	111	176	22	20	43	76	67	60	42	118	127	8	34	35	34	34	84	32	27	73	89	64	61	163	125
	14%	*11%*	17%a	*5%*	*5%*	10%cdi	19%cdei	29%cdeij	29%cdefij	*5%*	14%cdi	29%cdefij	*2%*	8%l	26%lm	26%lm	*7%*	21%p	32%p	33%p	*14%*	*12%*	*17%*	*13%*	*13%*	*15%*
Don't know	**11**	3	8	-	*	4	2	1	3	*	6	4	-	1	-	1	*	5	1	2	3	6	-	2	9	2
	1%	*	*1%*	-	*	1%l	*1%*	*	2%cl	*	*1%*	1%l	-	*	-	*1%*	*	*1%*	*1%*	3%p	*1%*	*1%*	-	*	*1%*	*

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

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Absolutes/col percents

Table 7

Q7T Have you watched YouTube in the past 12 months?
Base: All respondents

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**2102**	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	**2102**	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	**1150**	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
Yes	**1804**	1107	690	1055	699	24	73	179	148	148	164	180	235	240	154	1522	98	31	153	401	311	810
	86%	*87%*	*84%*	*83%*	*90%c*	*80%*	*88%*	*86%*	*89%*	*89%*	*87%*	*79%*	*87%*	*89%k*	*93%k*	*87%pq*	*78%*	*74%*	*82%*	*88%*	*88%*	*86%*
No	**287**	161	125	207	74	6	9	28	17	19	23	49	34	29	12	220	26	11	30	55	41	124
	14%	*13%*	*15%*	*16%d*	*10%*	*20%*	*11%*	*13%*	*10%*	*11%*	*12%*	*21%mn*	*13%*	*11%*	*7%*	*13%*	*21%o*	*26%o*	*16%*	*12%*	*12%*	*13%*
Don't know	**11**	6	5	9	1	-	1	1	1	-	1	-	1	2	*	6	1	-	3	2	1	3
	1%	*	*1%*	*1%*	*	-	*1%*	*	*	-	*1%*	-	*	*1%*	*	*	*1%*	-	*2%*	*	*	*

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

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Absolutes/col percents

Table 7

Q7T Have you watched YouTube in the past 12 months?
Base: All respondents

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**2102**	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	**2102**	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	**1150**	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
Yes	**1804**	1334	1464	1342	768	1141	743	743	495	487	1350	821	901	597	531	1804	-	1479	1804	1804
	86%	*83%*	89%a	90%a	93%abc	94%fi	*84%*	96%fi	97%fi	89%f	92%kn	*82%*	96%jkn	94%kn	88%k	91%p	-	*89%*	100%qs	*91%*
No	**287**	256	177	145	55	68	138	29	15	59	114	180	39	37	72	170	117	170	-	170
	14%	16%bcd	11%d	*10%*	*7%*	6%h	16%eghi	*4%*	*3%*	11%egh	8%l	18%jlmn	*4%*	*6%*	12%lm	*9%*	99%o	10%r	-	9%r
Don't know	**11**	8	9	4	-	4	4	-	2	2	5	5	-	2	3	10	1	10	-	10
	1%	*1%*	*1%*	*	-	*	*	-	*	*	*	*1%*	-	*	*	*1%*	*1%*	1%r	-	1%r

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

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Absolutes/col percents

Table 7

Q7T Have you watched YouTube in the past 12 months?
Base: All respondents

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
Yes	1804	1002	355	174	1420	650	1154	438	276	58	345	868	583	1451	489	524	790	292	1082	982
	86%	91%bcd	*79%*	*81%*	88%bd	*88%*	*84%*	*89%*	*90%*	*81%*	*86%*	*84%*	89%k	*86%*	89%qrs	90%pqrs	*84%*	*81%*	*83%*	*84%*
No	287	91	90	39	191	82	205	50	28	13	53	162	73	235	57	59	142	65	207	184
	14%	*8%*	20%ad	18%ad	12%a	*11%*	*15%*	*10%*	*9%*	*19%*	*13%*	*16%*	*11%*	*14%*	*10%*	*10%*	15%o	18%no	16%no	16%no
Don't know	11	2	5	*	4	4	7	2	1	-	2	8	1	9	2	2	6	2	8	6
	1%	*	*1%*	*	*	*	*1%*	*	*	-	*	*1%*	*	*1%*	*	*	*1%*	*1%*	*1%*	*1%*

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

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Absolutes/col percents

Table 7
Q7T Have you watched YouTube in the past 12 months?
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**2102**	328	1662	112	258	70	270	58	67	852	360
Base	**2102**	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	**1150**	221	878	70	170	53	180	42	47	483	196
Yes	**1804**	288	1419	97	231	57	242	46	63	755	315
	86%	95%b	*84%*	*91%*	*95%*	*97%*	*95%*	*96%*	*96%*	*88%*	*89%*
No	**287**	15	265	7	13	2	13	2	3	98	37
	14%	*5%*	16%ac	*7%*	*5%*	*3%*	*5%*	*4%*	*4%*	*11%*	*10%*
Don't know	**11**	-	9	2	-	-	-	-	-	4	1
	1%	-	*1%*	2%c	-	-	-	-	-	*	*

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

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Absolutes/col percents

Table 8
Q7/Q7T Summary
Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**2102**	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	**2102**	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	**1150**	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
Yes	**1659**	837	822	372	360	330	296	170	132	732	626	301	314	337	105	80	418	288	64	52	436	591	282	350	1027	632
	79%	*80%*	*78%*	**93%defghij k**	**82%hk**	**78%hk**	**74%h**	*73%*	*63%*	**87%defghjk**	**76%hk**	*68%*	**85%o**	**80%o**	**81%o**	*61%*	**88%qrs**	*72%*	*64%*	*65%*	**83%wy**	*80%*	*74%*	*76%*	**81%wy**	*75%*
Yes, including YouTube	**1984**	1006	978	394	432	394	372	202	189	826	767	391	364	410	117	115	463	357	85	74	500	700	352	432	1200	784
	94%	*96%*	*93%*	**99%efghjk**	**98%efghjk**	*94%*	*93%*	*87%*	*90%*	**98%efghjk**	**93%gk**	*89%*	**99%no**	**97%no**	*89%*	*88%*	**98%qrs**	*90%*	*85%*	*93%*	*96%*	*95%*	*92%*	*94%*	*95%*	*93%*
No	**118**	45	73	5	9	26	27	29	21	14	53	50	5	12	14	15	10	42	16	6	23	38	29	28	61	57
	6%	*4%*	*7%*	*1%*	*2%*	**6%cdi**	**7%cdi**	**13%cdij**	**10%cdi**	*2%*	**7%cdi**	**11%cdij**	*1%*	*3%*	**11%lm**	**12%lm**	*2%*	**10%p**	**15%p**	**7%p**	*4%*	*5%*	*8%*	*6%*	*5%*	*7%*

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

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Absolutes/col percents

Table 8
Q7/Q7T Summary
Base: All respondents

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**2102**	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	**2102**	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	**1150**	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
Yes	**1659**	1053	599	985	626	26	73	170	133	122	158	155	195	238	140	1384	90	36	149	376	281	727
	79%	83%b	*73%*	*77%*	*81%*	*83%*	88%ikl	81%k	*80%*	*73%*	85%kl	*68%*	*72%*	88%hikl	84%kl	*79%*	*72%*	*87%*	*80%*	*82%*	*79%*	*78%*
Yes, including YouTube	**1984**	1210	766	1189	740	31	82	195	158	163	180	200	255	263	159	1653	108	38	185	435	343	876
	94%	*95%*	*93%*	*93%*	*96%*	*100%*	99%k	*94%*	*95%*	98%k	96%k	*87%*	*94%*	97%k	*95%*	95%p	*87%*	*91%*	99%pq	*95%*	*97%*	*94%*
No	**118**	64	54	83	35	-	2	13	9	4	8	29	16	8	8	95	17	4	3	23	11	61
	6%	*5%*	*7%*	*7%*	*4%*	-	*2%*	*6%*	*5%*	*2%*	*4%*	13%ijm	*6%*	*3%*	*5%*	*5%*	13%or	9%r	*1%*	*5%*	*3%*	*6%*

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

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Absolutes/col percents

Table 8
Q7/Q7T Summary
Base: All respondents

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**2102**	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	**2102**	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	**1150**	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
Yes	**1659**	1255	1357	1221	700	1049	778	649	464	425	1247	842	784	555	463	1659	-	1659	1479	1659
	79%	*79%*	82%a	*82%*	85%a	87%l	88%l	84%l	91%egl	*77%*	85%n	84%n	83%n	87%n	*76%*	84%p	-	100%rs	*82%*	*84%*
Yes, including YouTube	**1984**	1492	1584	1431	792	1188	845	759	510	516	1431	941	921	621	565	1984	-	1659	1804	1984
	94%	*93%*	96%a	96%a	96%a	98%fl	*95%*	98%fl	100%efl	*94%*	97%kn	*94%*	98%kn	98%kn	*93%*	100%p	-	*100%*	*100%*	*100%*
No	**118**	106	65	60	32	24	40	14	2	33	38	65	20	14	41	-	118	-	-	-
	6%	7%bcd	*4%*	*4%*	*4%*	2%h	5%egh	*2%*	*	6%egh	*3%*	6%jlm	*2%*	*2%*	7%jlm	-	100%o	-	-	-

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

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Absolutes/col percents

Table 8
Q7/Q7T Summary
Base: All respondents

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	**2102**	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	**2102**	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	**1150**	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
Yes	**1659**	943	310	176	1309	588	1071	398	254	52	305	815	535	1349	391	424	738	306	1045	969
	79%	86%bd	*69%*	82%b	81%b	*80%*	*78%*	*81%*	*83%*	*73%*	*76%*	*79%*	*81%*	*80%*	*71%*	*72%*	79%no	85%nop	81%no	83%no
Yes, including YouTube	**1984**	1066	411	202	1543	690	1294	461	296	61	380	973	623	1596	519	555	878	336	1213	1105
	94%	97%b	*91%*	*94%*	96%b	*94%*	*95%*	*94%*	*97%*	*86%*	*95%*	*94%*	*95%*	*94%*	*95%*	*95%*	*94%*	*93%*	*94%*	*94%*
No	**118**	30	40	12	72	46	72	30	9	10	19	64	34	99	30	30	60	24	83	66
	6%	*3%*	9%ad	*6%*	*4%*	*6%*	*5%*	*6%*	*3%*	*14%*	*5%*	*6%*	*5%*	*6%*	*5%*	*5%*	*6%*	*7%*	*6%*	*6%*

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

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Absolutes/col percents

Table 8
Q7/Q7T Summary
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**2102**	328	1662	112	258	70	270	58	67	852	360
Base	**2102**	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	**1150**	221	878	70	170	53	180	42	47	483	196
Yes	**1659**	289	1288	82	233	57	244	46	62	687	291
	79%	95%bc	*76%*	*77%*	*95%*	*96%*	*95%*	*95%*	*95%*	*80%*	*82%*
Yes, including YouTube	**1984**	298	1583	103	239	58	250	47	63	825	338
	94%	98%b	*94%*	*97%*	*98%*	*99%*	*98%*	*98%*	*97%*	*96%*	*96%*
No	**118**	6	109	3	5	1	5	1	2	32	15
	6%	*2%*	6%a	*3%*	*2%*	*1%*	*2%*	*2%*	*3%*	*4%*	*4%*

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

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Absolutes/col percents

Table 9
Q8 Which of these do you ever use?
Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**2102**	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	**2102**	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	**1150**	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
PC/Mac/laptop	**1649**	836	813	338	347	341	323	154	145	685	664	299	296	362	89	89	390	302	65	55	400	598	283	368	998	651
	78%	*80%*	*77%*	85%ghk	79%ghk	81%ghk	81%ghk	*67%*	*69%*	82%ghk	81%ghk	*68%*	80%o	86%no	*68%*	*68%*	82%rs	*76%*	*65%*	*70%*	*77%*	*81%*	*74%*	*80%*	*79%*	*77%*
Smartphone	**1286**	630	656	323	334	294	205	68	62	657	499	130	280	265	43	42	377	235	24	20	326	492	216	253	817	469
	61%	*60%*	*62%*	81%efghjk	76%fghjk	70%fghjk	51%ghk	*29%*	*30%*	78%efghjk	61%fghk	*29%*	76%mno	63%no	*33%*	*32%*	80%qrs	59%rs	*24%*	*25%*	*62%*	67%vwy	*57%*	*55%*	65%wy	*56%*
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	**1062**	567	496	199	214	202	226	126	97	413	427	222	182	240	77	68	231	187	48	29	276	394	184	208	670	392
	51%	54%b	*47%*	*50%*	*49%*	*48%*	*56%*	*54%*	*46%*	*49%*	*52%*	*50%*	*49%*	*57%*	*59%*	*52%*	*49%*	*47%*	*48%*	*36%*	*53%*	53%w	*48%*	*45%*	53%wy	*47%*
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	**804**	433	371	220	229	198	106	32	19	449	304	51	230	173	14	16	218	131	18	3	194	268	160	182	462	342
	38%	41%b	*35%*	55%fghjk	52%fghjk	47%fghjk	27%ghk	*14%*	*9%*	53%fghjk	37%fghk	*12%*	63%mno	41%no	*10%*	*12%*	46%qrs	33%rs	18%s	*4%*	*37%*	*36%*	*42%*	*40%*	*37%*	*41%*
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	**741**	347	394	138	151	166	122	74	90	289	287	164	124	138	30	54	165	149	44	36	209	217	149	165	427	314
	35%	*33%*	*38%*	*35%*	*34%*	*39%*	*30%*	*32%*	43%f	*34%*	*35%*	*37%*	*34%*	*33%*	*23%*	42%n	*35%*	*37%*	*44%*	*45%*	40%ux	*29%*	39%u	*36%*	*34%*	37%u
Tablet computer (e.g. iPad)	**738**	363	375	175	179	172	100	57	54	354	273	111	166	125	33	39	189	148	24	15	224	260	120	134	484	253
	35%	*35%*	*36%*	44%fghjk	41%fghk	41%fghk	*25%*	*25%*	*26%*	42%fghjk	33%fk	*25%*	45%mno	*30%*	*25%*	*30%*	40%rs	37%s	*24%*	*18%*	43%uvwy	*35%*	*31%*	*29%*	38%wy	*30%*
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	**392**	163	228	71	72	69	71	45	65	143	140	110	49	53	23	39	94	87	22	26	136	130	69	57	266	126
	19%	*16%*	22%e	*18%*	*16%*	*16%*	*18%*	*19%*	31%cdefgij	*17%*	*17%*	25%deij	*13%*	*13%*	*18%*	30%lm	*20%*	*22%*	*22%*	33%p	26%uvwy	*18%*	*18%*	*12%*	21%wy	*15%*
Smart TV	**332**	182	150	76	77	65	54	29	32	152	118	61	66	67	18	32	86	51	12	*	118	104	56	54	222	110
	16%	*17%*	*14%*	*19%*	*17%*	*15%*	*13%*	*13%*	*15%*	*18%*	*14%*	*14%*	*18%*	*16%*	*14%*	*24%*	18%s	13%s	12%s	*1%*	23%uvwy	*14%*	*15%*	*12%*	18%wy	*13%*
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	**53**	35	19	15	14	9	8	7	1	29	17	7	17	12	6	1	13	5	1	-	15	25	9	5	40	14
	3%	*3%*	*2%*	4%h	*3%*	*2%*	*2%*	*3%*	*	*3%*	*2%*	*2%*	*5%*	*3%*	*4%*	*	*3%*	*1%*	*1%*	-	*3%*	*3%*	*2%*	*1%*	*3%*	*2%*
None of the above	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Any set-top box	**1598**	798	799	284	314	331	315	182	173	598	645	355	257	333	99	109	340	312	83	63	425	538	300	335	963	635
	76%	*76%*	*76%*	*71%*	*71%*	79%ci	79%	*79%*	82%cdi	*71%*	79%cdi	80%cdi	*70%*	79%i	*76%*	84%i	*72%*	*78%*	*83%*	*80%*	81%uw	*73%*	*79%*	*73%*	*76%*	*76%*
Net: Any Smartphone/tablet/ eBook reader	**1491**	737	755	342	360	322	254	99	115	702	576	214	297	299	57	83	404	276	42	32	393	552	261	286	945	547
	71%	*70%*	*72%*	86%efghjk	82%fghjk	77%fghk	64%gk	*43%*	*55%*	83%efghjk	70%ghk	*48%*	81%mno	71%n	*44%*	64%n	86%qrs	69%rs	*42%*	*40%*	75%wy	75%wy	*69%*	*62%*	75%wy	*65%*

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

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Absolutes/col percents

Table 9
Q8 Which of these do you ever use?
Base: All respondents

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	2102	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	1150	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
PC/Mac/laptop	1649	998	645	983	623	26	67	163	126	124	146	168	211	219	136	1361	92	36	160	356	271	734
	78%	78%	79%	77%	80%	85%	80%	78%	76%	75%	78%	74%	78%	81%	81%	78%	74%	87%	85%	78%	77%	78%
Smartphone	1286	841	439	735	513	21	57	121	107	96	122	129	174	164	106	1076	71	27	113	285	218	573
	61%	66%b	54%	58%	66%c	69%	68%	58%	64%	58%	65%	56%	64%	61%	64%	62%	57%	64%	60%	62%	61%	61%
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	1062	683	374	686	346	23	41	109	81	83	101	106	116	136	79	852	74	26	111	231	184	437
	51%	54%b	46%	54%d	45%	74%	49%	52%	48%	50%	54%	46%	43%	50%	47%	49%	59%	63%	59%	50%	52%	47%
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	804	538	261	452	330	11	35	79	66	53	80	77	116	118	72	696	43	18	47	180	133	383
	38%	42%b	32%	36%	43%c	35%	42%	38%	40%	32%	43%	33%	43%	44%	43%	40%p	34%	43%	25%	39%	38%	41%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	741	413	325	471	249	7	26	74	67	57	67	82	129	78	58	637	32	13	59	166	125	346
	35%	32%	40%a	37%	32%	22%	31%	35%	40%m	34%	36%	36%	48%fgmn	29%	35%	36%p	26%	30%	32%	36%	35%	37%
Tablet computer (e.g. iPad)	738	475	258	461	249	15	32	75	56	52	63	76	86	114	65	618	37	21	62	162	115	340
	35%	37%b	32%	36%	32%	49%	38%	36%	34%	31%	33%	33%	32%	42%	39%	35%	30%	50%p	33%	35%	33%	36%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	392	228	164	284	101	5	17	42	32	19	32	28	46	49	35	301	35	6	50	92	51	158
	19%	18%	20%	22%d	13%	16%	20%	20%	20%	11%	17%	12%	17%	18%	21%	17%	28%o	14%	27%o	20%	14%	17%
Smart TV	332	225	107	214	106	5	9	31	30	25	34	35	37	54	33	286	19	6	21	69	59	159
	16%	18%b	13%	17%	14%	16%	11%	15%	18%	15%	18%	15%	14%	20%	20%	16%	15%	15%	11%	15%	17%	17%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	53	38	15	39	14	-	3	8	4	2	7	2	4	8	4	43	1	3	6	16	10	18
	3%	3%	2%	3%	2%	-	3%	4%	3%	1%	4%	1%	1%	3%	3%	2%	1%	7%	3%	3%	3%	2%
None of the above	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Any set-top box	1598	968	624	1016	536	27	62	158	132	126	152	169	213	190	117	1319	97	34	147	352	279	689
	76%	76%	76%	80%d	69%	87%	74%	76%	79%	76%	81%mn	74%	79%	70%	70%	75%	78%	81%	79%	77%	79%	74%
Net: Any Smartphone/tablet/ eBook reader	1491	950	535	880	570	23	63	143	127	110	135	149	188	200	121	1236	87	28	140	333	245	658
	71%	75%b	65%	69%	74%	74%	76%	68%	76%	66%	72%	65%	70%	74%	72%	71%	69%	68%	75%	73%	69%	70%

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

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Absolutes/col percents

Table 9
Q8 Which of these do you ever use?
Base: All respondents

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	2102	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	2102	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	1150	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
PC/Mac/laptop	1649	1246	1649	1250	705	1212	672	630	381	442	1470	763	775	478	481	1584	65	1357	1464	1584
	78%	78%	100%acd	84%a	86%a	100%ghi	76%	82%fh	74%	81%h	100%klmn	76%	82%km	75%	79%	80%p	55%	82%	81%	80%
Smartphone	1286	988	1089	1286	674	834	589	772	397	346	984	659	940	483	375	1243	43	1062	1180	1243
	61%	62%	66%	86%abd	82%ab	69%	67%	100%efhi	77%efi	63%	67%	65%	100%jkmn	76%jkn	62%	63%p	36%	64%	65%	63%
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	1062	1062	817	778	456	557	886	412	258	157	684	1006	489	329	175	994	69	883	869	994
	51%	66%bcd	50%	52%	55%b	46%i	100%eghi	53%ei	50%i	29%	47%n	100%jlmn	52%jn	52%n	29%	50%	58%	53%r	48%	50%
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	804	648	692	707	804	534	403	417	287	241	625	426	503	346	261	774	30	684	750	774
	38%	41%	42%	47%ab	98%abc	44%	45%	54%efi	56%efi	44%	43%	42%	53%jkn	54%jkn	43%	39%	26%	41%	42%	39%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	741	741	607	529	327	463	175	284	203	548	559	194	350	250	606	698	43	562	649	698
	35%	46%bcd	37%	35%	40%	38%i	20%	37%f	40%f	100%efgh	38%k	19%	37%k	39%k	100%klm	35%	36%	34%	36%	35%
Tablet computer (e.g. iPad)	738	570	571	632	414	420	354	351	512	230	519	380	433	636	241	709	29	629	674	709
	35%	36%	35%	42%ab	50%abc	35%	40%	45%e	100%efgi	42%e	35%	38%	46%jk	100%jkln	40%	36%	24%	38%	37%	36%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	392	339	341	392	193	243	204	164	139	129	302	219	205	174	141	364	28	320	331	364
	19%	21%	21%	26%ab	23%	20%	23%	21%	27%eg	24%	21%	22%	22%	27%jkl	23%	18%	24%	19%	18%	18%
Smart TV	332	240	256	332	169	205	156	185	153	109	243	163	209	172	113	324	8	301	312	324
	16%	15%	16%	22%ab	21%ab	17%	18%	24%ef	30%efgi	20%	17%	16%	22%jk	27%jkn	19%	16%	7%	18%	17%	16%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	53	44	46	44	53	35	19	28	26	25	41	23	35	31	27	52	2	49	52	52
	3%	3%	3%	3%	6%abc	3%	2%	4%	5%f	5%f	3%	2%	4%	5%k	4%	3%	2%	3%	3%	3%
None of the above	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Any set-top box	1598	1598	1246	1133	664	881	886	589	381	548	1080	1006	715	482	606	1492	106	1255	1334	1492
	76%	100%bcd	76%	76%	81%bc	73%	100%egh	76%	74%	100%egh	74%	100%jlm	76%	76%	100%jlm	75%	90%p	76%	74%	75%
Net: Any Smartphone/tablet/ eBook reader	1491	1133	1250	1491	721	929	666	772	446	407	1120	743	940	547	441	1431	60	1221	1342	1431
	71%	71%	76%a	100%abd	88%ab	77%	75%	100%efhi	87%efi	74%	76%	74%	100%jkmn	86%jkn	73%	72%p	51%	74%	74%	72%

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

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Absolutes/col percents

Table 9
Q8 Which of these do you ever use?
Base: All respondents

	Total	Tech savvy: Keep up with new Tech (agree) (a)	Tech savvy: Keep up with new Tech (disagree) (b)	Tech savvy: Computers confuse me (agree) (c)	Tech savvy: Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	Age of Children: 0-10 (g)	Age of Children: 11-16 (h)	Age of Children: 17 (i)	HH size: Single (j)	HH size: 2-3 (k)	HH size: 4+ (l)	HH size: 2+ (m)	TV access: Freeview only (n)	TV access: Freeview (any) (o)	TV access: Sat (p)	TV access: Cab (q)	TV access: Sat/Cab (r)	TV access: Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
PC/Mac/laptop	1649	910	323	141	1332	560	1089	376	234	48	324	795	522	1316	421	448	741	271	1012	911
	78%	83%bc	*72%*	*66%*	82%bc	*76%*	*80%*	*77%*	*77%*	*68%*	*81%*	*77%*	*79%*	*78%*	*77%*	*77%*	*79%*	*75%*	*78%*	*78%*
Smartphone	1286	804	191	118	1044	512	774	357	204	47	196	617	467	1084	314	341	585	201	786	749
	61%	73%bcd	*42%*	55%b	65%bc	70%f	*57%*	*73%*	*67%*	*66%*	*49%*	59%j	71%jkm	64%j	*57%*	*58%*	*62%*	*56%*	*61%*	64%no
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	1062	592	205	122	811	418	644	265	191	40	162	525	371	896	32	40	649	317	966	953
	51%	54%b	*46%*	57%b	*50%*	57%f	*47%*	*54%*	*63%*	*57%*	*41%*	51%j	56%j	53%j	*6%*	*7%*	69%no	88%noprs	74%nop	81%nopr
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	804	530	97	93	650	380	424	263	165	36	99	371	328	699	184	201	388	142	530	481
	38%	48%bd	*22%*	43%b	40%b	52%f	*31%*	*54%*	*54%*	*51%*	*25%*	36%j	50%jkm	41%jk	*33%*	*34%*	41%no	*40%*	41%no	41%no
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	741	397	153	64	600	243	498	170	93	26	139	389	209	598	330	350	246	70	316	236
	35%	*36%*	*34%*	*30%*	*37%*	*33%*	*36%*	*35%*	*30%*	*37%*	*35%*	*38%*	*32%*	*35%*	60%pqrs	60%pqrs	26%	*20%*	*24%*	*20%*
Tablet computer (e.g. iPad)	738	485	89	73	584	307	430	227	125	25	96	358	283	641	156	176	357	117	474	445
	35%	44%bcd	*20%*	34%b	36%b	42%f	*32%*	*46%*	*41%*	*35%*	*24%*	35%j	43%jk	38%j	*28%*	*30%*	38%no	*33%*	37%no	38%no
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	392	237	61	34	319	138	253	95	50	15	49	233	109	342	92	97	203	58	262	225
	19%	22%b	*14%*	*16%*	20%b	*19%*	*19%*	*19%*	*17%*	*22%*	*12%*	22%j	*17%*	20%j	*17%*	*17%*	*22%*	*16%*	*20%*	*19%*
Smart TV	332	238	45	37	261	148	185	109	59	17	42	160	128	288	74	82	168	54	222	204
	16%	22%bd	*10%*	17%b	16%b	20%f	*14%*	*22%*	*19%*	*24%*	*11%*	*15%*	19%j	17%j	*13%*	*14%*	*18%*	*15%*	*17%*	*17%*
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	53	43	6	5	47	15	38	10	7	2	8	32	12	44	13	15	26	6	32	30
	3%	*4%*	*1%*	*3%*	*3%*	*2%*	*3%*	*2%*	*2%*	*2%*	*2%*	*3%*	*2%*	*3%*	*2%*	*3%*	*3%*	*2%*	*2%*	*3%*
None of the above	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Any set-top box	1598	855	334	158	1247	581	1017	378	248	59	277	810	503	1314	350	377	777	331	1107	1016
	76%	*78%*	*74%*	*74%*	*77%*	*79%*	*74%*	*77%*	*81%*	*84%*	*69%*	78%j	*77%*	78%j	*64%*	*65%*	83%no	92%noprs	85%no	87%no
Net: Any Smartphone/tablet/ eBook reader	1491	905	244	137	1201	574	917	403	223	54	241	731	512	1243	376	408	681	230	912	843
	71%	83%bcd	*54%*	*64%*	74%bc	78%f	*67%*	82%h	*73%*	*76%*	*60%*	70%j	78%jk	73%j	*68%*	*70%*	73%q	*64%*	*70%*	72%q

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

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Absolutes/col percents

Table 9
Q8 Which of these do you ever use?
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	2102	328	1662	112	258	70	270	58	67	852	360
Base	2102	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	1150	221	878	70	170	53	180	42	47	483	196
PC/Mac/laptop	1649	225	1343	81	173	52	185	41	53	656	283
	78%	74%	79%	76%	71%	88%d	72%	84%	81%	77%	80%
Smartphone	1286	212	1001	74	170	42	178	33	49	525	189
	61%	70%b	59%	69%	70%	70%	70%	69%	74%	61%	53%
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	1062	154	863	45	122	32	129	25	30	458	175
	51%	51%	51%	43%	50%	55%	50%	52%	47%	54%	50%
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	804	139	628	37	110	29	116	22	24	336	122
	38%	46%b	37%	35%	45%	49%	46%	46%	37%	39%	35%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	741	107	589	45	86	21	89	17	28	301	116
	35%	35%	35%	42%	35%	35%	35%	36%	43%	35%	33%
Tablet computer (e.g. iPad)	738	157	547	34	129	27	136	20	33	343	117
	35%	52%bc	32%	32%	53%	46%	53%	42%	50%	40%	33%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	392	64	318	10	53	11	54	10	14	175	54
	19%	21%c	19%	10%	22%	18%	21%	21%	21%	20%	15%
Smart TV	332	80	238	14	69	11	70	10	25	154	51
	16%	26%bc	14%	14%	28%	19%	27%	21%	38%	18%	15%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	53	17	33	4	14	3	14	3	4	18	12
	3%	5%b	2%	3%	6%	5%	5%	5%	6%	2%	3%
None of the above	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Net: Any set-top box	1598	217	1301	80	171	46	180	38	46	661	254
	76%	72%	77%	75%	70%	79%	70%	78%	71%	77%	72%
Net: Any Smartphone/tablet/ eBook reader	1491	243	1171	77	195	48	204	39	57	615	225
	71%	80%b	69%	72%	80%	80%	80%	82%	87%	72%d	64%

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

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Absolutes/col percents

Table 10

Q11 - TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)
So looking at the following list of services, please could you say how often you typically watch each of these?
If you never watch a service, please say whether or not you were aware of it before this survey.
Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**2102**	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	**2102**	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	**1150**	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
Every day	**172**	100	73	70	44	29	18	7	4	114	47	11	62	33	2	2	52	15	5	1	45	57	31	39	102	70
	8%	*9%*	*7%*	*18%defghjk*	*10%ghjk*	*7%hk*	*5%*	*3%*	*2%*	*14%efghjk*	*6%*	*2%*	*17%mno*	*8%*	*2%*	*2%*	*11%q*	*4%*	*5%*	*2%*	*9%*	*8%*	*8%*	*9%*	*8%*	*8%*
Several times a week	**367**	185	182	110	92	74	46	25	20	202	120	45	89	68	15	13	113	51	10	7	101	124	79	63	225	142
	17%	*18%*	*17%*	*28%efghjk*	*21%ghjk*	*18%k*	*11%*	*11%*	*10%*	*24%ghjk*	*15%*	*10%*	*24%mno*	*16%*	*11%*	*10%*	*24%qrs*	*13%*	*10%*	*9%*	*19%*	*17%*	*21%*	*14%*	*18%*	*17%*
At least once a week	**430**	215	215	93	70	79	98	47	44	162	177	91	66	95	30	24	96	82	17	20	141	134	79	77	274	156
	20%	*20%*	*20%*	*23%d*	*16%*	*19%*	*25%d*	*20%*	*21%*	*19%*	*22%*	*21%*	*18%*	*23%*	*23%*	*18%*	*20%*	*21%*	*17%*	*25%*	*27%uwy*	*18%*	*21%*	*17%*	*22%*	*19%*
At least once a month	**330**	144	186	54	57	66	67	39	46	111	133	85	38	50	24	32	73	84	15	14	82	131	46	71	213	117
	16%	*14%*	*18%*	*14%*	*13%*	*16%*	*17%*	*17%*	*22%cdl*	*13%*	*16%*	*19%l*	*10%*	*12%*	*19%*	*24%lm*	*15%*	*21%*	*15%*	*18%*	*16%*	*18%*	*12%*	*15%*	*17%*	*14%*
Less than once a month	**278**	121	157	37	50	60	68	31	32	87	128	64	33	55	12	20	53	72	19	12	63	105	46	65	167	111
	13%	*11%*	*15%*	*9%*	*11%*	*14%*	*17%ci*	*14%*	*15%*	*10%*	*16%ci*	*14%*	*9%*	*13%*	*9%*	*15%*	*11%*	*18%p*	*19%*	*15%*	*12%*	*14%*	*12%*	*14%*	*13%*	*13%*
Aware of the service but have never viewed	**484**	261	224	26	106	110	96	82	64	132	206	146	59	115	48	39	73	92	34	25	91	173	93	128	264	220
	23%	*25%*	*21%*	*6%*	*24%ci*	*26%ci*	*24%ci*	*35%cdfij*	*31%ci*	*16%c*	*25%ci*	*33%cdfij*	*16%*	*27%l*	*36%l*	*30%l*	*15%*	*23%p*	*34%p*	*31%p*	*17%*	*23%t*	*24%*	*26%tx*	*21%*	*26%tx*
Not aware of this service	**41**	26	15	10	22	2	6	-	-	32	8	-	20	6	-	-	13	2	-	-	-	16	7	17	16	24
	2%	*2%*	*1%*	*2%k*	*5%eghjk*	*1%*	*2%*	-	-	*4%eghjk*	*1%*	-	*5%mo*	*1%*	-	-	*3%*	*1%*	-	-	-	*2%t*	*2%t*	*4%tx*	*1%t*	*3%t*
Net: watch at least weekly	**969**	500	469	273	206	182	162	79	68	479	344	147	218	196	47	40	261	148	32	28	287	314	189	179	601	368
	46%	*48%*	*45%*	*68%defghij k*	*47%ghk*	*43%hk*	*40%*	*34%*	*32%*	*57%defghjk*	*42%k*	*33%*	*59%mno*	*47%o*	*36%*	*30%*	*55%qrs*	*37%*	*32%*	*35%*	*55%uwxy*	*43%*	*50%w*	*39%*	*48%w*	*44%*
Net: watch at least once a month	**1299**	644	655	327	263	248	229	118	114	590	477	232	256	246	71	71	334	232	47	42	369	445	235	250	814	485
	62%	*61%*	*62%*	*82%defghij k*	*60%*	*59%*	*57%*	*51%*	*54%*	*70%defghjk*	*58%*	*53%*	*70%mno*	*58%*	*54%*	*55%*	*71%qrs*	*58%*	*47%*	*53%*	*71%uvwxy*	*60%*	*62%*	*54%*	*65%wy*	*58%*
Net: ever watch	**1577**	765	812	363	313	308	297	150	146	677	605	295	289	301	83	91	387	304	66	55	432	549	281	315	981	596
	75%	*73%*	*77%*	*91%defghij k*	*71%*	*73%*	*74%*	*65%*	*69%*	*80%deghjk*	*74%*	*67%*	*79%n*	*71%*	*64%*	*70%*	*82%rs*	*76%*	*66%*	*69%*	*83%uvwy*	*74%*	*74%*	*68%*	*78%wy*	*71%*
Net: aware	**2061**	1025	1036	389	419	418	393	231	210	809	811	441	349	415	131	131	460	396	101	79	523	722	373	443	1245	816
	98%	*98%*	*99%*	*98%*	*95%*	*99%dl*	*98%*	*100%dl*	*100%dl*	*96%*	*99%dl*	*100%cdl*	*95%*	*99%l*	*100%*	*100%l*	*97%*	*99%*	*100%*	*100%*	*100%uvwxy*	*98%*	*98%*	*96%*	*99%w*	*97%*

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

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Absolutes/col percents

Table 10

Q11 - TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)
So looking at the following list of services, please could you say how often you typically watch each of these?
If you never watch a service, please say whether or not you were aware of it before this survey.
Base: All respondents

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	2102	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	1150	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
Every day	172	108	60	83	86	1	6	29	18	16	18	9	13	31	17	158	6	2	7	53	34	71
	8%	8%	7%	7%	11%c	2%	7%	14%kl	11%	10%	10%	4%	5%	11%kl	10%	9%	5%	5%	3%	12%u	10%	8%
Several times a week	367	252	114	213	141	8	19	46	23	28	28	30	50	58	34	317	20	8	22	88	56	172
	17%	20%b	14%	17%	18%	26%	22%	22%	14%	17%	15%	13%	18%	22%	20%	18%	16%	19%	12%	19%	16%	18%
At least once a week	430	272	157	290	131	3	20	44	39	29	39	34	59	55	36	355	23	6	45	103	68	184
	20%	21%	19%	23%d	17%	11%	24%	21%	24%	17%	21%	15%	22%	20%	22%	20%	19%	14%	24%	23%	19%	20%
At least once a month	330	187	142	222	94	8	11	29	30	17	25	37	51	41	24	265	21	8	35	70	42	153
	16%	15%	17%	17%d	12%	25%	13%	14%	18%	10%	13%	16%	19%	15%	14%	15%	17%	20%	19%	15%	12%	16%
Less than once a month	278	167	110	179	92	4	10	19	21	27	20	32	40	42	11	220	20	6	32	50	46	124
	13%	13%	13%	14%	12%	12%	12%	9%	12%	16%n	10%	14%	15%n	15%n	6%	13%	16%	14%	17%	11%	13%	13%
Aware of the service but have never viewed	484	263	221	274	201	7	14	37	30	46	48	83	57	41	37	393	34	11	46	81	94	218
	23%	21%	27%a	22%	26%	24%	16%	18%	18%	28%m	26%m	36%ghlmn	21%	15%	22%	22%	27%	27%	25%	18%	27%s	23%
Not aware of this service	41	25	16	11	30	-	4	3	5	4	10	4	-	3	8	41	-	-	-	13	13	15
	2%	2%	2%	1%	4%c	-	5%l	2%	3%l	2%	5%lm	2%	-	1%	5%lm	2%	-	-	-	3%	4%	2%
Net: watch at least weekly	969	633	331	586	357	12	45	119	81	73	85	73	122	144	88	830	49	16	74	244	158	427
	46%	50%b	40%	46%	46%	39%	54%k	57%k	49%k	44%	46%	32%	45%	53%k	53%k	47%	39%	39%	40%	53%u	45%	46%
Net: watch at least once a month	1299	819	473	807	452	20	56	148	111	90	110	110	173	185	111	1095	70	25	109	314	200	580
	62%	64%b	58%	63%	58%	64%	67%k	71%ijk	66%k	54%	59%	48%	64%k	68%ik	67%ik	63%	56%	59%	58%	69%tu	57%	62%
Net: ever watch	1577	986	583	987	544	23	66	167	131	117	130	142	213	227	122	1314	91	30	141	364	246	703
	75%	77%b	71%	78%d	70%	76%	79%k	80%jk	79%k	70%	69%	62%	79%k	84%ijkn	73%	75%	73%	73%	75%	80%t	70%	75%
Net: aware	2061	1249	804	1261	745	31	79	205	161	163	178	225	271	267	159	1708	125	42	187	445	341	922
	98%	98%	98%	99%d	96%	100%	95%	98%	97%	98%	95%	98%	100%hjn	99%jn	95%	98%	100%	100%	100%	97%	96%	98%

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

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Absolutes/col percents

Table 10

Q11 - TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)
So looking at the following list of services, please could you say how often you typically watch each of these?
If you never watch a service, please say whether or not you were aware of it before this survey.
Base: All respondents

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	2102	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	2102	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	1150	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
Every day	172	133	140	140	84	130	101	102	79	53	137	104	107	83	54	169	4	167	161	169
	8%	8%	8%	9%	10%	11%	11%	13%	15%el	10%	9%	10%	11%	13%j	9%	9%	3%	10%	9%	9%
Several times a week	367	292	300	294	209	260	197	200	151	116	284	201	227	165	122	366	1	361	347	366
	17%	18%	18%	20%	25%abc	21%	22%	26%	29%efi	21%	19%	20%	24%j	26%jk	20%	18%p	1%	22%rs	19%	18%
At least once a week	430	343	337	322	185	268	223	168	135	127	314	230	204	155	137	420	10	402	374	420
	20%	21%	20%	22%	23%	22%	25%	22%	26%	23%	21%	23%	22%	24%	23%	21%	9%	24%r	21%	21%
At least once a month	330	257	269	230	112	206	141	95	60	87	235	161	126	84	94	313	16	290	267	313
	16%	16%	16%	15%	14%	17%gh	16%	12%	12%	16%	16%	16%	13%	13%	15%	16%	14%	17%	15%	16%
Less than once a month	278	219	219	171	92	102	76	57	32	53	190	122	84	60	73	246	32	200	209	246
	13%	14%	13%	11%	11%	8%	9%	7%	6%	10%	13%l	12%	9%	9%	12%	12%	27%o	12%	12%	12%
Aware of the service but have never viewed	484	352	354	311	139	220	146	135	38	113	280	190	176	73	127	430	54	207	406	430
	23%	22%d	21%d	21%	17%	18%h	17%h	17%h	7%	21%h	19%m	19%m	19%m	11%	21%m	22%	46%o	12%	23%q	22%q
Not aware of this service	41	2	29	23	3	27	-	16	17	-	29	-	16	17	-	41	-	33	41	41
	2%	*	2%ad	2%a	*	2%fi	-	2%fi	3%fi	-	2%kn	-	2%kn	3%kn	-	2%	-	2%	2%	2%
Net: watch at least weekly	969	768	777	757	478	657	522	469	365	296	735	534	539	402	313	954	15	930	881	954
	46%	48%	47%	51%	58%abc	54%	59%	61%e	71%efgi	54%	50%	53%	57%j	63%jkn	52%	48%p	13%	56%rs	49%	48%
Net: watch at least once a month	1299	1024	1046	987	590	863	663	565	425	382	970	695	665	486	407	1268	31	1220	1148	1268
	62%	64%	63%	66%	72%abc	71%	75%	73%	83%efgi	70%	66%	69%	71%	76%jkn	67%	64%p	27%	74%rs	64%	64%
Net: ever watch	1577	1244	1266	1157	681	965	739	622	457	436	1160	817	749	546	479	1513	64	1419	1357	1513
	75%	78%	77%	78%	83%abc	80%	83%	80%	89%efgi	79%	79%	81%	80%	86%jkln	79%	76%p	54%	86%rs	75%	76%
Net: aware	2061	1596	1620	1468	820	1185	886	757	495	548	1440	1006	925	618	606	1943	118	1626	1763	1943
	98%	100%bc	98%	98%	100%b	98%	100%egh	98%	97%	100%egh	98%	100%jlm	98%	97%	100%jlm	98%	100%	98%	98%	98%

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

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Absolutes/col percents

Table 10

Q11 - TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)
So looking at the following list of services, please could you say how often you typically watch each of these?
If you never watch a service, please say whether or not you were aware of it before this survey.
Base: All respondents

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
Every day	172	118	23	37	116	72	100	61	25	3	34	71	66	137	23	27	74	43	117	108
	8%	11%bd	5%	17%abd	7%	10%	7%	12%	8%	4%	8%	7%	10%	8%	4%	5%	8%n	12%no	9%no	9%no
Several times a week	367	258	44	49	290	155	212	112	66	13	48	179	139	319	66	75	159	89	249	235
	17%	24%bd	10%	23%b	18%b	21%f	16%	23%	22%	19%	12%	17%	21%j	19%	12%	13%	17%	25%nop	19%no	20%no
At least once a week	430	251	70	45	337	149	281	91	68	17	69	220	139	359	106	118	187	83	270	260
	20%	23%b	16%	21%	21%	20%	21%	19%	22%	24%	17%	21%	21%	21%	19%	20%	20%	23%	21%	22%
At least once a month	330	165	72	22	264	96	233	57	43	6	72	166	92	258	102	105	140	57	197	179
	16%	15%	16%	10%	16%	13%	17%	12%	14%	8%	18%	16%	14%	15%	19%	18%	15%	16%	15%	15%
Less than once a month	278	125	76	18	220	94	184	58	46	12	56	148	74	222	95	98	121	42	163	148
	13%	11%	17%ac	8%	14%	13%	13%	12%	15%	17%	14%	14%	11%	13%	17%f	17%	13%	12%	13%	13%
Aware of the service but have never viewed	484	162	155	42	356	159	326	104	54	17	114	234	133	367	145	150	244	45	289	230
	23%	15%	34%acd	20%	22%a	22%	24%	21%	18%	24%	29%lm	23%	20%	22%	26%qs	26%qs	26%qs	12%	22%q	20%q
Not aware of this service	41	17	10	2	32	11	30	7	3	3	7	20	13	34	12	12	11	-	11	11
	2%	2%	2%	1%	2%	1%	2%	1%	1%	5%	2%	2%	2%	2%	2%q	2%q	1%	-	1%	1%
Net: watch at least weekly	969	627	138	130	743	376	593	264	159	33	151	470	345	814	195	220	421	215	636	603
	46%	57%bd	31%	61%bd	46%b	51%f	43%	54%	52%	47%	38%	45%	52%jk	48%	36%	38%	45%no	60%noprs	49%no	51%nop
Net: watch at least once a month	1299	792	209	152	1007	473	826	322	202	39	222	635	437	1072	297	325	561	273	833	782
	62%	72%bd	46%	71%bd	62%b	64%	60%	66%	66%	55%	56%	61%	66%j	63%	54%	56%	60%	76%noprs	64%no	67%nop
Net: ever watch	1577	917	286	170	1227	566	1011	379	247	50	278	783	511	1294	392	423	682	315	996	930
	75%	84%bd	63%	80%b	76%b	77%	74%	77%	81%	71%	70%	75%	78%j	76%	71%	72%	73%	88%noprs	77%	79%nop
Net: aware	2061	1079	441	212	1583	725	1336	483	302	67	392	1017	644	1661	537	573	926	360	1285	1160
	98%	98%	98%	99%	98%	99%	98%	99%	99%	95%	98%	98%	98%	98%	98%	98%	99%	100%no	99%	99%

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

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Absolutes/col percents

Table 10

Q11 - TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)
So looking at the following list of services, please could you say how often you typically watch each of these?
If you never watch a service, please say whether or not you were aware of it before this survey.
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**2102**	328	1662	112	258	70	270	58	67	852	360
Base	**2102**	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	**1150**	221	878	70	170	53	180	42	47	483	196
Every day	**172**	68	95	9	58	11	60	8	24	77	34
	8%	***23%bc***	*6%*	*8%*	*24%*	*18%*	*24%*	*17%*	*37%*	*9%*	*10%*
Several times a week	**367**	80	268	19	63	16	66	14	17	163	55
	17%	***26%b***	*16%*	*18%*	*26%*	*27%*	*26%*	*29%*	*26%*	*19%*	*16%*
At least once a week	**430**	66	341	23	52	14	55	11	14	165	77
	20%	*22%*	*20%*	*21%*	*21%*	*24%*	*22%*	*24%*	*22%*	*19%*	*22%*
At least once a month	**330**	27	295	8	16	11	19	8	2	113	61
	16%	*9%*	***17%ac***	*8%*	*7%*	***18%d***	*7%*	*16%*	*4%*	*13%*	*17%*
Less than once a month	**278**	13	247	18	10	3	10	3	2	121	34
	13%	*4%*	***15%a***	***17%a***	*4%*	*6%*	*4%*	*5%*	*3%*	*14%*	*10%*
Aware of the service but have never viewed	**484**	38	419	27	38	-	38	-	5	199	84
	23%	*12%*	***25%a***	***26%a***	***15%e***	-	***15%g***	-	*8%*	*23%*	*24%*
Not aware of this service	**41**	11	27	2	7	4	7	4	-	18	9
	2%	***4%b***	*2%*	*2%*	*3%*	*6%*	*3%*	*8%*	-	*2%*	*3%*
Net: watch at least weekly	**969**	214	704	51	173	41	181	34	56	405	165
	46%	***71%bc***	*42%*	*48%*	*71%*	*70%*	*71%*	*70%*	*85%*	*47%*	*47%*
Net: watch at least once a month	**1299**	241	999	59	189	52	200	42	58	518	226
	62%	***80%bc***	*59%*	*55%*	*78%*	*88%*	*78%*	*87%*	*89%*	*61%*	*64%*
Net: ever watch	**1577**	254	1246	77	199	55	210	44	60	639	260
	75%	***84%bc***	*74%*	*72%*	*81%*	***94%d***	*82%*	*92%*	*92%*	*75%*	*74%*
Net: aware	**2061**	292	1665	104	237	55	248	44	65	839	344
	98%	*96%*	***98%a***	*98%*	*97%*	*94%*	*97%*	*92%*	*100%*	*98%*	*97%*

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

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Absolutes/col percents

Table 11

Q11 - On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)
So looking at the following list of services, please could you say how often you typically watch each of these?
If you never watch a service, please say whether or not you were aware of it before this survey.
Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	2102	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	2102	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	1150	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
Every day	71	30	41	33	24	11	1	1	1	57	12	2	24	5	-	1	33	6	1	-	13	20	15	23	33	38
	3%	3%	4%	8%efghjk	5%fghjk	3%	*	1%	*	7%efghjk	1%	*	7%mo	1%	-	*	7%q	2%	1%	-	2%	3%	4%	5%	3%	5%
Several times a week	147	87	60	59	55	20	7	5	2	114	27	7	60	21	4	2	54	5	1	-	42	54	32	20	96	51
	7%	8%	6%	15%efghjk	12%efghjk	5%	2%	2%	1%	14%efghjk	3%	2%	16%mno	5%	3%	1%	11%qrs	1%	1%	-	8%	7%	8%	4%	8%	6%
At least once a week	156	77	79	46	50	30	22	5	2	96	52	8	42	29	5	1	54	23	*	1	49	60	21	25	109	47
	7%	7%	8%	12%fghjk	11%fghjk	7%hk	6%k	2%	1%	11%fghjk	6%hk	2%	11%o	7%o	4%	1%	11%qrs	6%	*	2%	9%y	8%	6%	6%	9%	6%
At least once a month	129	58	71	49	25	25	16	10	4	75	41	14	27	22	6	4	47	19	4	-	43	45	22	20	88	41
	6%	6%	7%	12%defghjk	6%	6%	4%	4%	2%	9%hjk	5%	3%	7%	5%	4%	3%	10%qs	5%	4%	-	8%	6%	6%	4%	7%	5%
Less than once a month	180	80	99	55	34	40	17	19	14	90	57	33	33	24	16	8	57	33	3	7	47	67	38	28	114	66
	9%	8%	9%	14%dfhjk	8%	9%l	4%	8%	7%	11%j	7%	8%	9%	6%	12%	6%	12%r	8%	3%	8%	9%	9%	10%	6%	9%	8%
Aware of the service but have never viewed	1312	663	649	140	228	275	313	185	171	368	588	357	162	297	96	108	206	291	89	63	311	454	232	315	765	547
	62%	63%	62%	35%	52%ci	65%cdi	78%cdei	80%cdei	81%cdeij	44%c	72%cdi	81%cdeij	44%	70%l	74%l	82%lm	44%	73%p	89%pq	80%p	59%	62%	61%	68%tx	61%	65%
Not aware of this service	106	55	51	16	26	21	23	5	17	42	43	21	20	23	3	9	22	20	1	8	18	38	21	29	56	50
	5%	5%	5%	4%	6%	5%	6%	2%	8%d	5%	5%	5%	5%	6%	3%	7%	5%	5%	1%	10%	4%	5%	5%	6%	4%	6%
Net: watch at least weekly	374	194	180	139	128	60	30	12	4	267	90	16	126	56	9	3	141	35	3	1	104	134	68	68	238	136
	18%	18%	17%	35%efghjk	29%efghjk	14%fghk	8%h	5%	2%	32%efghjk	11%hk	4%	34%mno	13%o	7%	2%	30%qrs	9%	3%	2%	20%	18%	18%	15%	19%	16%
Net: watch at least once a month	503	253	251	188	154	85	46	22	8	342	131	30	153	77	15	7	188	54	7	1	146	180	90	88	326	177
	24%	24%	24%	47%defghjk	35%efghjk	20%fghk	12%h	10%	4%	41%efghjk	16%hk	7%	42%mno	18%o	12%	5%	40%qrs	14%q	7%	2%	28%wy	24%	24%	19%	26%w	21%
Net: ever watch	683	333	350	243	188	125	63	41	22	431	188	64	186	101	31	14	245	87	10	8	194	246	128	116	440	243
	33%	32%	33%	61%defghij k	43%efghjk	30%fghk	16%	18%	11%	51%defghjk	23%hk	14%	51%mno	24%o	24%	11%	52%qrs	22%q	10%	10%	37%wy	33%w	33%	25%	35%wy	29%
Net: aware	1996	996	1000	383	416	400	377	227	193	799	776	420	348	398	127	122	451	378	99	71	504	701	360	431	1205	790
	95%	95%	95%	96%	94%	95%	94%	98%h	92%	95%	95%	95%	95%	94%	97%	93%	95%	95%	99%	90%	96%	95%	95%	94%	96%	94%

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 11

Q11 - On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)
So looking at the following list of services, please could you say how often you typically watch each of these?
If you never watch a service, please say whether or not you were aware of it before this survey.
Base: All respondents

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	2102	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	1150	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
Every day	71	41	29	27	40	1	5	7	7	4	5	7	10	9	11	66	1	*	4	19	9	37
	3%	3%	4%	2%	5%c	4%	6%	3%	4%	3%	2%	3%	4%	3%	7%	4%	1%	1%	2%	4%	3%	4%
Several times a week	147	120	27	77	59	5	9	23	17	9	12	13	15	21	17	137	4	1	6	49	21	67
	7%	9%b	3%	6%	8%	17%	10%	11%	10%	5%	7%	6%	6%	8%	10%	8%	3%	2%	3%	11%	6%	7%
At least once a week	156	126	29	99	55	1	5	23	13	9	18	9	19	24	19	138	10	2	7	41	26	70
	7%	10%b	3%	8%	7%	3%	6%	11%	8%	5%	9%	4%	7%	9%	11%k	8%	8%	4%	4%	9%	7%	7%
At least once a month	129	92	37	88	38	1	8	12	12	9	19	8	15	19	10	111	9	4	6	31	28	52
	6%	7%	5%	7%	5%	4%	9%	6%	7%	5%	10%	3%	6%	7%	6%	6%	7%	9%	3%	7%	8%	6%
Less than once a month	180	105	74	107	65	3	7	15	16	10	15	21	26	26	15	150	7	4	18	38	25	87
	9%	8%	9%	8%	8%	11%	9%	7%	10%	6%	8%	9%	9%	10%	9%	9%	6%	10%	9%	8%	7%	9%
Aware of the service but have never viewed	1312	724	585	811	475	19	45	117	90	118	104	166	177	157	85	1059	92	30	132	252	222	585
	62%	57%	71%a	64%	61%	60%	54%	56%	54%	71%ghjmn	55%	72%ghjmn	66%n	58%	51%	61%	73%o	72%	70%	55%	63%	62%u
Not aware of this service	106	67	39	62	44	-	4	11	12	8	15	6	8	14	10	88	3	1	15	27	23	38
	5%	5%	5%	5%	6%	-	5%	5%	7%	5%	8%	2%	3%	5%	6%	5%	3%	1%	8%	6%	6%	4%
Net: watch at least weekly	374	287	85	204	154	7	19	53	37	22	35	29	44	54	47	341	14	3	17	109	56	175
	18%	23%b	10%	16%	20%	24%	23%	26%ik	22%	13%	18%	13%	16%	20%	28%ikl	19%l	11%	7%	9%	24%l	16%	19%
Net: watch at least once a month	503	379	122	292	192	9	27	65	49	30	54	37	59	73	57	452	23	7	23	141	85	226
	24%	30%b	15%	23%	25%	28%	32%k	31%k	29%k	18%	29%k	16%	22%	27%	34%ikl	26%l	18%	16%	12%	31%u	24%	24%
Net: ever watch	683	483	196	399	256	12	34	80	65	41	69	58	85	100	71	602	30	11	40	179	110	314
	33%	38%b	24%	31%	33%	40%	41%l	38%lk	39%lk	25%	37%	25%	31%	37%l	43%lk	34%l	24%	26%	22%	39%	31%	33%
Net: aware	1996	1207	781	1210	731	31	79	197	155	159	173	223	262	257	156	1661	122	41	172	431	331	899
	95%	95%	95%	95%	94%	100%	95%	95%	93%	95%	92%	98%	97%	95%	94%	95%	97%	99%	92%	94%	94%	96%

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 11

Q11 - On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)
So looking at the following list of services, please could you say how often you typically watch each of these?
If you never watch a service, please say whether or not you were aware of it before this survey.
Base: All respondents

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	2102	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	2102	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	1150	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
Every day	71	52	60	64	47	53	36	52	33	21	60	36	55	34	23	71	-	69	67	71
	3%	*3%*	*4%*	*4%*	*6%a*	*4%*	*4%*	*7%*	*6%*	*4%*	*4%*	*4%*	*6%*	*5%*	*4%*	*4%*	-	*4%*	*4%*	*4%*
Several times a week	147	111	118	135	90	112	78	95	76	55	115	80	102	79	57	145	3	142	144	145
	7%	*7%*	*7%*	*9%*	*11%ab*	*9%*	*9%*	*12%*	*15%efi*	*10%*	*8%*	*8%*	*11%j*	*13%jk*	*9%*	*7%*	*2%*	*9%*	*8%*	*7%*
At least once a week	156	127	121	138	85	106	92	90	74	53	115	93	101	79	54	155	1	152	147	155
	7%	*8%*	*7%*	*9%*	*10%b*	*9%*	*10%*	*12%*	*14%ei*	*10%*	*8%*	*9%*	*11%*	*12%j*	*9%*	*8%*	*1%*	*9%*	*8%*	*8%*
At least once a month	129	92	92	107	71	85	65	82	55	36	88	68	86	57	37	126	4	118	121	126
	6%	*6%*	*6%*	*7%*	*9%ab*	*7%*	*7%*	*11%e*	*11%ei*	*7%*	*6%*	*7%*	*9%j*	*9%j*	*6%*	*6%*	*3%*	*7%*	*7%*	*6%*
Less than once a month	180	150	146	150	90	118	73	82	57	66	139	87	111	78	68	162	17	152	156	162
	9%	*9%*	*9%*	*10%*	*11%*	*10%*	*8%*	*11%*	*11%*	*12%*	*9%*	*9%*	*12%*	*12%*	*11%*	*8%*	*15%*	*9%*	*9%*	*8%*
Aware of the service but have never viewed	1312	1006	1032	839	418	669	510	348	197	298	876	607	460	284	345	1223	89	942	1077	1223
	62%	*63%cd*	*63%cd*	*56%d*	*51%*	*55%gh*	*58%gh*	*45%*	*39%*	*54%gh*	*60%lm*	*60%lm*	*49%*	*45%*	*57%lm*	*62%*	*76%*	*57%*	*60%*	*62%q*
Not aware of this service	106	60	80	58	22	70	32	23	20	20	78	35	26	23	22	102	4	84	92	102
	5%	*4%*	*5%d*	*4%*	*3%*	*6%g*	*4%*	*3%*	*4%*	*4%*	*5%l*	*3%*	*3%*	*4%*	*4%*	*5%*	*4%*	*5%*	*5%*	*5%*
Net: watch at least weekly	374	290	299	337	223	270	206	237	183	128	290	209	258	193	134	371	3	363	359	371
	18%	*18%*	*18%*	*23%ab*	*27%ab*	*22%*	*23%*	*31%efi*	*36%efi*	*23%*	*20%*	*21%*	*27%jk*	*30%jkn*	*22%*	*19%p*	*3%*	*22%*	*20%*	*19%*
Net: watch at least once a month	503	382	391	445	294	355	271	319	238	164	378	277	344	250	172	496	7	481	480	496
	24%	*24%*	*24%*	*30%ab*	*36%abc*	*29%*	*31%*	*41%efi*	*46%efi*	*30%*	*26%*	*28%*	*37%jkn*	*39%jkn*	*28%*	*25%p*	*6%*	*29%s*	*27%*	*25%*
Net: ever watch	683	532	537	595	384	473	344	401	295	230	516	364	454	328	240	659	25	633	635	659
	33%	*33%*	*33%*	*40%ab*	*47%abc*	*39%*	*39%*	*52%efi*	*58%efi*	*42%*	*35%*	*36%*	*48%jkn*	*52%jkn*	*40%*	*33%*	*21%*	*36%s*	*35%*	*33%*
Net: aware	1996	1538	1569	1434	802	1142	854	749	492	528	1392	972	915	613	584	1882	114	1575	1712	1882
	95%	*96%*	*95%*	*96%*	*97%b*	*94%*	*96%*	*97%e*	*96%*	*96%*	*95%*	*97%*	*97%j*	*96%*	*96%*	*95%*	*96%*	*95%*	*95%*	*95%*

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 11

Q11 - On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)
So looking at the following list of services, please could you say how often you typically watch each of these?
If you never watch a service, please say whether or not you were aware of it before this survey.
Base: All respondents

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
Every day	71	48	7	17	47	27	44	20	11	-	15	28	27	55	11	15	25	15	39	40
	3%	4%	2%	8%abd	3%	4%	3%	4%	4%	-	4%	3%	4%	3%	2%	3%	3%	4%	3%	3%
Several times a week	147	105	20	36	101	69	78	52	21	7	15	82	49	131	25	30	69	33	102	87
	7%	10%bd	4%	17%abd	6%	9%f	6%	11%	7%	10%	4%	8%j	7%	8%j	5%	5%	7%	9%n	8%	7%
At least once a week	156	106	24	26	118	83	73	61	36	4	19	68	68	137	22	26	84	30	114	104
	7%	10%b	5%	12%bd	7%	11%f	5%	13%	12%	5%	5%	7%	10%jk	8%	4%	4%	9%no	8%n	9%no	9%no
At least once a month	129	75	19	16	94	48	81	38	16	4	7	59	64	123	39	44	51	26	77	77
	6%	7%	4%	8%	6%	7%	6%	8%	5%	5%	2%	6%j	10%jk	7%j	7%	7%	5%	7%	6%	7%
Less than once a month	180	91	35	16	139	78	102	48	27	18	13	92	74	166	46	50	69	35	103	95
	9%	8%	8%	7%	9%	11%	7%	10%	9%	25%	3%	9%j	11%j	10%j	8%	8%	7%	10%	8%	8%
Aware of the service but have never viewed	1312	624	314	95	1038	388	924	235	184	32	305	654	349	1003	374	386	597	209	805	727
	62%	57%c	70%ac	44%	64%abc	53%	68%e	48%	60%g	46%	76%klm	63%l	53%	59%	68%q	66%q	64%	58%	62%	62%
Not aware of this service	106	47	32	8	77	43	63	36	10	6	27	53	26	80	32	33	43	12	56	42
	5%	4%	7%	4%	5%	6%	5%	7%	3%	8%	7%	5%	4%	5%	6%	6%	5%	3%	4%	4%
Net: watch at least weekly	374	259	51	79	266	178	196	134	68	11	48	179	144	323	58	71	177	78	255	230
	18%	24%bd	11%	37%abd	16%	24%f	14%	27%	22%	15%	12%	17%	22%j	19%j	11%	12%	19%no	22%no	20%no	20%no
Net: watch at least once a month	503	334	70	96	361	227	277	171	84	15	55	238	208	445	97	115	229	104	332	307
	24%	30%bd	15%	45%abd	22%b	31%f	20%	35%	28%	21%	14%	23%j	32%jk	26%j	18%	20%	24%n	29%no	26%no	26%no
Net: ever watch	683	425	105	111	500	304	379	219	111	33	68	330	282	612	143	165	297	138	435	402
	33%	39%bd	23%	52%abd	31%b	41%f	28%	45%	36%	46%	17%	32%j	43%jkm	36%j	26%	28%	32%	39%no	34%n	34%n
Net: aware	1996	1049	419	206	1538	692	1303	455	294	65	373	984	631	1615	517	551	894	347	1241	1129
	95%	96%	93%	96%	95%	94%	95%	93%	97%	92%	93%	95%	96%	95%	94%	94%	95%	97%	96%	96%

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 11

Q11 - On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)
So looking at the following list of services, please could you say how often you typically watch each of these?
If you never watch a service, please say whether or not you were aware of it before this survey.
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	2102	328	1662	112	258	70	270	58	67	852	360
Base	2102	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	1150	221	878	70	170	53	180	42	47	483	196
Every day	71	26	44	1	24	2	25	1	9	26	12
	3%	9%bc	3%	1%	10%	4%	10%	1%	14%	3%	3%
Several times a week	147	67	73	7	63	4	61	6	24	67	24
	7%	22%bc	4%	7%	26%e	7%	24%	12%	37%	8%	7%
At least once a week	156	43	104	9	29	14	29	13	5	71	27
	7%	14%b	6%	9%	12%	24%d	12%	28%f	8%	8%	8%
At least once a month	129	31	93	6	28	3	28	4	7	58	13
	6%	10%b	5%	5%	11%	5%	11%	7%	10%	7%	4%
Less than once a month	180	24	146	10	18	6	20	4	4	57	25
	9%	8%	9%	9%	8%	10%	8%	9%	7%	7%	7%
Aware of the service but have never viewed	1312	91	1152	70	65	25	74	17	14	531	239
	62%	30%	68%a	66%a	27%	43%d	29%	34%	22%	62%	68%
Not aware of this service	106	21	81	4	17	4	17	4	2	47	13
	5%	7%	5%	4%	7%	7%	7%	9%	4%	5%	4%
Net: watch at least weekly	374	136	221	17	115	21	116	19	38	164	63
	18%	45%bc	13%	16%	47%	35%	46%	40%	58%	19%	18%
Net: watch at least once a month	503	167	314	22	143	24	144	23	44	222	76
	24%	55%bc	19%	21%	59%e	40%	56%	48%	68%	26%	22%
Net: ever watch	683	191	460	32	162	30	164	27	49	279	101
	33%	63%bc	27%	30%	66%e	50%	64%	57%	75%	33%	29%
Net: aware	1996	282	1612	102	227	55	238	44	63	810	340
	95%	93%	95%	96%	93%	93%	93%	91%	96%	95%	96%

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

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Absolutes/col percents

Table 12

Q11 - Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go)
So looking at the following list of services, please could you say how often you typically watch each of these?
If you never watch a service, please say whether or not you were aware of it before this survey.
Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	2102	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	2102	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	1150	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
Every day	108	73	35	34	29	17	16	6	6	63	33	12	41	22	4	6	22	11	2	-	22	34	19	32	56	52
	5%	*7%b*	*3%*	*8%eghjk*	*7%k*	*4%*	*4%*	*3%*	*3%*	*7%jk*	*4%*	*3%*	*11%m*	*5%*	*3%*	*5%*	*5%*	*3%*	*2%*	-	*4%*	*5%*	*5%*	*7%*	*4%*	*6%*
Several times a week	204	109	94	61	47	41	30	15	9	108	71	25	43	51	8	7	65	20	7	2	61	65	41	36	127	77
	10%	*10%*	*9%*	*15%ghjk*	*11%hk*	*10%*	*8%*	*7%*	*4%*	*13%hjk*	*9%*	*6%*	*12%*	*12%*	*6%*	*6%*	*14%qs*	*5%*	*7%*	*3%*	*12%*	*9%*	*11%*	*8%*	*10%*	*9%*
At least once a week	230	118	112	61	55	40	46	18	10	116	86	28	64	39	9	6	52	46	10	4	70	82	46	32	152	78
	11%	*11%*	*11%*	*15%ehk*	*12%hk*	*10%*	*11%h*	*8%*	*5%*	*14%hk*	*10%*	*6%*	*17%mo*	*9%*	*7%*	*4%*	*11%*	*12%*	*10%*	*5%*	*13%w*	*11%*	*12%*	*7%*	*12%w*	*9%*
At least once a month	192	89	103	47	41	37	35	19	14	87	72	33	33	34	14	8	54	38	5	6	52	59	37	45	111	82
	9%	*8%*	*10%*	*12%*	*9%*	*9%*	*9%*	*8%*	*7%*	*10%*	*9%*	*7%*	*9%*	*8%*	*11%*	*6%*	*11%*	*10%*	*5%*	*7%*	*10%*	*8%*	*10%*	*10%*	*9%*	*10%*
Less than once a month	175	85	90	42	31	42	30	16	14	73	72	30	28	38	9	11	45	34	7	3	61	60	24	31	120	55
	8%	*8%*	*9%*	*11%*	*7%*	*10%*	*8%*	*7%*	*7%*	*9%*	*9%*	*7%*	*8%*	*9%*	*7%*	*9%*	*10%*	*9%*	*7%*	*4%*	*12%wxy*	*8%*	*6%*	*7%*	*10%*	*7%*
Aware of the service but have never viewed	1013	496	517	134	200	204	203	142	129	335	407	271	133	204	81	78	202	203	61	51	212	381	172	248	593	420
	48%	*47%*	*49%*	*34%*	*45%c*	*49%ci*	*51%ci*	*61%cdeij*	*61%cdeij*	*40%*	*50%ci*	*61%cdeij*	*36%*	*48%l*	*62%l*	*59%l*	*43%*	*51%*	*61%p*	*65%p*	*40%*	*52%t*	*45%*	*54%t*	*47%t*	*50%t*
Not aware of this service	180	81	99	21	39	39	39	15	27	60	78	43	28	33	6	14	32	46	9	13	45	58	41	36	103	77
	9%	*8%*	*9%*	*5%*	*9%*	*9%*	*10%*	*7%*	*13%ci*	*7%*	*10%c*	*10%*	*8%*	*8%*	*5%*	*11%*	*7%*	*11%*	*9%*	*17%q*	*9%*	*8%*	*11%*	*8%*	*8%*	*9%*
Net: watch at least weekly	541	300	241	155	132	98	92	40	25	286	190	65	147	113	21	19	140	77	19	6	153	182	106	100	335	207
	26%	*29%b*	*23%*	*39%defghjk*	*30%ghk*	*23%hk*	*23%hk*	*17%*	*12%*	*34%efghjk*	*23%hk*	*15%*	*40%mno*	*27%o*	*16%*	*15%*	*30%qs*	*19%*	*19%*	*7%*	*29%w*	*25%*	*28%*	*22%*	*27%*	*25%*
Net: watch at least once a month	734	389	345	201	172	135	127	58	39	374	262	98	180	147	35	28	194	116	24	12	205	240	143	145	446	288
	35%	*37%*	*33%*	*50%defghjk*	*39%ghk*	*32%hk*	*32%hk*	*25%*	*19%*	*44%efghjk*	*32%hk*	*22%*	*49%mno*	*35%o*	*27%*	*21%*	*41%qrs*	*29%*	*23%*	*15%*	*39%*	*33%*	*38%*	*32%*	*35%*	*34%*
Net: ever watch	909	475	435	244	203	177	158	74	54	447	335	128	208	185	43	39	239	150	31	15	266	300	167	176	566	343
	43%	*45%*	*41%*	*61%defghij k*	*46%ghk*	*42%hk*	*39%hk*	*32%*	*26%*	*53%efghjk*	*41%hk*	*29%*	*56%mno*	*44%o*	*33%*	*30%*	*51%qrs*	*38%s*	*31%*	*19%*	*51%uwy*	*41%*	*44%*	*38%*	*45%*	*41%*
Net: aware	1922	970	952	378	403	381	361	216	183	781	742	399	341	389	124	117	441	353	92	66	477	681	340	424	1158	764
	91%	*92%*	*91%*	*95%hj*	*91%*	*91%*	*90%*	*93%*	*87%*	*93%h*	*90%*	*90%*	*92%*	*92%*	*95%*	*89%*	*93%q*	*89%*	*91%*	*83%*	*91%*	*92%*	*89%*	*92%*	*92%*	*91%*

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 12

Q11 - Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go)
So looking at the following list of services, please could you say how often you typically watch each of these?
If you never watch a service, please say whether or not you were aware of it before this survey.
Base: All respondents

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	2102	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	1150	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
Every day	108	75	32	45	57	1	6	12	9	5	14	10	10	18	17	101	4	1	3	27	19	55
	5%	6%	4%	4%	7%c	2%	7%	6%	6%	3%	7%	4%	4%	7%	10%kl	6%	3%	2%	1%	6%	5%	6%
Several times a week	204	140	64	115	84	5	10	21	18	15	18	14	24	30	21	170	12	5	16	49	33	88
	10%	11%	8%	9%	11%	15%	12%	10%	11%	9%	10%	6%	9%	11%	13%	10%	9%	13%	9%	11%	9%	9%
At least once a week	230	157	73	149	76	3	8	29	25	24	20	19	17	31	19	192	18	4	16	62	44	86
	11%	12%	9%	12%	10%	11%	9%	14%kl	15%kl	14%	11%	8%	6%	11%	12%	11%	14%	9%	9%	14%kl	12%	9%
At least once a month	192	112	78	119	65	5	9	20	15	12	25	27	27	21	15	169	7	2	13	43	37	90
	9%	9%	10%	9%	8%	16%	10%	9%	9%	7%	13%	12%	10%	8%	9%	10%	6%	6%	7%	9%	10%	10%
Less than once a month	175	115	60	100	66	5	10	16	9	11	15	14	21	29	11	135	11	9	20	35	26	75
	8%	9%	7%	8%	8%	17%	12%	8%	5%	6%	8%	6%	8%	11%	7%	8%	9%	21%c	11%	8%	7%	8%
Aware of the service but have never viewed	1013	575	434	627	367	9	34	97	71	87	79	126	154	119	72	839	59	17	97	201	166	471
	48%	45%	53%b	49%	47%	30%	41%	46%	42%	53%	42%	55%	57%fhjmn	44%	43%	48%	47%	41%	52%	44%	47%	50%
Not aware of this service	180	101	79	117	60	3	7	14	20	12	17	19	18	24	11	142	14	3	21	41	29	72
	9%	8%	10%	9%	8%	9%	9%	7%	12%	7%	9%	8%	7%	9%	6%	8%	11%	7%	11%	9%	8%	8%
Net: watch at least weekly	541	371	169	309	217	9	24	62	52	44	52	42	50	78	57	463	33	10	35	138	96	228
	26%	29%b	21%	24%	28%	28%	29%	30%kl	31%kl	26%	28%	19%	19%	29%kl	34%kl	26%	27%	25%	19%	30%	27%	24%
Net: watch at least once a month	734	483	248	428	282	13	32	82	67	56	77	70	77	99	73	632	41	13	48	181	133	318
	35%	38%b	30%	34%	36%	44%	39%	39%	40%kl	34%	41%kl	30%	28%	37%	44%kl	36%	33%	30%	26%	40%	37%	34%
Net: ever watch	909	598	307	528	348	19	42	98	76	67	92	84	98	128	84	767	52	21	69	216	159	393
	43%	47%b	37%	42%	45%	61%	51%	47%	46%	40%	49%kl	37%	36%	47%kl	50%kl	44%	41%	51%	37%	47%	45%	42%
Net: aware	1922	1173	741	1155	715	28	76	195	147	154	171	209	252	247	156	1607	111	39	166	417	325	864
	91%	92%	90%	91%	92%	91%	91%	93%	88%	93%	91%	92%	93%	91%	94%	92%	89%	93%	89%	91%	92%	92%

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

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Absolutes/col percents

Table 12

Q11 - Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go)
So looking at the following list of services, please could you say how often you typically watch each of these?
If you never watch a service, please say whether or not you were aware of it before this survey.
Base: All respondents

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**2102**	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	**2102**	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	**1150**	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
Every day	**108**	97	85	92	57	78	85	71	50	33	82	85	75	53	34	108	-	104	106	108
	5%	*6%*	*5%*	*6%*	*7%*	*6%*	10%e	*9%*	10%e	*6%*	*6%*	8%j	*8%*	*8%*	*6%*	*5%*	-	*6%*	*6%*	*5%*
Several times a week	**204**	174	161	161	117	138	159	118	86	46	151	159	128	94	47	202	1	199	188	202
	10%	*11%*	*10%*	*11%*	14%b	*11%*	18%ei	15%i	17%ei	*8%*	*10%*	16%jn	14%n	15%jn	*8%*	*10%*	*1%*	*12%*	*10%*	*10%*
At least once a week	**230**	195	175	187	122	141	171	113	81	55	160	173	135	100	60	229	1	221	207	229
	11%	*12%*	*11%*	*13%*	15%b	*12%*	19%ei	*15%*	16%ei	*10%*	*11%*	17%jn	14%n	16%jn	*10%*	12%p	*	*13%*	*11%*	*12%*
At least once a month	**192**	165	150	144	77	96	141	79	46	41	114	146	93	59	45	177	15	159	154	177
	9%	*10%*	*9%*	*10%*	*9%*	*8%*	16%eghi	*10%*	*9%*	*7%*	*8%*	15%jlmn	*10%*	*9%*	*7%*	*9%*	*13%*	*10%*	*9%*	*9%*
Less than once a month	**175**	143	138	132	69	80	77	54	42	18	113	121	74	56	23	159	16	135	134	159
	8%	*9%*	*8%*	*9%*	*8%*	7%i	9%i	7%i	8%i	*3%*	8%n	12%jln	8%n	9%n	*4%*	*8%*	*14%*	*8%*	*7%*	*8%*
Aware of the service but have never viewed	**1013**	709	794	666	335	573	206	294	171	307	717	272	381	229	341	938	74	699	860	938
	48%	*44%*	48%d	*45%*	*41%*	47%fgh	*23%*	38%f	33%f	56%efgh	49%klm	*27%*	40%k	36%k	56%klm	*47%*	*63%*	*42%*	48%q	47%q
Not aware of this service	**180**	114	146	110	47	105	47	43	37	48	133	50	54	45	56	170	10	141	154	170
	9%	*7%*	9%d	*7%*	*6%*	9%g	*5%*	*6%*	*7%*	9%f	9%kl	*5%*	*6%*	*7%*	9%kl	*9%*	*9%*	*9%*	*9%*	*9%*
Net: watch at least weekly	**541**	467	421	440	295	358	414	302	217	135	394	418	339	247	141	539	2	524	501	539
	26%	*29%*	*26%*	*29%*	36%abc	*30%*	47%egi	39%ei	42%ei	*25%*	*27%*	41%jn	36%jn	39%jn	*23%*	27%p	*2%*	32%s	*28%*	*27%*
Net: watch at least once a month	**734**	632	572	584	373	453	555	381	263	176	507	564	432	306	186	716	18	683	656	716
	35%	40%b	*35%*	39%b	45%abc	*37%*	63%eghi	49%ei	51%ei	*32%*	*35%*	56%jlmn	46%jn	48%jn	*31%*	36%p	*15%*	41%rs	*36%*	*36%*
Net: ever watch	**909**	775	709	715	441	534	633	435	305	194	620	685	506	362	209	875	34	819	790	875
	43%	48%b	*43%*	48%b	54%bc	44%i	71%eghi	56%ei	60%ei	*35%*	42%n	68%jlmn	54%jn	57%jn	*34%*	*44%*	*29%*	49%rs	*44%*	*44%*
Net: aware	**1922**	1484	1503	1381	776	1107	839	730	475	501	1337	957	887	591	550	1814	108	1518	1649	1814
	91%	*93%*	*91%*	*93%*	94%b	*91%*	95%ei	94%e	*93%*	*91%*	*91%*	95%jn	94%jn	*93%*	*91%*	*91%*	*91%*	*91%*	*91%*	*91%*

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

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Absolutes/col percents

Table 12

Q11 - Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go)
So looking at the following list of services, please could you say how often you typically watch each of these?
If you never watch a service, please say whether or not you were aware of it before this survey.
Base: All respondents

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
Every day	108	77	18	21	79	41	67	32	15	1	15	49	42	91	15	17	47	40	87	85
	5%	*7%*	*4%*	10%abd	*5%*	*6%*	*5%*	*6%*	*5%*	*2%*	*4%*	*5%*	*6%*	*5%*	*3%*	*3%*	*5%*	11%nopr	7%no	7%no
Several times a week	204	127	28	40	147	90	114	65	33	7	19	109	75	184	16	19	118	54	173	169
	10%	12%b	*6%*	19%abd	*9%*	12%f	*8%*	*13%*	*11%*	*10%*	*5%*	11%j	11%j	11%j	*3%*	*3%*	13%no	15%no	13%no	14%no
At least once a week	230	158	25	34	168	115	114	74	48	16	24	108	95	203	13	16	135	60	195	193
	11%	14%bd	*6%*	16%bd	10%b	16%f	*8%*	*15%*	*16%*	*22%*	*6%*	*10%*	14%j	12%j	*2%*	*3%*	14%no	17%no	15%no	16%no
At least once a month	192	111	22	19	150	78	115	51	36	4	19	94	79	173	15	18	101	53	154	153
	9%	10%b	*5%*	*9%*	9%b	*11%*	*8%*	*10%*	*12%*	*5%*	*5%*	9%j	12%j	10%j	*3%*	*3%*	11%no	15%no	12%no	13%no
Less than once a month	175	84	41	19	140	67	108	40	35	11	34	79	62	140	23	23	89	40	129	126
	8%	*8%*	*9%*	*9%*	*9%*	*9%*	*8%*	*8%*	*12%*	*15%*	*9%*	*8%*	*9%*	*8%*	*4%*	*4%*	10%no	11%no	10%no	11%no
Aware of the service but have never viewed	1013	458	258	72	783	291	721	189	118	25	246	496	268	764	406	424	385	99	484	378
	48%	*42%*	57%acd	*34%*	48%ac	*40%*	53%e	*39%*	*39%*	*35%*	62%klm	48%l	*41%*	*45%*	74%pqrs	73%pqrs	41%qs	*28%*	37%q	*32%*
Not aware of this service	180	81	58	9	147	53	127	40	18	7	42	102	37	138	62	67	62	14	76	67
	9%	*7%*	13%ac	*4%*	*9%*	*7%*	*9%*	*8%*	*6%*	*10%*	10%l	10%l	*6%*	*8%*	11%pqrs	11%pqrs	*7%*	*4%*	*6%*	*6%*
Net: watch at least weekly	541	362	72	95	395	247	295	171	97	24	59	267	212	479	44	51	300	154	454	447
	26%	33%bd	*16%*	44%abd	24%b	34%f	*22%*	*35%*	*32%*	*34%*	*15%*	26%j	32%jk	28%j	*8%*	*9%*	32%no	43%nopr	35%no	38%nop
Net: watch at least once a month	734	473	95	114	545	324	409	222	133	28	78	361	291	652	58	70	401	207	609	600
	35%	43%bd	*21%*	53%abd	34%b	44%f	*30%*	*45%*	*44%*	*40%*	*19%*	35%j	44%jk	38%j	*11%*	*12%*	43%no	58%nopr	47%no	51%nop
Net: ever watch	909	557	135	133	685	391	518	261	168	39	112	439	353	792	81	93	490	247	737	726
	43%	51%bd	*30%*	62%abd	42%b	53%f	*38%*	*53%*	*55%*	*55%*	*28%*	42%j	54%jkm	47%j	*15%*	*16%*	52%no	69%nopr	57%no	62%nop
Net: aware	1922	1015	393	205	1468	683	1239	450	286	64	358	935	621	1556	487	517	875	346	1221	1105
	91%	93%b	*87%*	96%b	*91%*	*93%*	*91%*	*92%*	*94%*	*90%*	*90%*	*90%*	94%jk	*92%*	*89%*	*89%*	93%no	96%no	94%no	94%no

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

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Absolutes/col percents

Table 12

Q11 - Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go)
So looking at the following list of services, please could you say how often you typically watch each of these?
If you never watch a service, please say whether or not you were aware of it before this survey.
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**2102**	328	1662	112	258	70	270	58	67	852	360
Base	**2102**	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	**1150**	221	878	70	170	53	180	42	47	483	196
Every day	**108**	37	66	6	28	8	30	7	16	52	21
	5%	***12%b***	*4%*	*5%*	*12%*	*14%*	*12%*	*14%*	*24%*	*6%*	*6%*
Several times a week	**204**	56	141	7	47	9	49	7	10	99	31
	10%	***19%bc***	*8%*	*6%*	*19%*	*15%*	*19%*	*15%*	*15%*	*12%*	*9%*
At least once a week	**230**	58	165	7	44	14	45	12	11	105	36
	11%	***19%bc***	*10%*	*7%*	*18%*	*24%*	*18%*	*25%*	*17%*	*12%*	*10%*
At least once a month	**192**	33	153	6	27	7	29	4	11	70	32
	9%	*11%*	*9%*	*6%*	*11%*	*12%*	*11%*	*9%*	*16%*	*8%*	*9%*
Less than once a month	**175**	21	144	11	18	3	18	3	6	78	30
	8%	*7%*	*8%*	*10%*	*7%*	*5%*	*7%*	*6%*	*9%*	*9%*	*9%*
Aware of the service but have never viewed	**1013**	70	877	65	62	9	65	5	12	381	170
	48%	*23%*	***52%a***	***61%a***	*25%*	*15%*	***26%g***	*11%*	*18%*	*45%*	*48%*
Not aware of this service	**180**	28	148	5	19	9	19	9	1	72	32
	9%	*9%*	*9%*	*4%*	*8%*	*15%*	*7%*	***19%f***	*1%*	*8%*	*9%*
Net: watch at least weekly	**541**	151	371	20	119	31	124	26	37	255	89
	26%	***50%bc***	*22%*	*18%*	*49%*	*53%*	*49%*	*54%*	*56%*	*30%*	*25%*
Net: watch at least once a month	**734**	184	524	26	146	38	153	31	47	325	121
	35%	***61%bc***	*31%*	*24%*	*60%*	*65%*	*60%*	*64%*	*72%*	*38%*	*34%*
Net: ever watch	**909**	205	667	37	164	41	171	34	53	403	151
	43%	***68%bc***	*39%*	*34%*	*67%*	*70%*	*67%*	*70%*	*81%*	*47%*	*43%*
Net: aware	**1922**	276	1545	101	226	50	237	39	64	784	321
	91%	*91%*	*91%*	*96%*	*92%*	*85%*	***93%g***	*81%*	*99%*	*92%*	*91%*

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

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Absolutes/col percents

Table 13

Q11 - Paid Video On-demand content available through your subscription service provider (e.g. film rental on a pay per view basis on Virgin Media, Sky Go, etc.)
So looking at the following list of services, please could you say how often you typically watch each of these?
If you never watch a service, please say whether or not you were aware of it before this survey.
Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**2102**	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	**2102**	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	**1150**	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
Every day	**44**	33	11	15	16	10	1	*	1	32	11	1	21	11	-	1	10	-	*	-	8	12	12	13	20	24
	2%	3%b	*1%*	4%ghjk	4%k	2%k	*	*	*	4%hjk	*1%*	*	6%o	*3%*	-	*	2%o	-	*	-	*2%*	*2%*	*3%*	*3%*	*2%*	*3%*
Several times a week	**84**	47	37	33	25	14	4	6	2	59	18	8	31	10	6	*	28	8	-	1	33	22	20	10	55	29
	4%	*5%*	*3%*	8%efghjk	6%hjk	*3%*	*1%*	*3%*	*1%*	7%efhjk	*2%*	*2%*	8%mo	*2%*	*5%*	*	6%o	*2%*	-	*1%*	6%uw	*3%*	*5%*	*2%*	*4%*	*4%*
At least once a week	**98**	57	41	30	25	24	14	3	2	55	37	5	30	24	3	*	25	13	*	2	25	35	25	12	61	37
	5%	*5%*	*4%*	7%ghk	6%hk	6%hk	*3%*	*1%*	*1%*	7%ghk	5%k	*1%*	8%o	*6%*	*2%*	*	*5%*	*3%*	*	*2%*	*5%*	*5%*	*6%*	*3%*	*5%*	*4%*
At least once a month	**128**	63	64	45	29	22	25	4	3	74	47	7	36	22	2	3	37	24	2	1	39	39	26	23	78	49
	6%	*6%*	*6%*	11%eghjk	7%hk	5%k	6%k	*2%*	*2%*	9%ghk	6%k	*2%*	10%no	*5%*	*1%*	*2%*	*8%*	*6%*	*2%*	*1%*	*8%*	*5%*	*7%*	*5%*	*6%*	*6%*
Less than once a month	**217**	121	97	44	43	49	49	17	15	87	98	32	44	57	10	9	43	41	7	6	67	89	25	36	156	62
	10%	*11%*	*9%*	*11%*	*10%*	*12%*	*12%*	*8%*	*7%*	*10%*	*12%*	*7%*	*12%*	*14%*	*8%*	*7%*	*9%*	*10%*	*7%*	*7%*	13%wy	12%wy	*7%*	*8%*	12%wy	*7%*
Aware of the service but have never viewed	**1356**	644	712	204	267	264	276	183	162	470	540	346	179	261	101	102	291	279	82	60	312	485	232	326	798	558
	64%	*61%*	68%a	*51%*	60%c	63%c	69%ci	79%cdeij	77%cdeij	*56%*	66%ci	78%cdeij	*49%*	62%l	77%lm	78%lm	*62%*	70%p	82%p	*75%*	*60%*	*66%*	*61%*	71%tvx	*63%*	*66%*
Not aware of this service	**176**	85	90	29	36	38	31	17	25	65	69	42	27	35	9	15	38	34	8	10	39	56	41	40	94	81
	8%	*8%*	*9%*	*7%*	*8%*	*9%*	*8%*	*7%*	*12%*	*8%*	*8%*	*10%*	*7%*	*8%*	*7%*	*11%*	*8%*	*8%*	*8%*	*13%*	*7%*	*8%*	*11%*	*9%*	*7%*	*10%*
Net: watch at least weekly	**226**	138	88	78	67	48	19	10	4	145	67	14	82	46	9	1	63	21	1	3	66	69	56	35	135	91
	11%	13%b	*8%*	20%efghjk	15%ghjk	11%ghk	*5%*	*4%*	*2%*	17%efghjk	8%hk	*3%*	22%mno	11%o	*7%*	*1%*	13%qr	*5%*	*1%*	*4%*	*13%*	*9%*	15%w	*8%*	*11%*	*11%*
Net: watch at least once a month	**354**	201	153	123	96	69	44	14	8	219	113	21	118	68	11	4	101	45	3	4	105	108	82	58	213	140
	17%	19%b	*15%*	31%defghjk	22%ghjk	17%ghk	11%hk	*6%*	*4%*	26%efghjk	14%ghk	*5%*	32%mno	16%o	*8%*	*3%*	21%qrs	*11%*	*3%*	*5%*	20%uw	*15%*	22%uw	*13%*	*17%*	*17%*
Net: ever watch	**571**	322	249	167	139	119	93	31	23	306	212	54	162	125	21	13	143	86	11	9	172	197	108	94	369	202
	27%	31%b	*24%*	42%defghjk	32%ghk	28%ghk	23%ghk	*13%*	*11%*	36%efghjk	26%ghk	*12%*	44%mno	30%no	*16%*	*10%*	30%qrs	*22%*	*11%*	*12%*	33%wy	*27%*	*28%*	*20%*	29%w	*24%*
Net: aware	**1926**	966	961	370	406	383	369	215	185	776	751	399	342	387	122	116	434	365	93	69	484	682	340	420	1167	760
	92%	*92%*	*91%*	*93%*	*92%*	*91%*	*92%*	*93%*	*88%*	*92%*	*92%*	*90%*	*93%*	*92%*	*93%*	*89%*	*92%*	*92%*	*92%*	*87%*	*93%*	*92%*	*89%*	*91%*	*93%*	*90%*

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

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Absolutes/col percents

Table 13

Q11 - Paid Video On-demand content available through your subscription service provider (e.g. film rental on a pay per view basis on Virgin Media, Sky Go, etc.)
So looking at the following list of services, please could you say how often you typically watch each of these?
If you never watch a service, please say whether or not you were aware of it before this survey.
Base: All respondents

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	2102	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	1150	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
Every day	44	35	9	22	18	2	1	8	2	-	12	4	4	4	6	38	3	*	3	10	12	17
	2%	3%	1%	2%	2%	6%	1%	4%	1%	-	6%hilm	2%	1%	1%	4%	2%	2%	1%	1%	2%	3%	2%
Several times a week	84	71	11	54	27	1	5	11	8	7	6	13	6	12	13	82	1	1	-	24	13	45
	4%	6%b	1%	4%	4%	5%	6%	5%	5%	4%	3%	6%	2%	4%	8%l	5%	1%	2%	-	5%	4%	5%
At least once a week	98	77	21	64	32	1	2	10	11	7	12	5	9	14	11	82	6	2	7	23	20	39
	5%	6%b	3%	5%	4%	2%	3%	5%	6%	4%	7%	2%	3%	5%	6%	5%	5%	5%	4%	5%	6%	4%
At least once a month	128	83	45	74	50	3	6	14	8	13	12	15	16	12	17	113	8	3	4	27	26	60
	6%	6%	5%	6%	6%	10%	7%	7%	5%	8%	6%	7%	6%	4%	10%m	6%	6%	7%	2%	6%	7%	6%
Less than once a month	217	141	74	136	74	2	9	27	15	14	20	35	18	36	10	183	13	7	15	51	34	97
	10%	11%	9%	11%	10%	7%	11%	13%n	9%	8%	11%	15%n	7%	13%n	6%	10%	10%	16%	8%	11%	10%	10%
Aware of the service but have never viewed	1356	776	576	819	504	20	54	129	100	116	108	142	198	164	96	1107	84	28	136	282	224	600
	64%	61%	70%a	64%	65%	66%	64%	62%	60%	70%	58%	62%	73%ghjmn	61%	58%	63%	68%	67%	73%	62%	63%	64%
Not aware of this service	176	91	83	103	70	2	7	11	23	9	17	15	20	29	14	144	9	1	22	41	25	77
	8%	7%	10%	8%	9%	5%	8%	5%	14%gl	5%	9%	7%	7%	11%	8%	8%	7%	2%	12%	9%	7%	8%
Net: watch at least weekly	226	183	41	140	77	4	8	28	20	14	30	23	19	30	30	202	11	3	10	57	44	101
	11%	14%b	5%	11%	10%	12%	10%	13%	12%	8%	16%l	10%	7%	11%	18%gl	12%	8%	7%	5%	12%	13%	11%
Net: watch at least once a month	354	266	86	214	127	7	14	42	28	27	42	38	35	42	47	315	18	6	14	84	70	161
	17%	21%b	11%	17%	16%	22%	17%	20%	17%	17%	23%l	16%	13%	15%	28%hiklm	18%l	15%	15%	8%	18%	20%	17%
Net: ever watch	571	407	160	350	201	9	23	69	43	42	62	72	53	77	56	498	31	13	29	135	104	259
	27%	32%b	20%	27%	26%	29%	27%	33%l	26%	25%	33%l	31%	20%	29%	34%l	28%l	25%	31%	16%	29%	29%	28%
Net: aware	1926	1183	737	1169	705	29	76	197	143	158	171	214	251	242	153	1605	116	41	165	417	329	859
	92%	93%	90%	92%	91%	95%	92%	95%h	86%	95%h	91%	93%	93%	89%	92%	92%	93%	98%	88%	91%	93%	92%

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

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Table 13

Q11 - Paid Video On-demand content available through your subscription service provider (e.g. film rental on a pay per view basis on Virgin Media, Sky Go, etc.)
So looking at the following list of services, please could you say how often you typically watch each of these?
If you never watch a service, please say whether or not you were aware of it before this survey.
Base: All respondents

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**2102**	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	**2102**	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	**1150**	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
Every day	**44**	38	33	41	32	33	29	35	25	19	33	30	35	28	19	44	-	41	44	44
	2%	*2%*	*2%*	*3%*	*4%b*	*3%*	*3%*	*5%*	*5%*	*3%*	*2%*	*3%*	*4%*	*4%*	*3%*	*2%*	-	*2%*	*2%*	*2%*
Several times a week	**84**	73	62	70	49	59	60	59	45	31	62	60	63	46	31	84	-	84	77	84
	4%	*5%*	*4%*	*5%*	*6%b*	*5%*	*7%*	*8%*	*9%e*	*6%*	*4%*	*6%*	*7%j*	*7%j*	*5%*	*4%*	-	*5%*	*4%*	*4%*
At least once a week	**98**	78	74	86	62	70	68	72	47	27	74	68	78	48	28	97	*	95	92	97
	5%	*5%*	*4%*	*6%*	*7%ab*	*6%*	*8%*	*9%ei*	*9%ei*	*5%*	*5%*	*7%*	*8%jn*	*8%*	*5%*	*5%*	*	*6%*	*5%*	*5%*
At least once a month	**128**	107	94	100	61	80	95	71	48	34	83	96	77	51	34	118	9	114	112	118
	6%	*7%*	*6%*	*7%*	*7%*	*7%*	*11%ei*	*9%*	*9%*	*6%*	*6%*	*10%jn*	*8%*	*8%*	*6%*	*6%*	*8%*	*7%*	*6%*	*6%*
Less than once a month	**217**	193	181	165	103	119	131	80	56	49	148	165	100	74	54	205	12	187	188	205
	10%	*12%*	*11%*	*11%*	*13%*	*10%*	*15%egi*	*10%*	*11%*	*9%*	*10%*	*16%jlmn*	*11%*	*12%*	*9%*	*10%*	*11%*	*11%*	*10%*	*10%*
Aware of the service but have never viewed	**1356**	1008	1069	916	477	742	452	408	249	357	941	535	529	341	398	1268	87	999	1137	1268
	64%	*63%*	*65%d*	*61%*	*58%*	*61%fgh*	*51%*	*53%*	*49%*	*65%fgh*	*64%klm*	*53%*	*56%*	*54%*	*66%klm*	*64%*	*74%*	*60%*	*63%*	*64%*
Not aware of this service	**176**	101	137	111	40	109	50	47	41	31	129	52	58	48	41	167	9	139	154	167
	8%	*6%*	*8%d*	*7%*	*5%*	*9%f*	*6%*	*6%*	*8%*	*6%*	*9%k*	*5%*	*6%*	*8%*	*7%*	*8%*	*7%*	*8%*	*9%*	*8%*
Net: watch at least weekly	**226**	189	168	198	143	162	157	166	117	78	168	158	176	122	78	226	*	220	213	226
	11%	*12%*	*10%*	*13%b*	*17%abc*	*13%*	*18%e*	*22%ei*	*23%efi*	*14%*	*11%*	*16%j*	*19%jn*	*19%jn*	*13%*	*11%p*	*	*13%*	*12%*	*11%*
Net: watch at least once a month	**354**	296	262	298	204	242	253	237	165	112	251	254	253	173	113	344	10	334	325	344
	17%	*19%*	*16%*	*20%b*	*25%abc*	*20%*	*29%ei*	*31%ei*	*32%ei*	*20%*	*17%*	*25%jn*	*27%jn*	*27%jn*	*19%*	*17%*	*8%*	*20%*	*18%*	*17%*
Net: ever watch	**571**	489	443	464	307	361	384	318	221	161	399	419	353	247	167	549	22	521	513	549
	27%	*31%*	*27%*	*31%*	*37%abc*	*30%*	*43%ei*	*41%ei*	*43%ei*	*29%*	*27%*	*42%jn*	*38%jn*	*39%jn*	*28%*	*28%*	*19%*	*31%*	*28%*	*28%*
Net: aware	**1926**	1497	1512	1380	784	1103	836	726	470	518	1341	954	883	588	565	1817	109	1520	1650	1817
	92%	*94%*	*92%*	*93%*	*95%b*	*91%*	*94%e*	*94%*	*92%*	*94%*	*91%*	*95%j*	*94%*	*92%*	*93%*	*92%*	*93%*	*92%*	*91%*	*92%*

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 13

Q11 - Paid Video On-demand content available through your subscription service provider (e.g. film rental on a pay per view basis on Virgin Media, Sky Go, etc.)
So looking at the following list of services, please could you say how often you typically watch each of these?
If you never watch a service, please say whether or not you were aware of it before this survey.
Base: All respondents

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
Every day	44	32	4	16	24	25	19	18	9	-	2	20	18	38	7	7	23	10	33	33
	2%	3%d	1%	7%abd	2%	3%f	1%	4%	3%	-	1%	2%	3%	2%	1%	1%	2%	3%	3%	3%
Several times a week	84	57	14	15	63	44	40	36	12	3	7	46	31	77	9	10	48	22	70	66
	4%	5%	3%	7%	4%	6%f	3%	7%	4%	4%	2%	4%	5%	5%	2%	2%	5%no	6%no	5%no	6%no
At least once a week	98	71	10	23	66	59	39	42	23	7	6	39	53	92	4	4	68	19	87	77
	5%	6%bd	2%	11%bd	4%	8%f	3%	9%	7%	10%	1%	4%	8%jk	5%	1%	1%	7%no	5%no	7%no	7%no
At least once a month	128	79	12	16	91	58	69	41	25	2	12	60	55	115	12	16	71	33	104	100
	6%	7%b	3%	7%b	6%	8%	5%	8%	8%	3%	3%	6%	8%j	7%	2%	3%	8%no	9%no	8%no	9%no
Less than once a month	217	126	36	23	181	89	128	62	38	11	24	111	82	193	24	28	120	51	171	176
	10%	11%	8%	11%	11%	12%	9%	13%	12%	15%	6%	11%j	12%j	11%	4%	5%	13%no	14%no	13%no	15%no
Aware of the service but have never viewed	1356	653	312	104	1052	407	949	251	182	40	312	672	370	1042	435	456	544	212	756	655
	64%	60%c	69%ac	49%	65%ac	55%	69%f	51%	60%	57%	78%klm	65%l	56%	61%	79%pqrs	78%pqrs	58%	59%	58%	56%
Not aware of this service	176	78	62	17	137	54	122	41	14	7	37	89	49	137	59	63	63	13	76	64
	8%	7%	14%ad	8%	9%	7%	9%	8%	5%	10%	9%	9%	7%	8%	11%pqrs	11%pqrs	7%	4%	6%	5%
Net: watch at least weekly	226	160	28	54	154	128	98	95	44	10	15	105	102	207	19	21	140	50	190	176
	11%	15%bd	6%	25%abd	10%	17%f	7%	19%	15%	14%	4%	10%j	15%jk	12%	4%	4%	15%no	14%no	15%no	15%no
Net: watch at least once a month	354	240	40	70	245	186	168	136	70	12	27	165	157	322	32	37	211	83	294	276
	17%	22%bd	9%	33%abd	15%b	25%f	12%	28%	23%	18%	7%	16%j	24%jk	19%	6%	6%	22%no	23%no	23%no	24%no
Net: ever watch	571	366	76	93	426	275	296	198	108	23	50	276	239	515	55	65	330	135	465	452
	27%	33%bd	17%	43%abd	26%b	37%f	22%	40%	35%	33%	13%	27%j	36%jkm	30%	10%	11%	35%no	37%no	36%no	39%no
Net: aware	1926	1018	389	197	1478	682	1245	449	290	63	362	949	609	1557	490	521	875	346	1221	1107
	92%	93%b	86%	92%	91%b	93%	91%	92%	95%	90%	91%	91%	93%	92%	89%	89%	93%no	96%no	94%no	95%no

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

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Absolutes/col percents

Table 13

Q11 - Paid Video On-demand content available through your subscription service provider (e.g. film rental on a pay per view basis on Virgin Media, Sky Go, etc.)
So looking at the following list of services, please could you say how often you typically watch each of these?
If you never watch a service, please say whether or not you were aware of it before this survey.
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**2102**	328	1662	112	258	70	270	58	67	852	360
Base	**2102**	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	**1150**	221	878	70	170	53	180	42	47	483	196
Every day	**44**	23	17	3	23	*	22	1	11	27	6
	2%	8%b	*1%*	*3%*	9%e	*1%*	*9%*	*2%*	*16%*	*3%*	*2%*
Several times a week	**84**	46	37	1	41	5	43	3	12	52	7
	4%	15%bc	*2%*	*1%*	*17%*	*8%*	*17%*	*7%*	*18%*	6%	*2%*
At least once a week	**98**	36	58	3	27	9	27	10	6	43	16
	5%	12%bc	*3%*	*3%*	*11%*	*16%*	*10%*	*21%*	*10%*	*5%*	*4%*
At least once a month	**128**	35	86	7	29	5	31	4	9	55	20
	6%	12%b	*5%*	*7%*	*12%*	*9%*	*12%*	*9%*	*14%*	*6%*	*6%*
Less than once a month	**217**	32	173	13	26	6	28	4	5	93	39
	10%	*10%*	*10%*	*12%*	*11%*	*10%*	*11%*	*8%*	*7%*	*11%*	*11%*
Aware of the service but have never viewed	**1356**	99	1184	73	77	21	84	14	21	526	232
	64%	*33%*	70%a	68%a	*32%*	*36%*	*33%*	*30%*	*31%*	*61%*	*66%*
Not aware of this service	**176**	32	137	6	20	12	20	12	3	59	34
	8%	*11%*	*8%*	*6%*	*8%*	20%d	*8%*	25%f	*4%*	*7%*	*10%*
Net: watch at least weekly	**226**	106	113	7	91	15	92	14	29	123	28
	11%	35%bc	*7%*	*7%*	*37%*	*25%*	*36%*	*29%*	*44%*	14%	*8%*
Net: watch at least once a month	**354**	141	198	14	121	20	122	18	38	178	48
	17%	46%bc	*12%*	*14%*	49%e	*34%*	*48%*	*38%*	*58%*	21%	*14%*
Net: ever watch	**571**	172	371	27	146	26	150	22	42	271	87
	27%	57%bc	*22%*	*26%*	60%e	*44%*	*59%*	*46%*	*65%*	*32%*	*25%*
Net: aware	**1926**	271	1555	100	224	47	235	36	63	797	318
	92%	*89%*	*92%*	*94%*	92%e	*80%*	92%g	*75%*	*96%*	*93%*	*90%*

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

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Absolutes/col percents

Table 14

Q11 - Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.)
So looking at the following list of services, please could you say how often you typically watch each of these?
If you never watch a service, please say whether or not you were aware of it before this survey.
Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	2102	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	2102	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	1150	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
Every day	159	86	74	76	50	25	7	2	-	125	32	2	65	19	1	-	60	13	1	-	30	59	35	36	89	71
	8%	*8%*	*7%*	19%defghjk	11%efghjk	6%fghk	*2%*	*1%*	-	15%efghjk	4%hk	*1%*	18%mno	*5%*	*1%*	-	13%qrs	*3%*	*1%*	-	*6%*	*8%*	*9%*	*8%*	*7%*	*8%*
Several times a week	236	128	107	92	69	44	22	8	1	161	66	9	73	47	8	1	88	19	-	-	62	85	47	41	148	88
	11%	*12%*	*10%*	23%defghjk	16%fghjk	10%ghk	6%h	*3%*	*1%*	19%efghjk	8%hk	*2%*	20%mno	11%o	*6%*	*1%*	19%qrs	*5%*	-	-	*12%*	*12%*	*12%*	*9%*	*12%*	*10%*
At least once a week	245	132	113	69	58	61	36	10	10	127	98	20	66	56	5	5	61	41	5	6	60	92	45	49	151	94
	12%	*13%*	*11%*	17%fghjk	13%ghk	15%ghk	*9%*	*4%*	*5%*	15%fghk	12%ghk	*5%*	18%no	13%o	*4%*	*4%*	*13%*	*10%*	*5%*	*7%*	*11%*	*12%*	*12%*	*11%*	*12%*	*11%*
At least once a month	199	107	92	55	49	44	33	10	9	104	76	19	49	44	9	6	55	33	1	3	57	66	36	39	123	75
	9%	*10%*	*9%*	14%ghk	11%ghk	10%hk	*8%*	*4%*	*4%*	12%ghk	9%k	*4%*	13%o	*10%*	*7%*	*4%*	12%r	8%r	*1%*	*4%*	*11%*	*9%*	*9%*	*9%*	*10%*	*9%*
Less than once a month	219	96	122	44	46	52	42	18	17	90	94	35	35	42	10	8	55	51	8	9	52	93	33	42	144	75
	10%	*9%*	*12%*	*11%*	*10%*	*12%*	*10%*	*8%*	*8%*	*11%*	*11%*	*8%*	*10%*	*10%*	*8%*	*6%*	*12%*	*13%*	*8%*	*11%*	*10%*	*13%*	*9%*	*9%*	*11%*	*9%*
Aware of the service but have never viewed	814	405	409	50	139	150	197	153	126	189	347	278	67	173	83	83	122	174	70	43	199	266	154	196	465	350
	39%	*39%*	*39%*	*12%*	31%ci	36%ci	49%cdei	66%cdefij	60%cdeij	22%c	42%cdi	63%cdefij	*18%*	41%l	63%lm	64%lm	*26%*	44%p	70%pq	54%p	*38%*	*36%*	*40%*	*43%*	*37%*	*42%*
Not aware of this service	230	96	134	13	31	44	63	31	47	44	107	78	13	40	15	28	31	67	16	20	62	79	31	57	141	89
	11%	*9%*	13%a	*3%*	*7%*	11%ci	16%cdi	13%ci	23%cdeij	*5%*	13%cdi	18%cdei	*4%*	9%l	11%l	21%lm	*7%*	17%p	16%p	25%p	*12%*	*11%*	*8%*	*12%*	*11%*	*11%*
Net: watch at least weekly	640	346	294	237	177	130	65	20	12	413	196	31	204	122	14	6	209	73	6	6	152	235	127	126	388	252
	30%	*33%*	*28%*	59%defghijk	40%efghjk	31%fghk	16%hk	*8%*	*6%*	49%defghjk	24%fghk	*7%*	55%mno	29%no	*10%*	*5%*	44%qrs	18%r	*6%*	*7%*	*29%*	*32%*	*33%*	*27%*	*31%*	*30%*
Net: watch at least once a month	839	454	385	291	226	174	98	30	20	517	272	50	253	166	23	12	264	106	7	9	210	301	163	165	511	328
	40%	43%b	*37%*	73%defghijk	51%efghjk	41%fghjk	25%ghk	*13%*	*10%*	62%defghjk	33%fghk	*11%*	69%mno	39%no	*18%*	*9%*	56%qrs	27%rs	*7%*	*11%*	*40%*	*41%*	*43%*	*36%*	*41%*	*39%*
Net: ever watch	1058	550	508	336	272	226	139	48	37	607	365	85	288	208	33	20	319	157	15	17	261	394	196	207	656	402
	50%	*52%*	*48%*	84%defghijk	62%fghjk	54%fghjk	35%ghk	*21%*	*18%*	72%defghjk	45%fghk	*19%*	78%mno	49%no	*25%*	*15%*	68%qrs	39%rs	*14%*	*22%*	*50%*	53%w	*51%*	*45%*	*52%*	*48%*
Net: aware	1872	955	917	386	411	376	337	201	163	796	713	363	355	382	116	103	441	331	85	60	461	660	349	403	1120	752
	89%	91%b	*87%*	97%efghjk	93%fhjk	89%hk	*84%*	*87%*	*77%*	95%efghjk	87%h	*82%*	96%mno	91%o	*89%*	*79%*	93%qrs	*83%*	*84%*	*75%*	*88%*	*89%*	*92%*	*88%*	*89%*	*89%*

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

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Absolutes/col percents

Table 14

Q11 - Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.)
So looking at the following list of services, please could you say how often you typically watch each of these?
If you never watch a service, please say whether or not you were aware of it before this survey.
Base: All respondents

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	2102	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	1150	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
Every day	159	104	55	76	76	2	3	30	8	8	18	7	20	24	25	142	6	-	11	40	25	76
	8%	*8%*	*7%*	*6%*	10%c	*8%*	*4%*	14%fhik	*5%*	*5%*	*9%*	*3%*	*7%*	*9%*	15%fhikl	*8%*	*5%*	-	*6%*	*9%*	*7%*	*8%*
Several times a week	236	163	69	116	105	5	11	23	22	24	22	17	34	34	29	216	4	3	12	56	46	114
	11%	13%b	*8%*	*9%*	14%c	*16%*	*13%*	*11%*	*13%*	*15%*	*12%*	*7%*	*12%*	*13%*	18%k	12%p	*3%*	*8%*	*6%*	*12%*	*13%*	*12%*
At least once a week	245	160	85	140	96	5	8	28	25	15	26	23	27	33	23	208	12	9	16	61	41	106
	12%	*13%*	*10%*	*11%*	*12%*	*15%*	*9%*	*13%*	*15%*	*9%*	*14%*	*10%*	*10%*	*12%*	*14%*	*12%*	*10%*	*21%*	*9%*	*13%*	*12%*	*11%*
At least once a month	199	128	71	121	73	2	10	19	23	12	19	22	19	30	13	168	9	9	14	52	31	84
	9%	*10%*	*9%*	*10%*	*9%*	*7%*	*12%*	*9%*	*14%*	*7%*	*10%*	*10%*	*7%*	*11%*	*8%*	*10%*	*7%*	21%opr	*7%*	*11%*	*9%*	*9%*
Less than once a month	219	129	89	121	90	4	5	25	15	16	22	21	29	29	16	178	12	4	24	46	37	95
	10%	*10%*	*11%*	*10%*	*12%*	*14%*	*6%*	*12%*	*9%*	*10%*	*11%*	*9%*	*11%*	*11%*	*10%*	*10%*	*10%*	*9%*	*13%*	*10%*	*11%*	*10%*
Aware of the service but have never viewed	814	469	343	558	252	5	32	66	49	80	71	120	115	93	43	669	60	7	79	147	151	371
	39%	*37%*	*42%*	44%d	*33%*	*16%*	*39%*	*32%*	*29%*	48%ghmn	38%n	53%ghjmn	43%hn	*34%*	*26%*	38%q	48%q	*16%*	42%q	*32%*	43%s	40%s
Not aware of this service	230	122	108	140	82	8	14	17	24	12	11	18	27	28	16	167	21	10	31	55	22	90
	11%	*10%*	*13%*	*11%*	*11%*	*24%*	17%	*8%*	14%	*7%*	*6%*	*8%*	*10%*	*10%*	*10%*	*10%*	17%o	24%o	*17%*	12%t	*6%*	*10%*
Net: watch at least weekly	640	426	209	331	277	12	22	81	55	47	65	47	80	91	78	566	23	12	39	158	112	296
	30%	33%b	*26%*	*26%*	36%c	*38%*	*26%*	39%k	*33%*	*28%*	35%k	*20%*	*30%*	34%k	47%fhijklm	32%pr	*18%*	*29%*	*21%*	*34%*	*32%*	*32%*
Net: watch at least once a month	839	554	280	453	350	14	32	99	79	59	85	69	99	121	92	734	32	21	53	210	143	381
	40%	43%b	*34%*	*36%*	45%c	*46%*	*38%*	48%k	47%k	*35%*	45%k	*30%*	*36%*	45%k	55%ikl	42%pr	*25%*	50%pr	*28%*	*46%*	*40%*	*41%*
Net: ever watch	1058	683	369	574	441	18	37	124	94	75	106	91	128	150	107	912	44	25	77	256	181	476
	50%	54%b	*45%*	*45%*	57%c	*59%*	*45%*	60%fikl	56%k	*45%*	57%k	*40%*	*47%*	55%k	65%ikl	52%p	*35%*	59%p	*41%*	*56%*	*51%*	*51%*
Net: aware	1872	1152	712	1131	693	23	69	191	142	155	177	211	243	243	150	1581	104	31	156	403	332	847
	89%	*90%*	*87%*	*89%*	*89%*	*76%*	*83%*	*92%*	*86%*	*93%*	94%h	*92%*	*90%*	*90%*	*90%*	90%pq	*83%*	*76%*	*83%*	*88%*	94%s	*90%*

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 14

Q11 - Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.)
So looking at the following list of services, please could you say how often you typically watch each of these?
If you never watch a service, please say whether or not you were aware of it before this survey.
Base: All respondents

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	2102	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	2102	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	1150	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
Every day	159	109	140	140	93	133	78	116	69	45	138	82	120	73	49	159	-	152	159	159
	8%	7%	8%	9%a	11%a	11%	9%	15%efi	13%fi	8%	9%	8%	13%jkn	12%	8%	8%	-	9%	9%	8%
Several times a week	236	177	193	199	125	186	118	156	117	86	191	120	164	121	89	236	-	226	235	236
	11%	11%	12%	13%	15%a	15%	13%	20%ef	23%efi	16%	13%	12%	17%jk	19%jk	15%	12%p	-	14%	13%	12%
At least once a week	245	185	190	202	127	176	108	132	99	82	186	112	149	109	83	245	*	228	243	245
	12%	12%	12%	14%	15%ab	15%	12%	17%f	19%ef	15%	13%	11%	16%k	17%jk	14%	12%p	*	14%	13%	12%
At least once a month	199	153	167	159	102	145	96	86	59	61	158	100	113	72	65	196	3	182	195	196
	9%	10%	10%	11%	12%	12%	11%	11%	12%	11%	11%	10%	12%	11%	11%	10%	2%	11%	11%	10%
Less than once a month	219	163	190	158	101	140	92	63	43	44	171	106	91	57	49	217	2	190	211	217
	10%	10%	12%	11%	12%	12%	10%	8%	8%	8%	12%	11%	10%	9%	8%	11%	2%	11%	12%	11%
Aware of the service but have never viewed	814	650	585	482	220	330	312	171	90	177	476	389	232	153	212	721	94	512	584	721
	39%	41%bcd	35%d	32%d	27%	27%h	35%egh	22%	18%	32%gh	32%lm	39%jlm	25%	24%	35%lm	36%	80%o	31%	32%	36%q
Not aware of this service	230	163	183	151	56	103	80	49	35	53	150	97	72	50	61	211	19	169	176	211
	11%	10%d	11%d	10%d	7%	9%	9%	6%	7%	10%	10%	10%	8%	8%	10%	11%	16%	10%	10%	11%
Net: watch at least weekly	640	470	524	541	344	495	305	404	285	213	514	314	433	303	220	640	*	606	637	640
	30%	29%	32%	36%ab	42%abc	41%d	34%	52%efi	56%efi	39%	35%	31%	46%jkn	48%jkn	36%	32%p	*	37%s	35%	32%
Net: watch at least once a month	839	623	691	700	446	639	401	490	344	274	673	414	546	375	285	836	3	788	833	836
	40%	39%	42%	47%ab	54%abc	53%d	45%	63%efi	67%efi	50%	46%	41%	58%jkn	59%jkn	47%	42%p	2%	48%s	46%	42%
Net: ever watch	1058	785	881	858	547	779	493	552	386	318	844	520	637	432	333	1053	5	978	1044	1053
	50%	49%	53%	58%a	66%abc	64%fl	56%	72%efi	75%efi	58%	57%k	52%	68%jkn	68%jkn	55%	53%p	4%	59%s	58%s	53%
Net: aware	1872	1435	1466	1340	768	1109	805	723	477	495	1320	909	869	586	546	1773	99	1490	1628	1773
	89%	90%	89%	90%	93%abc	91%	91%	94%	93%	90%	90%	90%	92%	92%	90%	89%	84%	90%	90%	89%

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 14

Q11 - Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.)
So looking at the following list of services, please could you say how often you typically watch each of these?
If you never watch a service, please say whether or not you were aware of it before this survey.
Base: All respondents

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
Every day	159	117	23	21	126	70	90	53	23	7	18	65	75	140	36	39	59	33	92	79
	8%	11%bd	*5%*	*10%*	*8%*	*9%*	*7%*	*11%*	*8%*	*9%*	*4%*	*6%*	11%jk	*8%*	*7%*	*7%*	*6%*	*9%*	*7%*	*7%*
Several times a week	236	160	27	31	186	90	146	71	32	8	34	102	98	200	52	63	104	40	144	140
	11%	15%b	*6%*	14%b	12%b	*12%*	*11%*	*15%*	*10%*	*11%*	*8%*	*10%*	15%jk	*12%*	*10%*	*11%*	*11%*	*11%*	*11%*	*12%*
At least once a week	245	164	23	35	189	99	146	73	35	12	33	116	92	209	63	67	102	42	144	130
	12%	15%b	*5%*	16%b	12%b	*13%*	*11%*	*15%*	*11%*	*17%*	*8%*	*11%*	14%j	*12%*	*11%*	*11%*	*11%*	*12%*	*11%*	*11%*
At least once a month	199	114	29	19	160	91	108	62	34	7	25	100	75	174	49	55	96	28	125	122
	9%	*10%*	*6%*	*9%*	*10%*	12%f	*8%*	*13%*	*11%*	*10%*	*6%*	*10%*	11%j	*10%*	*9%*	*9%*	*10%*	*8%*	*10%*	*10%*
Less than once a month	219	117	44	23	179	83	136	59	34	7	41	106	72	178	49	54	109	40	148	133
	10%	*11%*	*10%*	*11%*	*11%*	*11%*	*10%*	*12%*	*11%*	*10%*	*10%*	*10%*	*11%*	*11%*	*9%*	*9%*	*12%*	*11%*	*11%*	*11%*
Aware of the service but have never viewed	814	339	215	69	604	248	567	130	126	27	180	438	196	633	233	236	370	143	513	441
	39%	*31%*	48%acd	*32%*	37%b	*34%*	41%e	*26%*	41%g	*38%*	45%lm	42%l	*30%*	37%l	*43%*	*40%*	*40%*	*40%*	*40%*	*38%*
Not aware of this service	230	85	90	15	171	56	174	42	20	4	69	111	49	160	67	69	96	34	130	126
	11%	*8%*	20%acd	*7%*	11%b	*8%*	13%e	*8%*	*7%*	*5%*	17%klm	*11%*	*7%*	*9%*	*12%*	*12%*	*10%*	*9%*	*10%*	*11%*
Net: watch at least weekly	640	441	74	87	502	258	382	198	90	26	84	284	265	549	152	170	265	115	381	350
	30%	40%bd	*16%*	41%bd	31%b	35%f	*28%*	40%h	*30%*	*37%*	*21%*	*27%*	40%jkm	32%jk	*28%*	*29%*	*28%*	*32%*	*29%*	*30%*
Net: watch at least once a month	839	555	103	106	662	349	490	260	124	34	109	383	340	723	200	225	362	143	505	471
	40%	51%bd	*23%*	50%b	41%b	47%f	*36%*	53%h	*41%*	*48%*	*27%*	37%j	52%jkm	43%jk	*36%*	*38%*	*39%*	*40%*	*39%*	*40%*
Net: ever watch	1058	673	146	129	841	432	626	319	158	41	150	489	413	901	249	279	471	183	654	604
	50%	61%bd	*32%*	60%b	52%b	59%f	*46%*	65%h	*52%*	*57%*	*37%*	47%j	63%jkm	53%jk	*45%*	*48%*	*50%*	*51%*	*50%*	*52%*
Net: aware	1872	1011	361	198	1444	680	1193	449	285	67	330	926	608	1535	482	515	841	326	1167	1046
	89%	92%bd	*80%*	93%b	89%b	92%f	*87%*	*92%*	*93%*	*95%*	*83%*	89%j	93%j	91%j	*88%*	*88%*	*90%*	*91%*	*90%*	*89%*

Prepared by BDRC Continental

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

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Absolutes/col percents

Table 14

Q11 - Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.)
So looking at the following list of services, please could you say how often you typically watch each of these?
If you never watch a service, please say whether or not you were aware of it before this survey.
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	2102	328	1662	112	258	70	270	58	67	852	360
Base	2102	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	1150	221	878	70	170	53	180	42	47	483	196
Every day	159	53	96	10	45	8	47	6	12	77	30
	8%	17%b	6%	9%	18%	14%	18%	12%	19%	9%	8%
Several times a week	236	74	148	14	62	12	65	9	25	91	40
	11%	24%bc	9%	13%	25%	21%	25%	20%	38%	11%	11%
At least once a week	245	53	176	17	43	9	45	8	12	111	40
	12%	17%b	10%	16%	18%	16%	18%	16%	18%	13%	11%
At least once a month	199	40	149	10	31	9	35	4	8	79	33
	9%	13%	9%	9%	13%	15%	14%	9%	12%	9%	9%
Less than once a month	219	27	176	16	23	3	22	5	3	99	42
	10%	9%	10%	15%	9%	6%	9%	10%	4%	12%	12%
Aware of the service but have never viewed	814	35	748	30	28	8	28	7	3	313	133
	39%	12%	44%ac	29%ab	11%	13%	11%	15%	4%	37%	38%
Not aware of this service	230	22	199	9	12	9	13	9	3	86	36
	11%	7%	12%	8%	5%	16%cd	5%	19%f	5%	10%	10%
Net: watch at least weekly	640	180	420	41	151	29	157	23	49	279	109
	30%	59%bc	25%	38%ab	62%	50%	61%	48%	75%	33%	31%
Net: watch at least once a month	839	220	569	51	181	38	192	28	57	359	143
	40%	72%bc	34%	48%ab	74%	65%	75%g	57%	86%	42%	40%
Net: ever watch	1058	246	745	67	204	42	214	32	59	457	185
	50%	81%bc	44%	63%ab	84%e	71%	84%g	67%	91%	53%	52%
Net: aware	1872	282	1493	98	232	50	242	39	62	771	317
	89%	93%	88%	92%	95%e	84%	95%g	81%	95%	90%	90%

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

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Absolutes/col percents

Table 15

Q11 - Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)
So looking at the following list of services, please could you say how often you typically watch each of these?
If you never watch a service, please say whether or not you were aware of it before this survey.
Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	2102	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	2102	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	1150	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
Every day	76	42	34	37	26	9	4	1	-	62	13	1	33	8	1	-	29	5	-	-	16	29	13	18	45	31
	4%	*4%*	*3%*	9%efghjk	6%efghjk	*2%*	*1%*	*	-	7%efghjk	*2%*	*	9%mno	*2%*	*1%*	-	6%o	*1%*	-	-	*3%*	*4%*	*3%*	*4%*	*4%*	*4%*
Several times a week	141	77	65	67	37	23	13	1	*	104	36	1	50	26	1	-	54	10	-	*	44	36	30	31	80	61
	7%	*7%*	*6%*	17%defghjk	8%fghjk	5%ghk	3%k	*	*	12%efghjk	4%ghk	*	14%mno	6%o	*1%*	-	12%qrs	*2%*	-	*1%*	*8%*	*5%*	*8%*	*7%*	*6%*	*7%*
At least once a week	134	76	58	57	48	19	6	2	1	105	26	3	58	16	1	*	47	9	2	*	34	51	28	21	86	49
	6%	*7%*	*6%*	14%efghjk	11%efghjk	5%hk	*2%*	*1%*	*	13%efghjk	*3%*	*1%*	16%mno	*4%*	*1%*	*	10%qrs	*2%*	*2%*	*1%*	*7%*	*7%*	*7%*	*5%*	*7%*	*6%*
At least once a month	129	67	61	40	32	33	16	5	2	73	49	7	31	31	4	2	42	18	1	-	35	46	21	27	81	48
	6%	*6%*	*6%*	10%fghjk	7%ghk	8%ghk	*4%*	*2%*	*1%*	9%fghk	6%hk	*2%*	8%o	*7%*	*3%*	*2%*	9%rs	*5%*	*1%*	-	*7%*	*6%*	*5%*	*6%*	*6%*	*6%*
Less than once a month	133	55	78	42	37	23	15	9	8	79	38	17	28	17	6	4	51	22	3	3	46	43	25	19	89	44
	6%	*5%*	*7%*	10%efghjk	8%k	*5%*	*4%*	*4%*	*4%*	9%fhjk	*5%*	*4%*	*8%*	*4%*	*5%*	*3%*	11%q	*5%*	*3%*	*4%*	9%w	*6%*	*7%*	*4%*	*7%*	*5%*
Aware of the service but have never viewed	987	505	482	108	193	210	224	134	118	301	434	252	131	223	75	75	169	211	59	43	217	375	179	217	592	395
	47%	*48%*	*46%*	*27%*	44%cl	50%cl	56%cdl	58%cdl	56%cdl	36%c	53%cdl	57%cdl	*36%*	53%l	58%l	58%l	*36%*	53%p	59%p	54%p	*42%*	51%l	*47%*	*47%*	*47%*	*47%*
Not aware of this service	502	230	272	48	69	104	121	79	81	117	225	160	37	101	43	48	80	123	36	33	131	158	86	127	289	213
	24%	*22%*	*26%*	*12%*	*16%*	25%cdi	30%cdi	34%cdi	39%cdeil	*14%*	27%cdi	36%cdeil	*10%*	24%l	33%l	37%lm	*17%*	31%p	36%p	41%p	*25%*	*21%*	*23%*	*28%*	*23%*	*25%*
Net: watch at least weekly	352	194	157	161	110	51	23	4	1	272	74	6	141	50	3	*	131	24	2	1	94	117	70	70	211	141
	17%	*18%*	*15%*	40%defghijk	25%efghjk	12%fghk	6%hk	*2%*	*1%*	32%defghjk	9%ghk	*1%*	38%mno	12%no	*2%*	*	28%qrs	*6%*	*2%*	*1%*	*18%*	*16%*	*18%*	*15%*	*17%*	*17%*
Net: watch at least once a month	480	262	219	202	143	84	39	9	4	345	123	12	172	81	6	3	173	42	3	1	129	163	91	97	292	188
	23%	*25%*	*21%*	51%defghijk	32%efghjk	20%fghk	10%hk	*4%*	*2%*	41%defghjk	15%ghk	*3%*	47%mno	19%no	*5%*	*2%*	37%qrs	11%s	*3%*	*1%*	*25%*	*22%*	*24%*	*21%*	*23%*	*22%*
Net: ever watch	613	316	297	244	179	107	54	18	11	423	161	29	200	97	12	7	223	64	5	4	175	206	116	116	381	232
	29%	*30%*	*28%*	61%defghijk	41%efghjk	25%fghk	14%hk	*8%*	*5%*	50%defghjk	20%ghk	*7%*	54%mno	23%no	*10%*	*5%*	47%qrs	16%r	*5%*	*5%*	33%w	*28%*	*30%*	*25%*	*30%*	*28%*
Net: aware	1600	821	779	352	372	317	279	152	129	724	595	281	331	320	88	82	393	275	65	47	392	581	295	333	972	628
	76%	*78%*	*74%*	88%efghjk	84%efghjk	75%hk	*70%*	*66%*	*61%*	86%efghjk	73%hk	*64%*	90%mno	76%o	*67%*	*63%*	83%qrs	*69%*	*64%*	*59%*	*75%*	*79%*	*77%*	*72%*	*77%*	*75%*

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 15

Q11 - Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)
So looking at the following list of services, please could you say how often you typically watch each of these?
If you never watch a service, please say whether or not you were aware of it before this survey.
Base: All respondents

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	2102	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	1150	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
Every day	76	49	26	39	31	2	2	11	7	2	9	4	9	12	15	70	1	-	4	20	11	40
	4%	4%	3%	3%	4%	6%	3%	5%	4%	1%	5%	2%	3%	5%	9%ik	4%	1%	-	2%	4%	3%	4%
Several times a week	141	95	43	69	65	4	7	19	18	14	7	12	14	18	22	131	5	1	5	44	21	66
	7%	7%	5%	5%	8%	14%	8%	9%	11%	8%	4%	5%	5%	7%	13%ijlm	8%	4%	2%	3%	10%	6%	7%
At least once a week	134	95	39	71	60	1	6	17	12	9	16	8	18	20	19	125	5	1	3	35	25	65
	6%	7%	5%	6%	8%	2%	8%	8%	7%	5%	8%	4%	7%	7%	11%k	7%	4%	3%	1%	8%	7%	7%
At least once a month	129	91	37	74	50	1	7	15	12	9	12	12	19	18	11	115	3	4	6	35	21	60
	6%	7%	5%	6%	6%	4%	9%	7%	7%	5%	6%	5%	7%	7%	6%	7%	3%	9%	3%	8%	6%	6%
Less than once a month	133	84	49	72	55	2	3	10	12	11	13	9	29	20	6	114	6	3	9	26	23	65
	6%	7%	6%	6%	7%	7%	4%	5%	7%	6%	7%	4%	11%n	8%	4%	7%	5%	8%	5%	6%	7%	7%
Aware of the service but have never viewed	987	581	403	619	354	10	36	99	64	93	86	134	133	119	52	816	59	17	95	200	179	437
	47%	46%	49%	49%	46%	33%	43%	48%n	38%	56%hn	46%n	58%hmn	49%n	44%n	31%	47%	47%	42%	51%	44%	51%	47%
Not aware of this service	502	278	222	327	160	10	21	36	41	30	44	51	49	62	42	376	45	15	65	99	74	204
	24%	22%	27%a	26%	21%	34%	25%	18%	25%	18%	24%	22%	18%	23%	25%	22%	36%o	37%o	35%o	22%	21%	22%
Net: watch at least weekly	352	240	108	180	156	7	15	47	37	25	33	24	41	50	56	327	11	2	12	99	57	171
	17%	19%b	13%	14%	20%c	22%	18%	23%k	22%k	15%	17%	10%	15%	19%	33%fghijklm	19%pqr	9%	5%	6%	22%	16%	18%
Net: watch at least once a month	480	330	145	254	206	8	23	62	49	33	45	35	60	69	66	442	15	6	18	133	78	230
	23%	26%b	18%	20%	27%c	26%	27%	30%k	29%k	20%	24%	15%	22%	25%	40%ijklm	25%pr	12%	13%	10%	29%	22%	25%
Net: ever watch	613	414	195	326	261	10	26	72	61	44	57	45	89	89	73	556	21	9	27	160	101	295
	29%	33%b	24%	26%	34%c	33%	31%	35%k	37%k	26%	31%	20%	33%k	33%k	44%ijklm	32%pr	17%	22%	14%	35%	29%	32%
Net: aware	1600	996	597	945	615	20	62	172	125	137	143	178	221	208	125	1372	80	26	122	359	280	733
	76%	78%b	73%	74%	79%	66%	75%	82%	75%	82%	76%	78%	82%	77%	75%	78%pqr	64%	63%	65%	78%	79%	78%

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

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Absolutes/col percents

Table 15

Q11 - Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)
So looking at the following list of services, please could you say how often you typically watch each of these?
If you never watch a service, please say whether or not you were aware of it before this survey.
Base: All respondents

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**2102**	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	**2102**	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	**1150**	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
Every day	**76**	57	69	63	41	66	41	55	41	30	67	42	56	41	30	76	-	75	76	76
	4%	*4%*	*4%*	*4%*	*5%*	*5%*	*5%*	*7%*	**8%f**	*5%*	*5%*	*4%*	*6%*	*7%*	*5%*	*4%*	-	*5%*	*4%*	*4%*
Several times a week	**141**	106	111	125	81	110	73	102	74	52	111	74	106	77	52	141	-	138	141	141
	7%	*7%*	*7%*	*8%*	**10%ab**	*9%*	*8%*	**13%ef**	**14%efi**	*10%*	*8%*	*7%*	**11%jk**	**12%jk**	*9%*	*7%*	-	*8%*	*8%*	*7%*
At least once a week	**134**	98	111	120	75	109	67	98	60	44	110	68	103	62	47	132	3	128	130	132
	6%	*6%*	*7%*	*8%*	**9%a**	*9%*	*8%*	**13%efi**	**12%f**	*8%*	*7%*	*7%*	**11%jk**	*10%*	*8%*	*7%*	*2%*	*8%*	*7%*	*7%*
At least once a month	**129**	103	107	110	79	100	64	75	54	46	106	65	85	59	48	129	-	120	127	129
	6%	*6%*	*7%*	*7%*	**10%ab**	*8%*	*7%*	*10%*	*11%*	*8%*	*7%*	*6%*	*9%*	*9%*	*8%*	*6%*	-	*7%*	*7%*	*6%*
Less than once a month	**133**	102	109	109	83	90	63	70	47	42	103	68	83	58	48	133	*	125	129	133
	6%	*6%*	*7%*	*7%*	**10%ab**	*7%*	*7%*	*9%*	*9%*	*8%*	*7%*	*7%*	*9%*	*9%*	*8%*	*7%*	*	*8%*	*7%*	*7%*
Aware of the service but have never viewed	**987**	747	756	637	322	493	379	256	152	224	641	448	348	228	255	909	78	683	793	909
	47%	**47%d**	**46%d**	*43%*	*39%*	**41%gh**	**43%gh**	*33%*	*30%*	**41%gh**	**44%lm**	**45%lm**	*37%*	*36%*	*42%*	*46%*	**66%o**	*41%*	*44%*	**46%q**
Not aware of this service	**502**	385	386	327	143	245	199	117	83	110	331	241	160	111	127	464	37	389	408	464
	24%	**24%d**	**23%d**	**22%d**	*17%*	**20%g**	**22%gh**	*15%*	*16%*	*20%*	**23%lm**	**24%lm**	*17%*	*17%*	*21%*	*23%*	*32%*	*23%*	*23%*	*23%*
Net: watch at least weekly	**352**	260	291	308	197	284	181	254	176	126	288	184	265	180	129	349	3	342	347	349
	17%	*16%*	*18%*	**21%a**	**24%ab**	*23%*	*20%*	**33%efi**	**34%efi**	*23%*	*20%*	*18%*	**28%jkn**	**28%jkn**	*21%*	**18%p**	*2%*	*21%*	*19%*	*18%*
Net: watch at least once a month	**480**	363	398	418	276	385	245	330	230	172	394	249	349	239	177	478	3	462	474	478
	23%	*23%*	*24%*	**28%a**	**33%abc**	*32%*	*28%*	**43%efi**	**45%efi**	*31%*	*27%*	*25%*	**37%jkn**	**38%jkn**	*29%*	**24%p**	*2%*	**28%s**	*26%*	*24%*
Net: ever watch	**613**	465	507	527	359	474	308	400	277	214	497	317	433	297	224	610	3	587	603	610
	29%	*29%*	*31%*	**35%ab**	**44%abc**	*39%*	*35%*	**52%efi**	**54%efi**	*39%*	*34%*	*31%*	**46%jkn**	**47%jkn**	*37%*	**31%p**	*3%*	**35%s**	*33%*	*31%*
Net: aware	**1600**	1213	1263	1164	681	967	687	656	429	438	1139	765	781	525	479	1520	81	1270	1396	1520
	76%	*76%*	*77%*	*78%*	**83%abc**	*80%*	*78%*	**85%ef**	**84%f**	*80%*	*77%*	*76%*	**83%jk**	**83%jk**	*79%*	*77%*	*68%*	*77%*	*77%*	*77%*

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

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Absolutes/col percents

Table 15

Q11 - Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)
So looking at the following list of services, please could you say how often you typically watch each of these?
If you never watch a service, please say whether or not you were aware of it before this survey.
Base: All respondents

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
Every day	76	56	11	13	58	37	39	31	12	4	11	25	38	63	14	16	28	22	50	48
	4%	5%	2%	6%	4%	5%	3%	6%	4%	6%	3%	2%	6%k	4%	3%	3%	3%	6%nop	4%	4%
Several times a week	141	93	18	27	105	50	91	41	20	4	14	61	65	126	31	35	66	27	93	82
	7%	9%b	4%	13%bd	6%	7%	7%	8%	6%	6%	3%	6%	10%jk	7%	6%	6%	7%	7%	7%	7%
At least once a week	134	104	5	31	90	56	79	43	14	4	17	67	50	118	25	30	63	23	86	79
	6%	9%bd	1%	15%bd	6%b	8%	6%	9%	5%	6%	4%	6%	8%	7%	5%	5%	7%	6%	7%	7%
At least once a month	129	80	16	15	102	56	73	38	26	5	16	60	50	109	27	31	56	23	79	66
	6%	7%	4%	7%	6%	8%	5%	8%	9%	7%	4%	6%	8%	6%	5%	5%	6%	6%	6%	6%
Less than once a month	133	80	23	14	107	49	84	35	24	5	13	65	55	120	28	32	61	25	86	80
	6%	7%	5%	6%	7%	7%	6%	7%	8%	8%	3%	6%	8%j	7%	5%	5%	7%	7%	7%	7%
Aware of the service but have never viewed	987	456	241	77	765	331	656	205	145	25	208	507	272	778	297	310	435	154	589	532
	47%	42%	53%ac	36%	47%ac	45%	48%	42%	48%	36%	52%l	49%l	41%	46%	54%pqrs	53%qrs	46%	43%	45%	45%
Not aware of this service	502	227	137	36	388	156	346	98	64	23	120	253	128	380	127	131	227	87	313	285
	24%	21%	30%ac	17%	24%	21%	25%	20%	21%	32%	30%lm	24%	19%	22%	23%	22%	24%	24%	24%	24%
Net: watch at least weekly	352	253	34	72	254	143	208	115	45	12	42	154	153	307	70	81	158	71	229	209
	17%	23%bd	8%	33%abd	16%b	19%	15%	23%h	15%	17%	10%	15%	23%jkm	18%	13%	14%	17%	20%n	18%	18%n
Net: watch at least once a month	480	333	50	87	355	199	281	153	72	17	58	213	203	416	97	111	214	94	308	275
	23%	30%bd	11%	40%abd	22%b	27%l	21%	31%	24%	24%	14%	21%	31%jkm	25%	18%	19%	23%	26%no	24%n	23%n
Net: ever watch	613	413	73	100	462	248	365	188	96	23	71	278	258	536	125	143	275	119	394	355
	29%	38%bd	16%	47%abd	29%b	34%l	27%	38%	31%	32%	18%	27%j	39%jkm	32%jk	23%	24%	29%n	33%no	30%no	30%n
Net: aware	1600	869	313	178	1227	580	1021	393	241	48	279	785	529	1314	422	453	710	273	983	887
	76%	79%b	70%	83%b	76%	79%	75%	80%	79%	68%	70%	76%	61%j	78%	77%	78%	76%	76%	76%	76%

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

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Absolutes/col percents

Table 15

Q11 - Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)
So looking at the following list of services, please could you say how often you typically watch each of these?
If you never watch a service, please say whether or not you were aware of it before this survey.
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**2102**	328	1662	112	258	70	270	58	67	852	360
Base	**2102**	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	**1150**	221	878	70	170	53	180	42	47	483	196
Every day	**76**	39	34	3	34	5	34	5	13	37	20
	4%	13%bc	*2%*	*3%*	*14%*	*8%*	*13%*	*10%*	*21%*	*4%*	*6%*
Several times a week	**141**	48	84	9	41	6	43	5	16	58	23
	7%	16%b	*5%*	*9%*	*17%*	*11%*	*17%*	*11%*	*24%*	*7%*	*6%*
At least once a week	**134**	53	71	11	42	11	43	10	7	67	15
	6%	17%b	*4%*	10%b	*17%*	*18%*	*17%*	*21%*	*10%*	*8%*	*4%*
At least once a month	**129**	37	82	9	30	7	35	2	12	48	25
	6%	12%b	*5%*	*9%*	*12%*	*11%*	*14%*	*4%*	*18%*	*6%*	*7%*
Less than once a month	**133**	20	105	9	17	3	18	1	4	52	23
	6%	*7%*	*6%*	*8%*	*7%*	*4%*	*7%*	*3%*	*7%*	*6%*	*6%*
Aware of the service but have never viewed	**987**	72	869	47	54	18	58	13	8	389	173
	47%	*24%*	51%a	44%a	*22%*	*30%*	*23%*	*27%*	*12%*	*45%*	*49%*
Not aware of this service	**502**	36	448	18	25	10	24	12	5	207	74
	24%	*12%*	26%a	*17%*	*10%*	*17%*	*9%*	24%g	*8%*	*24%*	*21%*
Net: watch at least weekly	**352**	139	189	23	118	22	119	20	36	162	57
	17%	46%bc	*11%*	22%b	*48%*	*37%*	*47%*	*41%*	*55%*	*19%*	*16%*
Net: watch at least once a month	**480**	176	271	33	148	28	155	22	48	209	83
	23%	58%bc	*16%*	31%b	*61%*	*48%*	*61%*	*45%*	*73%*	*24%*	*23%*
Net: ever watch	**613**	196	376	41	165	31	173	23	52	261	105
	29%	65%bc	*22%*	39%b	68%e	*52%*	68%g	*48%*	*80%*	*31%*	*30%*
Net: aware	**1600**	268	1245	88	219	49	231	36	60	650	278
	76%	88%b	*74%*	*83%*	*90%*	*83%*	91%g	*76%*	*92%*	*76%*	*79%*

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

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Absolutes/col percents

Table 16

Q11 - YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)
So looking at the following list of services, please could you say how often you typically watch each of these?
If you never watch a service, please say whether or not you were aware of it before this survey.
Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	2102	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	2102	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	1150	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
Every day	193	119	75	89	59	30	12	2	1	149	41	3	89	27	1	1	60	14	1	-	42	64	36	50	107	87
	9%	11%b	*7%*	22%defghjk	13%efghjk	7%ghk	*3%*	*1%*	*1%*	18%efghjk	5%hk	*1%*	24%mno	*6%*	*1%*	*1%*	13%qrs	*3%*	*1%*	-	*8%*	*9%*	*10%*	*11%*	*8%*	*10%*
Several times a week	311	174	137	90	77	76	44	17	8	167	119	25	73	84	12	6	94	36	5	2	67	126	63	55	193	118
	15%	*17%*	*13%*	23%ghjk	17%ghk	18%ghk	11%h	*7%*	*4%*	20%ghjk	15%ghk	*6%*	20%o	20%o	*9%*	*5%*	20%qrs	*9%*	*5%*	*3%*	*13%*	*17%*	*17%*	*12%*	*15%*	*14%*
At least once a week	318	173	145	69	100	59	48	25	16	169	107	42	81	59	20	12	88	48	5	4	90	101	60	68	191	127
	15%	*16%*	*14%*	17%hk	23%efghjk	*14%*	*12%*	*11%*	*8%*	20%fghjk	*13%*	*9%*	22%mo	*14%*	*15%*	*9%*	19%qrs	*12%*	*5%*	*5%*	*17%*	*14%*	*16%*	*15%*	*15%*	*15%*
At least once a month	311	157	154	55	59	69	43	42	43	114	112	85	39	57	27	34	75	56	15	8	77	134	44	56	210	100
	15%	*15%*	*15%*	*14%*	*13%*	*16%*	*11%*	*18%*	20%l	*14%*	*14%*	19%l	*11%*	*13%*	*21%*	26%lm	*16%*	*14%*	*15%*	*11%*	*15%*	18%wy	*12%*	*12%*	17%y	*12%*
Less than once a month	336	128	208	43	54	80	76	41	41	98	156	82	31	67	10	19	67	89	31	22	95	99	59	84	194	142
	16%	*12%*	20%a	*11%*	*12%*	19%cdi	19%ci	*18%*	20%ci	*12%*	19%cdi	19%ci	*9%*	16%l	*8%*	*14%*	*14%*	22%p	31%p	28%p	*18%*	*13%*	*15%*	*18%*	*15%*	*17%*
Aware of the service but have never viewed	510	245	266	42	82	86	141	82	77	124	227	160	46	102	45	51	78	125	37	26	126	171	95	119	297	214
	24%	*23%*	*25%*	*10%*	19%c	20%c	35%cdei	36%cdei	37%cdei	*15%*	28%cdei	36%cdeij	*13%*	24%l	35%l	39%lm	*16%*	31%p	37%p	33%p	*24%*	*23%*	*25%*	*26%*	*24%*	*25%*
Not aware of this service	123	56	66	11	10	21	35	22	23	21	57	45	9	25	16	7	12	32	6	16	27	43	24	28	70	52
	6%	*5%*	*6%*	*3%*	*2%*	*5%*	9%cdi	9%cdi	11%cdei	*2%*	7%cdi	10%cdei	*2%*	*6%*	12%l	*5%*	*3%*	8%p	*6%*	20%pqr	*5%*	*6%*	*6%*	*6%*	*6%*	*6%*
Net: watch at least weekly	823	466	357	249	236	164	103	44	26	485	268	70	243	170	33	20	242	98	11	6	199	291	159	173	490	332
	39%	44%b	*34%*	62%defghjk	53%efghjk	39%ghk	26%hk	*19%*	*12%*	58%efghjk	33%ghk	*16%*	66%mno	40%no	*25%*	*15%*	51%qrs	24%rs	*11%*	*8%*	*38%*	*39%*	*42%*	*38%*	*39%*	*40%*
Net: watch at least once a month	1133	622	511	303	295	234	147	86	68	598	380	155	282	227	60	54	316	153	27	15	275	425	203	229	700	433
	54%	59%b	*49%*	76%defghjk	67%efghjk	56%fghjk	*37%*	*37%*	*32%*	71%efghjk	46%hk	*35%*	77%mno	*54%*	*46%*	*41%*	67%qrs	38%s	*26%*	*18%*	*53%*	*58%*	*53%*	*50%*	*56%*	*51%*
Net: ever watch	1469	750	719	347	349	313	223	127	110	696	536	237	313	294	70	73	383	242	57	37	370	524	262	313	894	575
	70%	*71%*	*68%*	87%defghjk	79%fghjk	75%fghjk	*56%*	*55%*	*52%*	83%efghjk	65%hk	*54%*	85%mno	70%no	*53%*	*56%*	81%qrs	*61%*	*57%*	*47%*	*71%*	*71%*	*69%*	*68%*	*71%*	*68%*
Net: aware	1979	995	985	388	432	399	364	210	187	820	763	396	359	397	115	124	461	366	95	63	496	695	357	432	1191	789
	94%	*95%*	*94%*	97%fghjk	98%fghjk	95%hk	*91%*	*91%*	*89%*	98%fghjk	*93%*	*90%*	98%n	*94%*	*88%*	*95%*	97%qs	92%s	94%s	*80%*	*95%*	*94%*	*94%*	*94%*	*94%*	*94%*

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 16

Q11 - YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)
So looking at the following list of services, please could you say how often you typically watch each of these?
If you never watch a service, please say whether or not you were aware of it before this survey.
Base: All respondents

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	2102	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	1150	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
Every day	193	118	73	98	87	4	5	30	10	13	17	19	34	24	30	181	3	1	8	44	30	108
	9%	9%	9%	8%	11%c	13%	6%	14%h	6%	8%	9%	8%	12%	9%	18%fhijkm	10%p	2%	3%	4%	10%	8%	11%
Several times a week	311	183	128	154	144	5	14	29	26	27	21	40	40	32	31	258	19	4	30	69	48	142
	15%	14%	16%	12%	19%c	16%	17%	14%	15%	16%	11%	17%	15%	12%	18%	15%	15%	10%	16%	15%	13%	15%
At least once a week	318	221	95	177	135	2	8	39	32	17	31	38	45	45	26	279	11	7	20	79	47	153
	15%	17%b	12%	14%	17%	6%	10%	19%	19%	10%	16%	17%	17%	16%	16%	16%	9%	17%	11%	17%	13%	16%
At least once a month	311	184	126	192	110	5	19	26	26	22	19	23	43	53	21	252	23	6	29	71	41	140
	15%	14%	15%	15%	14%	15%	22%jk	13%	16%	13%	10%	10%	16%	20%j	12%	14%	18%	15%	16%	15%	12%	15%
Less than once a month	336	196	139	219	104	9	8	30	32	32	37	30	38	47	24	279	19	15	24	71	69	139
	16%	15%	17%	17%	13%	30%	10%	15%	19%	19%	20%	13%	14%	17%	14%	16%	15%	35%opr	13%	16%	20%	15%
Aware of the service but have never viewed	510	297	212	352	153	5	25	46	31	46	47	66	63	56	29	409	35	7	60	102	93	214
	24%	23%	26%	28%d	20%	16%	30%	22%	19%	28%	25%	29%	23%	21%	18%	23%	28%	16%	32%	22%	26%	23%
Not aware of this service	123	75	47	78	42	1	4	9	10	9	16	14	7	14	5	89	15	1	17	23	26	41
	6%	6%	6%	6%	5%	5%	5%	4%	6%	6%	9%l	6%	3%	5%	3%	5%	12%o	3%	9%	5%	7%	4%
Net: watch at least weekly	823	522	295	430	366	11	27	97	67	57	68	97	119	101	87	719	33	13	58	191	125	403
	39%	41%	36%	34%	47%c	34%	33%	47%	40%	34%	36%	42%	44%	37%	52%fhijm	41%p	26%	31%	31%	42%	35%	43%
Net: watch at least once a month	1133	706	421	622	476	15	46	123	93	79	87	120	162	154	108	971	56	19	87	262	166	543
	54%	55%	51%	49%	61%c	49%	55%	59%j	56%	47%	46%	52%	60%j	57%	65%ij	56%	45%	46%	47%	57%kl	47%	58%kl
Net: ever watch	1469	902	560	841	580	24	54	154	125	111	124	149	200	200	132	1250	75	34	111	333	235	682
	70%	71%	68%	66%	75%c	79%	65%	74%	75%	67%	66%	65%	74%	74%	79%ijk	71%pr	60%	81%pr	59%	73%	66%	73%
Net: aware	1979	1199	772	1193	733	29	79	200	156	157	171	215	263	257	161	1659	110	40	171	435	328	896
	94%	94%	94%	94%	95%	95%	95%	96%	94%	94%	91%	94%	97%j	95%	97%	95%p	88%	97%	91%	95%	93%	96%

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

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Absolutes/col percents

Table 16

Q11 - YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)
So looking at the following list of services, please could you say how often you typically watch each of these?
If you never watch a service, please say whether or not you were aware of it before this survey.
Base: All respondents

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**2102**	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	**2102**	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	**1150**	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
Every day	**193**	142	176	154	115	161	90	120	77	73	164	92	125	80	76	193	-	180	193	193
	9%	*9%*	*11%*	*10%*	*14%ac*	*13%*	*10%*	*16%f*	*15%f*	*13%*	*11%*	*9%*	*13%k*	*13%*	*12%*	*10%p*	-	*11%*	*11%*	*10%*
Several times a week	**311**	224	268	261	143	247	132	162	127	84	257	144	186	140	89	311	*	280	311	311
	15%	*14%*	*16%*	*17%a*	*17%*	*20%f*	*15%*	*21%fi*	*25%fi*	*15%*	*17%*	*14%*	*20%kn*	*22%kn*	*15%*	*16%p*	*	*17%*	*17%*	*16%*
At least once a week	**318**	236	246	246	142	217	149	152	98	95	231	155	178	114	101	315	3	288	314	315
	15%	*15%*	*15%*	*16%*	*17%*	*18%*	*17%*	*20%*	*19%*	*17%*	*16%*	*15%*	*19%*	*18%*	*17%*	*16%p*	*2%*	*17%*	*17%*	*16%*
At least once a month	**311**	228	245	236	132	191	137	115	86	77	227	144	143	100	80	310	1	244	308	310
	15%	*14%*	*15%*	*16%*	*16%*	*16%*	*15%*	*15%*	*17%*	*14%*	*15%*	*14%*	*15%*	*16%*	*13%*	*16%p*	*1%*	*15%*	*17%*	*16%*
Less than once a month	**336**	277	264	212	120	147	110	89	45	92	230	140	120	76	111	328	8	240	309	328
	16%	*17%*	*16%*	*14%*	*15%*	*12%*	*12%*	*11%*	*9%*	*17%egh*	*16%*	*14%*	*13%*	*12%*	*18%lm*	*17%*	*7%*	*14%*	*17%*	*17%*
Aware of the service but have never viewed	**510**	402	365	314	140	202	218	117	65	104	288	269	157	106	121	426	84	337	300	426
	24%	*25%cd*	*22%d*	*21%*	*17%*	*17%*	*25%eghi*	*15%*	*13%*	*19%h*	*20%*	*27%jlmn*	*17%*	*17%*	*20%*	*21%*	*71%o*	*20%r*	*17%*	*21%r*
Not aware of this service	**123**	88	85	68	31	47	49	19	14	23	73	61	30	18	29	100	23	90	69	100
	6%	*5%*	*5%*	*5%*	*4%*	*4%*	*6%gh*	*2%*	*3%*	*4%*	*5%*	*6%lm*	*3%*	*3%*	*5%*	*5%*	*19%op*	*5%*	*4%*	*5%*
Net: watch at least weekly	**823**	603	690	660	401	625	371	434	302	252	653	391	490	335	266	819	3	748	818	819
	39%	*38%*	*42%*	*44%a*	*49%ab*	*52%d*	*42%*	*56%fi*	*59%efi*	*46%*	*44%jk*	*39%*	*52%jkn*	*53%jkn*	*44%*	*41%p*	*3%*	*45%*	*45%*	*41%*
Net: watch at least once a month	**1133**	831	935	896	533	816	508	548	387	330	880	536	633	435	346	1129	4	992	1126	1129
	54%	*52%*	*57%a*	*60%a*	*65%ab*	*67%fi*	*57%*	*71%fi*	*76%efi*	*60%*	*60%jk*	*53%*	*67%jkn*	*68%jkn*	*57%*	*57%p*	*3%*	*60%*	*62%s*	*57%*
Net: ever watch	**1469**	1108	1199	1109	653	962	618	637	433	422	1109	676	753	511	456	1458	11	1232	1435	1458
	70%	*69%*	*73%*	*74%a*	*79%abc*	*79%f*	*70%*	*82%f*	*84%efi*	*77%f*	*75%jk*	*67%*	*80%jk*	*80%jk*	*75%jk*	*73%p*	*10%*	*74%*	*80%qs*	*73%*
Net: aware	**1979**	1510	1564	1423	793	1165	836	754	498	526	1397	945	910	618	578	1884	95	1569	1735	1884
	94%	*95%*	*95%*	*95%*	*96%*	*96%*	*94%*	*98%f*	*97%f*	*96%*	*95%*	*94%*	*97%jk*	*97%jk*	*95%*	*95%p*	*81%*	*95%*	*96%*	*95%*

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 16

Q11 - YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)
So looking at the following list of services, please could you say how often you typically watch each of these?
If you never watch a service, please say whether or not you were aware of it before this survey.
Base: All respondents

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
Every day	193	136	19	24	154	60	133	44	23	7	25	90	77	166	50	54	74	39	113	103
	9%	12%b	*4%*	11%b	10%b	*8%*	*10%*	*9%*	*8%*	*9%*	*6%*	*9%*	12%j	*10%*	*9%*	*9%*	*8%*	*11%*	*9%*	*9%*
Several times a week	311	205	47	23	267	117	194	97	34	9	61	128	119	248	74	80	137	45	182	157
	15%	19%bc	*10%*	*11%*	17%b	*16%*	*14%*	20%k	*11%*	*12%*	*15%*	*12%*	18%k	*15%*	*14%*	*14%*	*15%*	*12%*	*14%*	*13%*
At least once a week	318	187	49	47	236	118	200	75	50	10	73	146	99	245	81	87	143	45	189	167
	15%	17%b	*11%*	22%bd	*15%*	*16%*	*15%*	*15%*	*16%*	*14%*	*18%*	*14%*	*15%*	*14%*	*15%*	*15%*	*15%*	*13%*	*15%*	*14%*
At least once a month	311	161	78	23	243	115	195	78	47	8	57	156	97	253	81	88	140	61	202	181
	15%	*15%*	*17%*	*11%*	*15%*	*16%*	*14%*	*16%*	*15%*	*11%*	*14%*	*15%*	*15%*	*15%*	*15%*	*15%*	*15%*	*17%*	*16%*	*15%*
Less than once a month	336	145	84	28	276	122	214	70	57	19	64	182	87	269	109	112	155	44	199	174
	16%	*13%*	*19%*	*13%*	17%b	*17%*	*16%*	*14%*	*19%*	*26%*	*16%*	*18%*	*13%*	*16%*	20%q	19%q	*17%*	*12%*	*15%*	*15%*
Aware of the service but have never viewed	510	212	135	54	370	168	343	107	84	3	87	282	141	422	126	133	230	103	333	310
	24%	*19%*	30%ad	*25%*	*23%*	*23%*	*25%*	*22%*	*28%*	*5%*	*22%*	27%j	*21%*	*25%*	*23%*	*23%*	*25%*	*29%*	*26%*	*27%*
Not aware of this service	123	49	38	14	69	37	86	19	10	16	32	53	37	90	27	29	58	23	80	79
	6%	*5%*	8%ad	*6%*	*4%*	*5%*	*6%*	*4%*	*3%*	*22%*	*8%*	*5%*	*6%*	*5%*	*5%*	*5%*	*6%*	*6%*	*6%*	*7%*
Net: watch at least weekly	823	529	116	95	657	294	528	217	106	25	159	365	295	659	205	222	354	129	483	427
	39%	48%bd	*26%*	44%b	41%b	*40%*	*39%*	*44%*	*35%*	*36%*	*40%*	*35%*	45%k	*39%*	*37%*	*38%*	*38%*	*36%*	*37%*	*36%*
Net: watch at least once a month	1133	689	194	118	900	409	724	294	154	33	216	521	392	913	286	310	494	190	685	608
	54%	63%bd	*43%*	55%b	56%b	*56%*	*53%*	*60%*	*50%*	*46%*	*54%*	*50%*	60%k	*54%*	*52%*	*53%*	*53%*	*53%*	*53%*	*52%*
Net: ever watch	1469	834	278	146	1176	531	938	364	211	51	280	703	479	1182	395	422	649	234	884	782
	70%	76%b	*62%*	*68%*	73%b	*72%*	*69%*	*74%*	*69%*	*73%*	*70%*	*68%*	*73%*	*70%*	*72%*	*72%*	*69%*	*65%*	*68%*	*67%*
Net: aware	1979	1047	413	200	1546	699	1281	471	295	55	367	984	620	1604	522	555	880	337	1216	1093
	94%	95%b	*92%*	*94%*	96%b	*95%*	*94%*	*96%*	*97%*	*78%*	*92%*	*95%*	*94%*	*95%*	*95%*	*95%*	*94%*	*94%*	*94%*	*93%*

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 16

Q11 - YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)
So looking at the following list of services, please could you say how often you typically watch each of these?
If you never watch a service, please say whether or not you were aware of it before this survey.
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	2102	328	1662	112	258	70	270	58	67	852	360
Base	2102	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	1150	221	878	70	170	53	180	42	47	483	196
Every day	193	60	124	9	52	8	53	7	19	71	53
	9%	20%bc	7%	9%	21%	13%	21%	14%	29%	8%	15%h
Several times a week	311	69	221	21	52	17	58	11	16	107	69
	15%	23%b	13%	20%	21%	29%	23%	22%	24%	12%	20%h
At least once a week	318	71	219	28	55	17	57	14	16	130	60
	15%	23%b	13%	26%b	22%	28%	22%	29%	24%	15%	17%
At least once a month	311	36	266	8	30	7	33	4	6	137	56
	15%	12%	16%	7%	12%	12%	13%	8%	9%	16%	16%
Less than once a month	336	22	295	19	19	3	18	4	4	165	38
	16%	7%	17%a	18%a	8%	5%	7%	8%	7%	19%d	11%
Aware of the service but have never viewed	510	34	458	18	28	6	28	5	2	209	68
	24%	11%	27%a	17%	11%	11%	11%	11%	3%	24%	19%
Not aware of this service	123	12	109	2	10	2	8	3	3	39	8
	6%	4%	6%	2%	4%	3%	3%	6%	5%	5%	2%
Net: watch at least weekly	823	200	564	59	158	41	168	32	51	308	183
	39%	66%b	33%	55%b	65%	70%	66%	66%	77%	36%	52%h
Net: watch at least once a month	1133	236	831	66	188	48	200	36	56	444	239
	54%	78%bc	49%	62%b	77%	81%	79%	74%	86%	52%	68%h
Net: ever watch	1469	258	1125	86	207	51	218	40	61	609	277
	70%	85%b	66%	81%b	85%	86%	86%	82%	93%	71%	78%
Net: aware	1979	292	1584	104	235	57	247	45	62	818	345
	94%	96%	94%	98%	96%	97%	97%	94%	95%	95%	98%

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 17

Q11 - Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)
So looking at the following list of services, please could you say how often you typically watch each of these?
If you never watch a service, please say whether or not you were aware of it before this survey.
Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	2102	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	2102	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	1150	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
Every day	178	95	83	89	48	23	9	6	2	137	33	8	73	17	5	-	63	16	2	2	39	59	32	49	97	81
	8%	*9%*	*8%*	*22%defghijk*	*11%efghijk*	*6%hk*	*2%*	*3%*	*1%*	*16%defghijk*	*4%*	*2%*	*20%mno*	*4%*	*4%*	*-*	*13%qrs*	*4%*	*2%*	*3%*	*7%*	*8%*	*8%*	*11%*	*8%*	*10%*
Several times a week	318	156	162	105	84	69	40	9	12	189	109	20	81	59	7	9	108	49	2	3	80	116	64	58	196	122
	15%	*15%*	*15%*	*26%defghijk*	*19%fghijk*	*16%ghk*	*10%k*	*4%*	*5%*	*23%fghijk*	*13%ghk*	*5%*	*22%mno*	*14%*	*5%*	*7%*	*23%qrs*	*12%r*	*2%*	*3%*	*15%*	*16%*	*17%*	*13%*	*16%*	*15%*
At least once a week	255	133	122	54	76	56	41	13	16	130	97	28	59	54	9	11	70	43	4	4	67	92	51	46	158	97
	12%	*13%*	*12%*	*14%gk*	*17%fghk*	*13%gk*	*10%*	*5%*	*7%*	*15%ghk*	*12%k*	*6%*	*16%*	*13%*	*7%*	*9%*	*15%r*	*11%*	*4%*	*5%*	*13%*	*12%*	*13%*	*10%*	*13%*	*12%*
At least once a month	232	109	123	53	47	53	48	18	12	100	102	30	46	49	9	5	54	52	10	7	67	95	28	42	162	70
	11%	*10%*	*12%*	*13%hk*	*11%*	*13%hk*	*12%*	*8%*	*6%*	*12%hk*	*12%hk*	*7%*	*12%o*	*12%*	*7%*	*4%*	*12%*	*13%*	*10%*	*8%*	*13%wy*	*13%wy*	*7%*	*9%*	*13%wy*	*8%*
Less than once a month	275	119	155	34	62	57	64	28	30	96	122	57	31	63	11	14	64	58	17	16	58	96	59	62	154	121
	13%	*11%*	*15%*	*8%*	*14%c*	*14%*	*16%c*	*12%*	*14%*	*11%*	*15%c*	*13%*	*8%*	*15%l*	*8%*	*11%*	*14%*	*15%*	*17%*	*20%*	*11%*	*13%*	*16%*	*13%*	*12%*	*14%*
Aware of the service but have never viewed	685	351	334	59	113	133	153	120	106	173	286	227	72	141	68	70	101	145	52	36	179	221	119	166	401	285
	33%	*33%*	*32%*	*15%*	*26%c*	*32%cl*	*38%cdl*	*52%cdefij*	*51%cdefij*	*21%c*	*35%cdi*	*51%cdefij*	*19%*	*33%l*	*52%lm*	*54%lm*	*21%*	*36%p*	*52%pq*	*45%p*	*34%*	*30%*	*31%*	*36%*	*32%*	*34%*
Not aware of this service	159	87	72	5	11	29	43	37	33	17	72	70	6	38	23	20	11	34	14	12	33	60	28	38	93	66
	8%	*8%*	*7%*	*1%*	*3%*	*7%cdi*	*11%cdi*	*16%cdeij*	*16%cdeij*	*2%*	*9%cdi*	*16%cdeij*	*2%*	*9%l*	*18%l*	*16%l*	*2%*	*9%p*	*14%p*	*15%p*	*6%*	*8%*	*7%*	*8%*	*7%*	*8%*
Net: watch at least weekly	751	384	367	248	208	148	90	28	29	456	239	57	214	130	20	20	242	109	8	9	185	266	147	153	452	300
	36%	*37%*	*35%*	*62%defghijk*	*47%efghijk*	*35%fghk*	*23%gk*	*12%*	*14%*	*54%efghijk*	*29%ghk*	*13%*	*58%mno*	*31%no*	*15%*	*16%*	*51%qrs*	*27%rs*	*8%*	*11%*	*35%*	*36%*	*39%*	*33%*	*36%*	*36%*
Net: watch at least once a month	984	493	490	301	255	202	139	46	41	556	340	87	260	179	29	26	296	161	18	15	253	361	175	195	614	369
	47%	*47%*	*47%*	*75%defghijk*	*58%efghijk*	*48%fghk*	*35%ghk*	*20%*	*20%*	*66%defghijk*	*42%ghk*	*20%*	*71%mno*	*43%no*	*22%*	*20%*	*63%qrs*	*40%rs*	*17%*	*19%*	*48%*	*49%*	*46%*	*42%*	*49%*	*44%*
Net: ever watch	1258	613	645	335	317	259	203	74	71	651	462	145	291	243	39	40	361	219	34	31	311	458	234	256	768	490
	60%	*58%*	*61%*	*84%defghijk*	*72%efghijk*	*62%fghk*	*51%ghk*	*32%*	*34%*	*77%efghijk*	*56%ghk*	*33%*	*79%mno*	*58%no*	*30%*	*30%*	*76%qrs*	*55%r*	*34%*	*39%*	*59%*	*62%*	*61%*	*56%*	*61%*	*58%*
Net: aware	1943	964	979	394	430	391	356	194	177	824	748	372	362	384	108	110	462	364	87	67	490	679	352	422	1169	775
	92%	*92%*	*93%*	*99%efghijk*	*97%efghijk*	*93%ghk*	*89%*	*84%*	*84%*	*98%efghijk*	*91%ghk*	*84%*	*98%mno*	*91%*	*82%*	*84%*	*98%qrs*	*91%*	*86%*	*85%*	*94%*	*92%*	*93%*	*92%*	*93%*	*92%*

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 17

Q11 - Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)
So looking at the following list of services, please could you say how often you typically watch each of these?
If you never watch a service, please say whether or not you were aware of it before this survey.
Base: All respondents

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	2102	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	1150	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
Every day	178	108	67	86	85	4	7	28	9	16	15	10	24	24	29	162	8	2	7	44	31	87
	8%	8%	8%	7%	11%c	12%	8%	14%hk	6%	9%	8%	4%	9%	9%	17%hjklm	9%	6%	4%	4%	10%	9%	9%
Several times a week	318	199	118	167	137	7	16	27	25	25	23	42	43	41	35	276	19	8	15	68	48	161
	15%	16%	14%	13%	18%c	22%	20%	13%	15%	15%	12%	18%	16%	15%	21%g	16%	16%	19%	8%	15%	13%	17%
At least once a week	255	170	84	146	104	1	5	27	22	11	31	11	47	40	19	214	9	6	27	54	42	117
	12%	13%	10%	12%	13%	2%	6%	13%k	13%k	7%	17%lk	5%	18%lk	15%k	12%	12%	7%	15%	14%	12%	12%	13%
At least once a month	232	138	94	141	85	3	14	15	22	26	13	28	27	30	25	200	14	6	11	51	39	110
	11%	11%	11%	11%	11%	10%	16%	7%	13%	15%	7%	12%	10%	11%	15%gj	11%	12%	15%	6%	11%	11%	12%
Less than once a month	275	166	107	165	102	5	9	26	21	25	29	23	38	37	13	222	10	4	38	56	53	112
	13%	13%	13%	13%	13%	15%	10%	12%	13%	15%	15%	10%	14%	14%	8%	13%	8%	10%	20%p	12%	15%	12%
Aware of the service but have never viewed	685	393	291	459	212	11	27	63	48	55	60	81	80	84	38	538	57	14	76	138	116	284
	33%	31%	36%	36%d	27%	37%	32%	30%	29%	33%	32%	35%	30%	31%	23%	31%	46%o	34%	41%	30%	33%	30%
Not aware of this service	159	100	58	107	50	1	6	21	19	9	16	34	10	15	6	136	7	2	14	46	25	65
	8%	8%	7%	8%	6%	2%	7%	10%ln	11%ln	5%	9%	15%lmn	4%	6%	4%	8%	6%	4%	7%	10%	7%	7%
Net: watch at least weekly	751	477	269	399	326	11	29	82	56	52	69	63	115	104	84	652	36	16	48	166	120	365
	36%	37%	33%	31%	42%c	36%	34%	40%	33%	31%	37%	27%	42%k	39%	50%ghijkm	37%p	29%	37%	26%	36%	34%	39%
Net: watch at least once a month	984	615	363	540	411	14	42	98	78	77	82	91	142	134	109	852	50	22	59	218	159	475
	47%	48%	44%	42%	53%c	46%	51%	47%	47%	46%	44%	40%	52%	50%	65%ghijkm	49%p	40%	52%p	32%	48%	45%	51%
Net: ever watch	1258	781	470	705	513	19	51	123	99	102	111	114	180	171	122	1074	61	26	97	274	213	588
	60%	61%	57%	55%	66%c	61%	61%	59%	60%	61%	59%	50%	67%k	63%k	73%ghjkm	61%p	49%	63%	52%	60%	60%	63%
Net: aware	1943	1174	761	1164	725	30	78	187	148	157	171	195	260	256	161	1612	118	40	174	412	329	871
	92%	92%	93%	92%	94%	98%	93%	90%	89%	95%	91%	85%	96%ghk	94%k	96%ghk	92%	94%	96%	93%	90%	93%	93%

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

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Table 17

Q11 - Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)
So looking at the following list of services, please could you say how often you typically watch each of these?
If you never watch a service, please say whether or not you were aware of it before this survey.
Base: All respondents

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**2102**	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	**2102**	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	**1150**	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
Every day	**178**	125	158	155	99	144	85	125	78	60	150	88	130	82	61	177	1	167	177	177
	8%	*8%*	*10%*	*10%*	**12%a**	*12%*	*10%*	**16%efi**	**15%f**	*11%*	*10%*	*9%*	**14%jk**	**13%k**	*10%*	*9%*	*	*10%*	*10%*	*9%*
Several times a week	**318**	235	256	271	166	230	154	187	126	94	244	165	208	143	96	315	3	294	314	315
	15%	*15%*	*16%*	**18%a**	**20%ab**	*19%*	*17%*	**24%efi**	**25%efi**	*17%*	*17%*	*16%*	**22%jkn**	**23%jkn**	*16%*	**16%p**	*3%*	*18%*	*17%*	*16%*
At least once a week	**255**	194	208	203	115	186	120	121	88	80	203	125	139	97	88	255	*	231	250	255
	12%	*12%*	*13%*	*14%*	*14%*	*15%*	*14%*	*16%*	*17%*	*15%*	*14%*	*12%*	*15%*	*15%*	*15%*	**13%p**	*	*14%*	*14%*	*13%*
At least once a month	**232**	167	193	186	103	148	92	109	54	61	174	97	132	70	62	228	4	189	220	228
	11%	*10%*	*12%*	*12%*	*12%*	*12%*	*10%*	*14%*	*11%*	*11%*	*12%*	*10%*	**14%k**	*11%*	*10%*	*11%*	*4%*	*11%*	*12%*	*11%*
Less than once a month	**275**	227	214	194	103	132	109	80	47	68	184	136	120	68	87	270	4	194	250	270
	13%	*14%*	*13%*	*13%*	*13%*	*11%*	*12%*	*10%*	*9%*	*12%*	*13%*	*14%*	*13%*	*11%*	*14%*	*14%*	*4%*	*12%*	*14%*	*14%*
Aware of the service but have never viewed	**685**	540	507	406	210	294	277	119	95	158	413	328	174	145	176	601	84	467	483	601
	33%	**34%cd**	**31%d**	*27%*	*26%*	**24%gh**	**31%egh**	*15%*	*18%*	**29%gh**	**28%lm**	**33%lm**	*18%*	*23%*	**29%lm**	*30%*	**71%o**	*28%*	*27%*	*30%*
Not aware of this service	**159**	110	112	76	28	78	49	30	23	28	101	67	38	30	36	138	21	116	108	138
	8%	**7%d**	**7%d**	*5%*	*3%*	*6%*	*6%*	*4%*	*5%*	*5%*	**7%j**	*7%*	*4%*	*5%*	*6%*	*7%*	**18%o**	*7%*	*6%*	*7%*
Net: watch at least weekly	**751**	555	623	630	379	560	359	433	292	234	597	378	476	323	245	747	4	692	742	747
	36%	*35%*	*38%*	**42%a**	**46%ab**	**46%d**	*40%*	**56%efi**	**57%efi**	*43%*	*41%*	*38%*	**51%jkn**	**51%jkn**	*40%*	**38%p**	*4%*	**42%s**	*41%*	*38%*
Net: watch at least once a month	**984**	722	816	815	482	708	451	542	347	295	772	475	609	393	307	975	8	882	962	975
	47%	*45%*	*50%*	**55%ab**	**59%ab**	**58%d**	*51%*	**70%efi**	**68%efi**	*54%*	**53%jk**	*47%*	**65%jkn**	**62%jkn**	*51%*	**49%p**	*7%*	*53%*	*53%*	*49%*
Net: ever watch	**1258**	949	1030	1010	586	840	559	623	394	363	956	612	729	461	394	1245	13	1075	1212	1245
	60%	*59%*	*62%*	**68%ab**	**71%ab**	**69%d**	*63%*	**81%efi**	**77%efi**	*66%*	*65%*	*61%*	**77%jkn**	**72%jkn**	*65%*	**63%p**	*11%*	*65%*	**67%s**	*63%*
Net: aware	**1943**	1488	1537	1416	796	1134	836	742	489	520	1369	940	902	606	570	1846	97	1543	1695	1846
	92%	*93%*	*93%*	*95%*	**97%ab**	*94%*	*94%*	*96%*	*95%*	*95%*	*93%*	*93%*	**96%j**	*95%*	*94%*	**93%p**	*82%*	*93%*	*94%*	*93%*

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 17

Q11 - Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)
So looking at the following list of services, please could you say how often you typically watch each of these?
If you never watch a service, please say whether or not you were aware of it before this survey.
Base: All respondents

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
Every day	178	123	17	24	145	60	118	43	22	5	19	73	83	156	45	49	63	41	104	95
	8%	11%b	4%	11%b	9%b	8%	9%	9%	7%	7%	5%	7%	13%jk	9%	8%	8%	7%	11%p	8%	8%
Several times a week	318	214	42	36	250	124	195	100	41	7	48	139	131	270	69	77	154	44	198	185
	15%	19%bd	9%	17%b	15%b	17%	14%	20%	13%	9%	12%	13%	20%jk	16%	13%	13%	16%	12%	15%	16%
At least once a week	255	158	45	35	192	93	163	69	33	11	43	127	85	212	53	55	111	39	150	139
	12%	14%	10%	17%	12%	13%	12%	14%	11%	16%	11%	12%	13%	13%	10%	9%	12%	11%	12%	12%
At least once a month	232	126	40	16	178	97	135	69	39	11	37	106	90	195	56	60	104	41	145	140
	11%	11%	9%	8%	11%	13%	10%	14%	13%	15%	9%	10%	14%	12%	10%	10%	11%	11%	11%	12%
Less than once a month	275	126	76	24	225	105	169	56	59	3	61	146	67	213	75	80	132	43	175	149
	13%	12%	17%a	11%	14%	14%	12%	11%	19%g	4%	15%	14%	10%	13%	14%	14%	14%	12%	13%	13%
Aware of the service but have never viewed	685	296	189	65	507	204	482	133	85	19	155	364	162	527	213	221	300	120	420	372
	33%	27%	42%acd	30%	31%	28%	35%a	27%	28%	27%	39%lm	35%l	25%	31%l	39%rs	38%	32%	33%	32%	32%
Not aware of this service	159	54	42	13	118	54	105	22	26	15	37	83	39	122	38	41	73	31	104	93
	8%	5%	9%c	6%	7%c	7%	8%	4%	9%	22%	9%	8%	6%	7%	7%	7%	8%	9%	8%	8%
Net: watch at least weekly	751	495	103	95	587	276	476	212	97	23	110	339	299	638	167	181	328	124	452	418
	36%	45%bd	23%	45%b	36%b	37%	35%	43%h	32%	32%	28%	33%	46%jkm	38%jk	30%	31%	35%	34%	35%	36%
Net: watch at least once a month	984	620	143	111	765	373	611	281	136	33	147	445	389	833	223	242	433	165	598	558
	47%	57%bd	32%	52%b	47%b	51%	45%	57%h	44%	47%	37%	43%	59%jkm	49%jk	41%	41%	46%	46%	46%	48%n
Net: ever watch	1258	746	219	136	990	478	780	336	194	36	208	590	456	1046	298	322	565	208	773	707
	60%	68%bd	49%	63%b	61%b	65%f	57%	69%	64%	51%	52%	57%	69%jkm	62%	54%	55%	60%	58%	60%	60%
Net: aware	1943	1042	409	201	1497	682	1262	469	279	55	363	954	618	1572	511	543	864	329	1193	1079
	92%	95%bd	91%	94%	93%	93%	92%	96%	91%	78%	91%	92%	94%	93%	93%	93%	92%	91%	92%	92%

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 17

Q11 - Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)
So looking at the following list of services, please could you say how often you typically watch each of these?
If you never watch a service, please say whether or not you were aware of it before this survey.
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	2102	328	1662	112	258	70	270	58	67	852	360
Base	2102	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	1150	221	878	70	170	53	180	42	47	483	196
Every day	178	56	111	11	49	7	51	5	17	71	44
	8%	19%b	7%	10%	20%	12%	20%	11%	27%	8%	13%
Several times a week	318	76	223	19	66	10	70	6	16	135	48
	15%	25%b	13%	18%	27%	17%	27%g	13%	25%	16%	14%
At least once a week	255	60	176	19	47	13	48	12	15	103	45
	12%	20%b	10%	18%b	19%	22%	19%	24%	23%	12%	13%
At least once a month	232	33	185	14	21	12	25	8	2	95	33
	11%	11%	11%	13%	9%	20%d	10%	16%	4%	11%	9%
Less than once a month	275	18	245	11	16	3	15	3	6	139	31
	13%	6%	14%a	11%	6%	4%	6%	7%	9%	16%h	9%
Aware of the service but have never viewed	685	43	619	23	34	9	36	7	6	259	134
	33%	14%	37%ac	22%	14%	15%	14%	15%	9%	30%	38%
Not aware of this service	159	17	133	9	11	6	10	7	3	55	17
	8%	6%	8%	8%	4%	10%	4%	14%g	4%	6%	5%
Net: watch at least weekly	751	192	510	49	163	30	169	23	48	309	138
	36%	63%bc	30%	46%b	67%e	50%	66%g	48%	74%	36%	39%
Net: watch at least once a month	984	225	695	63	184	42	194	31	51	404	171
	47%	74%bc	41%	59%b	75%	70%	76%	64%	78%	47%	49%
Net: ever watch	1258	243	940	74	199	44	209	34	57	543	202
	60%	80%b	56%	70%b	82%	74%	82%	71%	87%	63%	57%
Net: aware	1943	287	1560	97	233	53	245	42	63	802	336
	92%	94%	92%	92%	96%	90%	96%g	86%	96%	94%	95%

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

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Absolutes/col percents

Table 18

Q11 - Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)
So looking at the following list of services, please could you say how often you typically watch each of these?
If you never watch a service, please say whether or not you were aware of it before this survey.
Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	2102	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	2102	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	1150	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
Every day	48	29	18	21	17	7	2	-	-	38	10	-	23	7	-	-	16	3	-	-	11	14	13	11	24	23
	2%	*3%*	*2%*	5%efghjk	4%fghjk	2%k	*1%*	*-*	*-*	5%fghjk	*1%*	*-*	6%mo	*2%*	*-*	*-*	3%q	*1%*	*-*	*-*	*2%*	*2%*	*3%*	*2%*	*2%*	*3%*
Several times a week	92	51	41	35	32	18	6	1	-	67	24	1	36	14	1	-	31	10	-	-	29	35	17	11	64	28
	4%	*5%*	*4%*	9%efghjk	7%fghjk	4%ghk	*2%*	*	*-*	8%fghjk	3%k	*	10%mno	*3%*	*1%*	*-*	7%qr	*3%*	*-*	*-*	*6%*	*5%*	*5%*	*2%*	*5%*	*3%*
At least once a week	104	55	49	43	42	13	5	1	*	85	18	1	46	9	1	*	39	9	*	-	29	33	25	17	62	42
	5%	*5%*	*5%*	11%efghjk	9%efghjk	3%k	*1%*	*	*	10%efghjk	*2%*	*	12%mno	*2%*	*	*	8%qrs	*2%*	*	-	*6%*	*4%*	*6%*	*4%*	*5%*	*5%*
At least once a month	152	93	59	52	35	40	14	2	9	87	54	11	48	36	1	8	39	18	2	1	49	47	32	25	95	57
	7%	9%b	*6%*	13%fghjk	8%gk	9%fgk	*4%*	*1%*	*4%*	10%fghjk	7%gk	*3%*	13%n	9%n	*1%*	*6%*	*8%*	*5%*	*2%*	*1%*	*9%*	*6%*	*8%*	*5%*	*8%*	*7%*
Less than once a month	161	81	80	59	45	32	17	5	3	104	49	8	45	30	3	3	59	19	1	1	55	58	22	26	113	48
	8%	*8%*	*8%*	15%efghjk	10%fghk	8%ghk	*4%*	*2%*	*2%*	12%fghjk	6%k	*2%*	12%no	*7%*	*3%*	*2%*	12%qrs	*5%*	*1%*	*1%*	11%wy	*8%*	*6%*	*6%*	9%y	*6%*
Aware of the service but have never viewed	1260	600	660	162	232	255	285	184	142	393	540	326	145	263	102	90	248	278	82	52	296	453	214	298	748	511
	60%	*57%*	63%b	*40%*	53%c	61%cl	71%cdei	80%cdehij	68%cdl	*47%*	66%cdi	74%cdeij	*39%*	62%l	78%lm	69%l	*52%*	70%p	82%pq	*65%*	*57%*	*61%*	56%	65%l	*59%*	*61%*
Not aware of this service	285	141	144	27	39	55	69	38	55	66	124	94	25	63	23	29	42	61	15	26	54	100	58	73	154	131
	14%	*13%*	*14%*	*7%*	*9%*	13%cl	17%cdl	17%cdl	26%cdeij	*8%*	15%cdi	21%cdei	*7%*	15%l	18%l	22%l	*9%*	15%p	*15%*	33%pqr	*10%*	*13%*	*15%*	*16%*	*12%*	16%l
Net: watch at least weekly	244	136	108	99	91	38	14	2	*	190	52	2	104	30	1	*	86	22	*	-	69	81	55	39	151	93
	12%	*13%*	*10%*	25%efghjk	21%efghjk	9%fghk	3%k	*1%*	*	23%efghjk	6%ghk	*1%*	28%mno	7%o	*1%*	*	18%qrs	*6%*	*	-	*13%*	*11%*	*14%*	*8%*	*12%*	*11%*
Net: watch at least once a month	396	229	167	151	126	78	28	4	9	277	106	13	153	66	2	9	124	40	2	1	118	128	87	63	246	150
	19%	22%b	*16%*	38%defghjk	28%efghjk	19%fghk	*7%*	*2%*	*4%*	33%efghjk	13%fghk	*3%*	41%mno	16%n	*2%*	*7%*	26%qrs	10%s	*2%*	*1%*	23%w	*17%*	23%w	*14%*	20%w	*18%*
Net: ever watch	558	310	247	210	170	111	45	9	13	381	155	21	198	96	6	11	183	60	3	1	173	186	109	89	359	198
	27%	30%b	*24%*	53%defghij k	39%efghjk	26%fghjk	11%gk	*4%*	*6%*	45%efghjk	19%ghk	*5%*	54%mno	23%no	*4%*	*9%*	39%qrs	15%rs	*3%*	*2%*	33%uwy	*25%*	29%w	*19%*	28%w	*24%*
Net: aware	1817	910	907	372	402	365	330	193	155	774	695	348	343	358	107	102	431	337	86	53	469	639	323	387	1108	710
	86%	*87%*	*86%*	93%efghjk	91%fghjk	87%hk	*83%*	*83%*	*74%*	92%efghjk	85%h	*79%*	93%mno	*85%*	*82%*	*78%*	91%qs	85%s	85%s	*67%*	90%y	*87%*	*85%*	*84%*	*88%*	*84%*

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

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Absolutes/col percents

Table 18

Q11 - Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)
So looking at the following list of services, please could you say how often you typically watch each of these?
If you never watch a service, please say whether or not you were aware of it before this survey.
Base: All respondents

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	2102	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	1150	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
Every day	48	37	11	25	19	1	-	5	2	4	9	3	3	6	12	44	1	1	2	7	13	24
	2%	3%	1%	2%	2%	4%	-	2%	1%	2%	5%	1%	1%	2%	7%hklm	2%	1%	3%	1%	2%	4%	3%
Several times a week	92	79	13	50	36	3	5	15	9	7	8	5	13	13	15	90	-	1	2	28	15	47
	4%	6%b	2%	4%	5%	10%	6%	7%	5%	4%	4%	2%	5%	5%	9%k	5%p	-	2%	1%	6%	4%	5%
At least once a week	104	78	23	62	42	-	2	12	10	6	12	8	9	22	15	96	4	1	3	24	18	55
	5%	6%b	3%	5%	5%	-	2%	6%	6%	4%	6%	4%	3%	8%	9%l	6%	3%	3%	1%	5%	5%	6%
At least once a month	152	105	48	84	63	2	14	20	9	14	8	9	24	20	15	133	6	4	9	43	22	69
	7%	8%	6%	7%	8%	5%	17%hjkm	10%	6%	8%	4%	4%	9%	7%	9%	8%	5%	11%	5%	9%	6%	7%
Less than once a month	161	99	60	103	52	2	4	15	11	21	14	16	22	24	13	141	10	3	7	30	35	75
	8%	8%	7%	8%	7%	7%	5%	7%	7%	13%	8%	7%	8%	9%	8%	8%	8%	7%	4%	7%	10%	8%
Aware of the service but have never viewed	1260	720	537	776	455	19	37	120	89	102	110	160	174	154	76	1022	80	28	130	246	212	564
	60%	56%	66%a	61%	59%	63%	44%	57%n	53%	61%n	59%n	70%fhn	64%fn	57%n	45%	58%	64%	67%	69%	54%	60%	60%
Not aware of this service	285	157	127	172	108	3	21	22	36	13	26	27	24	31	21	222	24	3	36	80	39	103
	14%	12%	16%	13%	14%	10%	26%gjklmn	11%	22%gjlmn	8%	14%	12%	9%	11%	12%	13%	19%	7%	19%	17%tu	11%	11%
Net: watch at least weekly	244	194	47	137	98	4	7	32	20	17	29	16	26	41	42	230	5	3	6	59	45	126
	12%	15%b	6%	11%	13%	14%	8%	15%	12%	10%	15%	7%	9%	15%	25%fghijklm	13%pr	4%	8%	3%	13%	13%	13%
Net: watch at least once a month	396	298	95	221	160	6	20	52	30	30	37	26	50	61	57	363	11	8	15	102	67	194
	19%	23%b	12%	17%	21%	20%	25%k	25%k	18%	18%	20%	11%	18%	23%k	34%hijklm	21%pr	9%	18%	8%	22%	19%	21%
Net: ever watch	558	397	156	324	212	8	25	66	41	52	51	41	72	86	70	505	21	11	21	132	103	270
	27%	31%b	19%	25%	27%	27%	30%	32%k	25%	31%	27%	18%	27%	32%k	42%hjklm	29%pr	17%	25%	11%	29%	29%	29%
Net: aware	1817	1117	693	1100	667	28	62	186	130	154	161	201	247	240	146	1527	101	39	151	378	315	834
	86%	88%	84%	87%	86%	90%	74%	89%fh	78%	92%fh	86%	88%f	91%fh	89%fh	88%fh	87%	81%	93%	81%	83%	89%s	89%s

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

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Absolutes/col percents

Table 18

Q11 - Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)
So looking at the following list of services, please could you say how often you typically watch each of these?
If you never watch a service, please say whether or not you were aware of it before this survey.
Base: All respondents

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	2102	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	2102	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	1150	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
Every day	48	34	39	43	29	38	25	37	29	17	39	25	37	29	17	48	-	47	48	48
	2%	*2%*	*2%*	*3%*	*4%*	*3%*	*3%*	*5%*	6%ef	*3%*	*3%*	*2%*	*4%*	*5%*	*3%*	*2%*	-	*3%*	*3%*	*2%*
Several times a week	92	68	76	82	55	75	49	72	52	39	76	50	75	52	40	92	-	91	91	92
	4%	*4%*	*5%*	*6%*	7%a	*6%*	*6%*	9%ef	10%ef	*7%*	*5%*	*5%*	8%jk	8%jk	*7%*	*5%*	-	*6%*	*5%*	*5%*
At least once a week	104	68	76	96	57	75	51	88	61	32	75	51	88	63	32	104	*	98	103	104
	5%	*4%*	*5%*	6%a	7%a	*6%*	*6%*	11%efi	12%efi	*6%*	*5%*	*5%*	9%jkn	10%jkn	*5%*	*5%*	*	*6%*	*6%*	*5%*
At least once a month	152	120	125	136	94	113	84	104	80	56	120	86	112	89	56	152	*	140	151	152
	7%	*8%*	*8%*	*9%*	11%ab	*9%*	*10%*	13%ef	16%efi	*10%*	*8%*	*9%*	12%j	14%jkn	*9%*	*8%*	*	*8%*	*8%*	*8%*
Less than once a month	161	130	137	133	95	119	78	75	52	47	132	82	99	61	49	159	2	148	155	159
	8%	*8%*	*8%*	*9%*	12%ab	*10%*	*9%*	*10%*	*10%*	*9%*	*9%*	*8%*	*11%*	*10%*	*8%*	*8%*	*2%*	*9%*	*9%*	*8%*
Aware of the service but have never viewed	1260	976	986	826	418	646	490	335	191	295	841	580	447	282	338	1179	81	930	1032	1179
	60%	61%cd	60%d	*55%*	*51%*	53%gh	55%gh	*43%*	*37%*	54%gh	57%lm	58%lm	*48%*	*44%*	56%lm	*59%*	*69%*	*56%*	*57%*	*59%*
Not aware of this service	285	202	210	175	75	146	109	61	47	63	186	132	82	59	73	250	34	205	223	250
	14%	13%d	13%d	*12%*	*9%*	12%g	12%g	*8%*	*9%*	*12%*	13%l	13%l	*9%*	*9%*	*12%*	*13%*	29%ab	*12%*	*12%*	*13%*
Net: watch at least weekly	244	170	192	221	141	188	125	197	142	88	191	127	201	144	89	244	*	236	242	244
	12%	*11%*	*12%*	15%ab	17%ab	*16%*	*14%*	25%efi	28%efi	*16%*	*13%*	*13%*	21%jkn	23%jkn	*15%*	12%p	*	*14%*	*13%*	*12%*
Net: watch at least once a month	396	290	316	357	236	301	209	301	222	144	311	213	312	233	146	396	1	376	393	396
	19%	*18%*	*19%*	24%ab	29%ab	*25%*	*24%*	39%efi	43%efi	*26%*	*21%*	*21%*	33%jkn	37%jkn	*24%*	20%p	*1%*	*23%*	*22%*	*20%*
Net: ever watch	558	420	454	490	330	420	287	376	274	190	443	294	411	294	195	555	3	524	548	555
	27%	*26%*	*28%*	33%ab	40%abc	*35%*	*32%*	49%efi	53%efi	*35%*	*30%*	*29%*	44%jkn	46%jkn	*32%*	28%p	*3%*	*32%*	*30%*	*28%*
Net: aware	1817	1396	1439	1316	749	1066	777	711	465	485	1284	875	858	576	533	1734	84	1454	1581	1734
	86%	*87%*	*87%*	*88%*	91%ab	*88%*	*88%*	92%ef	*91%*	*88%*	*87%*	*87%*	91%jk	*91%*	*88%*	87%p	*71%*	*88%*	*88%*	*87%*

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 18

Q11 - Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)
So looking at the following list of services, please could you say how often you typically watch each of these?
If you never watch a service, please say whether or not you were aware of it before this survey.
Base: All respondents

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
Every day	48	42	4	16	29	24	24	17	11	1	4	21	21	42	8	9	24	8	32	31
	2%	4%bd	1%	7%bd	2%	3%	2%	3%	4%	1%	1%	2%	3%	2%	1%	2%	3%	2%	2%	3%
Several times a week	92	72	9	21	64	51	41	45	11	4	7	50	35	85	10	11	52	26	78	68
	4%	7%bd	2%	10%bd	4%	7%f	3%	9%h	4%	5%	2%	5%	5%j	5%	2%	2%	6%no	7%no	6%no	6%no
At least once a week	104	73	9	29	63	46	58	37	11	5	8	49	47	95	25	27	50	9	59	51
	5%	7%bd	2%	13%abd	4%	6%	4%	7%	4%	7%	2%	5%	7%j	6%	4%	5%	5%	3%	5%	4%
At least once a month	152	104	18	16	125	69	83	53	33	6	23	63	66	129	30	34	61	31	92	96
	7%	9%b	4%	8%	8%	9%f	6%	11%	11%	8%	6%	6%	10%k	8%	6%	6%	7%	9%	7%	8%
Less than once a month	161	103	24	15	133	69	93	46	34	10	18	68	75	143	44	50	82	21	103	96
	8%	9%	5%	7%	8%	9%	7%	9%	11%	14%	5%	7%	11%jk	8%	8%	8%	9%	6%	8%	8%
Aware of the service but have never viewed	1260	601	289	89	999	388	872	233	172	29	264	656	334	990	357	373	552	214	766	671
	60%	55%c	64%ac	42%	62%ac	53%	64%e	47%	56%	41%	66%lm	63%l	51%	58%l	65%s	64%s	59%	60%	59%	57%
Not aware of this service	285	102	98	28	202	88	196	60	32	17	75	130	79	210	75	80	117	49	166	159
	14%	9%	22%acd	13%	13%c	12%	14%	12%	11%	23%	19%klm	13%	12%	12%	14%	14%	12%	14%	13%	14%
Net: watch at least weekly	244	187	22	65	155	121	123	99	33	10	19	120	103	222	43	48	126	44	170	150
	12%	17%bd	5%	31%abd	10%b	16%f	9%	20%h	11%	14%	5%	12%j	16%j	13%	8%	8%	13%no	12%	13%no	13%no
Net: watch at least once a month	396	291	40	82	281	190	206	151	67	15	42	183	168	351	73	82	187	75	262	246
	19%	27%bd	9%	38%abd	17%b	26%f	15%	31%	22%	22%	10%	18%j	26%jk	21%	13%	14%	20%no	21%no	20%no	21%no
Net: ever watch	558	394	63	97	414	259	298	198	101	25	60	251	244	494	117	131	268	96	365	342
	27%	36%bd	14%	45%abd	26%b	35%f	22%	40%	33%	36%	15%	24%j	37%jkm	29%jk	21%	22%	29%n	27%	28%n	29%no
Net: aware	1817	994	353	186	1413	647	1170	430	273	54	324	907	578	1485	474	504	820	311	1131	1013
	86%	91%bd	78%	87%b	87%b	88%	86%	88%	89%	77%	81%	87%j	88%j	88%j	86%	86%	88%	86%	87%	86%

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 18

Q11 - Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)
So looking at the following list of services, please could you say how often you typically watch each of these?
If you never watch a service, please say whether or not you were aware of it before this survey.
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**2102**	328	1662	112	258	70	270	58	67	852	360
Base	**2102**	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	**1150**	221	878	70	170	53	180	42	47	483	196
Every day	**48**	29	16	4	26	3	26	2	10	31	5
	2%	9%b	*1%*	*3%*	*11%*	*5%*	*10%*	*5%*	*15%*	*4%*	*1%*
Several times a week	**92**	45	42	5	40	5	41	5	16	43	8
	4%	15%bc	*2%*	*5%*	*16%*	*9%*	*16%*	*10%*	*25%*	*5%*	*2%*
At least once a week	**104**	48	48	8	40	8	40	8	5	56	17
	5%	16%b	*3%*	8%b	*16%*	*14%*	*16%*	*16%*	*7%*	*7%*	*5%*
At least once a month	**152**	36	105	11	29	7	32	5	14	66	23
	7%	12%b	*6%*	*11%*	*12%*	*12%*	*12%*	*9%*	*22%*	*8%*	*7%*
Less than once a month	**161**	34	117	10	29	6	30	4	7	68	30
	8%	11%b	*7%*	*9%*	*12%*	*10%*	*12%*	*8%*	*11%*	*8%*	*9%*
Aware of the service but have never viewed	**1260**	76	1124	60	60	16	63	12	11	491	227
	60%	*25%*	66%a	56%a	*25%*	*27%*	*25%*	*26%*	*16%*	*57%*	*64%*
Not aware of this service	**285**	35	241	8	21	14	23	13	2	103	42
	14%	*12%*	*14%*	*8%*	*9%*	24%d	*9%*	26%f	*4%*	*12%*	*12%*
Net: watch at least weekly	**244**	122	105	17	105	17	107	15	31	129	29
	12%	40%bc	*6%*	16%b	*43%*	*28%*	*42%*	*31%*	*47%*	15%	*8%*
Net: watch at least once a month	**396**	158	210	28	135	24	139	19	45	195	53
	19%	52%bc	*12%*	27%b	*55%*	*40%*	*54%*	*40%*	*69%*	23%	*15%*
Net: ever watch	**558**	192	327	38	163	29	169	23	52	263	83
	27%	63%bc	*19%*	36%b	67%e	*49%*	66%g	*48%*	*80%*	*31%*	*24%*
Net: aware	**1817**	268	1451	98	223	45	233	36	63	754	311
	86%	*88%*	*86%*	*92%*	91%e	*76%*	91%g	*74%*	*96%*	*88%*	*88%*

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

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Absolutes/col percents

Table 19

Q11 - Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)
So looking at the following list of services, please could you say how often you typically watch each of these?
If you never watch a service, please say whether or not you were aware of it before this survey.
Base: All respondents

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	2102	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	2102	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	1150	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
Every day	102	62	40	32	31	13	14	5	7	64	27	12	35	21	4	2	29	5	1	4	27	25	19	32	51	51
	5%	*6%*	*4%*	8%efgjk	7%ejk	*3%*	*3%*	*2%*	*3%*	8%efgjk	*3%*	*3%*	9%o	*5%*	*3%*	*2%*	6%o	*1%*	*1%*	*6%*	*5%*	*3%*	*5%*	7%li	*4%*	*6%*
Several times a week	186	121	65	45	53	39	28	15	5	98	67	20	65	39	13	4	32	29	3	1	68	70	32	16	138	48
	9%	11%b	*6%*	11%hk	12%hk	9%h	*7%*	*7%*	*2%*	12%hk	8%h	*5%*	18%mo	*9%*	*10%*	*3%*	*7%*	*7%*	*3%*	*1%*	13%wy	9%wy	8%w	*3%*	11%wy	*6%*
At least once a week	247	117	130	73	63	54	31	11	15	135	85	26	58	43	8	7	78	42	3	8	78	84	46	39	162	85
	12%	*11%*	*12%*	18%ghjk	14%gk	13%gk	*8%*	*5%*	*7%*	16%ghjk	*10%*	*6%*	16%o	*10%*	*6%*	*6%*	16%qr	*10%*	*3%*	*10%*	15%wy	*11%*	*12%*	*8%*	*13%*	*10%*
At least once a month	180	87	93	52	49	32	34	9	6	101	65	14	46	32	5	4	55	33	3	1	48	76	25	32	124	56
	9%	*8%*	*9%*	13%eghjk	11%ghk	7%k	8%hk	*4%*	*3%*	12%ghjk	8%hk	*3%*	12%o	*8%*	*4%*	*3%*	12%qs	*8%*	*3%*	*1%*	*9%*	*10%*	*6%*	*7%*	*10%*	*7%*
Less than once a month	215	93	123	60	39	48	31	19	19	99	79	37	32	36	13	11	67	43	6	8	59	82	31	43	141	74
	10%	*9%*	*12%*	15%dijk	*9%*	*11%*	*8%*	*8%*	*9%*	*12%*	*10%*	*8%*	*9%*	*9%*	*10%*	*8%*	*14%*	*11%*	*6%*	*10%*	*11%*	*11%*	*8%*	*9%*	*11%*	*9%*
Aware of the service but have never viewed	924	448	476	113	170	178	198	145	120	283	376	265	107	186	75	80	176	190	71	40	199	318	177	231	517	407
	44%	*43%*	*45%*	*28%*	39%c	42%cl	50%cdl	63%cdefij	57%cdeij	*34%*	46%cl	60%cdefij	*29%*	44%l	57%l	62%lm	*37%*	48%p	70%pqs	*50%*	*38%*	*43%*	*46%*	50%lx	*41%*	48%lx
Not aware of this service	248	123	125	25	36	57	64	27	39	61	121	66	25	64	13	21	36	57	14	18	44	84	51	68	129	119
	12%	*12%*	*12%*	*6%*	*8%*	14%cl	16%cdl	*12%*	19%cdl	*7%*	15%cdl	15%cdl	*7%*	15%l	*10%*	16%l	*8%*	14%p	*14%*	23%pl	*9%*	*11%*	*13%*	15%l	*10%*	14%lx
Net: watch at least weekly	535	300	235	150	147	106	73	32	27	297	179	59	158	103	25	13	139	76	7	13	173	178	97	86	351	184
	25%	29%b	*22%*	38%efghjk	33%fghjk	25%ghk	*18%*	*14%*	*13%*	35%efghjk	22%hk	*13%*	43%mno	25%o	*19%*	*10%*	29%qr	19%r	*7%*	*17%*	33%uwy	*24%*	*26%*	*19%*	28%wy	*22%*
Net: watch at least once a month	715	387	328	202	196	137	107	41	32	398	244	73	204	136	30	18	194	109	10	14	221	254	122	118	475	240
	34%	37%b	*31%*	51%efghjk	44%efghjk	33%ghk	27%hk	*18%*	*15%*	47%efghjk	30%ghk	*17%*	55%mno	32%o	*23%*	*14%*	41%qrs	27%r	*10%*	*18%*	42%uvwy	34%w	*32%*	*26%*	38%wy	*29%*
Net: ever watch	930	480	450	262	235	185	138	59	51	497	323	110	236	172	44	29	261	151	16	22	280	336	153	161	616	314
	44%	*46%*	*43%*	66%defghjk	53%efghjk	44%fghk	34%k	*26%*	*24%*	59%efghjk	39%ghk	*25%*	64%mno	41%o	*33%*	*22%*	55%qrs	38%r	*16%*	*28%*	53%uvwy	46%wy	*40%*	*35%*	49%wy	*37%*
Net: aware	1854	928	926	374	405	363	336	205	171	780	699	376	343	358	118	109	437	341	87	62	478	654	330	392	1133	722
	88%	*88%*	*88%*	94%efhjk	92%ehjk	*86%*	*84%*	*88%*	*81%*	93%efhjk	*85%*	*85%*	93%mo	*85%*	*90%*	*84%*	92%qs	*86%*	*86%*	*77%*	91%wy	*89%*	*87%*	*85%*	90%y	*86%*

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

bdrc continental
providing intelligence

20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 19

Q11 - Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)
So looking at the following list of services, please could you say how often you typically watch each of these?
If you never watch a service, please say whether or not you were aware of it before this survey.
Base: All respondents

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	2102	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	1150	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
Every day	102	64	38	52	48	2	4	15	4	4	13	7	12	16	13	89	3	1	10	24	17	48
	5%	5%	5%	4%	6%	6%	5%	7%	3%	2%	7%	3%	4%	6%	8%l	5%	2%	2%	6%	5%	5%	5%
Several times a week	186	144	41	108	71	4	5	21	17	10	16	22	19	28	30	169	6	2	9	43	26	99
	9%	11%b	5%	8%	9%	14%	7%	10%	10%	6%	9%	9%	7%	10%	18%fgijlm	10%	5%	6%	5%	9%	7%	11%
At least once a week	247	161	83	152	90	2	5	28	22	20	21	24	39	35	21	215	13	3	16	56	41	118
	12%	13%	10%	12%	12%	6%	7%	14%	13%	12%	11%	10%	14%	13%	12%	12%	10%	7%	9%	12%	12%	13%
At least once a month	180	112	68	100	75	3	9	17	18	9	13	20	24	26	18	154	13	6	7	45	22	88
	9%	9%	8%	8%	10%	11%	11%	8%	11%	6%	7%	9%	9%	10%	11%	9%	10%	16%d	4%	10%	6%	9%
Less than once a month	215	123	92	123	81	3	13	24	20	16	24	12	29	25	19	181	15	3	16	57	40	84
	10%	10%	11%	10%	10%	11%	15%k	12%	12%	10%	13%	5%	11%	9%	11%	10%	12%	8%	8%	12%	11%	9%
Aware of the service but have never viewed	924	528	392	585	321	13	32	79	55	100	78	117	133	111	47	753	57	23	90	166	178	409
	44%	41%	48%e	46%	41%	41%	38%	38%	33%	60%fghjmn	42%n	51%hn	49%hn	41%n	28%	43%	46%	56%	48%	36%	50%s	44%s
Not aware of this service	248	142	106	152	91	4	14	23	31	7	23	28	14	31	18	188	18	3	39	67	29	91
	12%	11%	13%	12%	12%	12%	17%kl	11%	18%kl	4%	12%	12%	5%	11%l	11%	11%	15%	6%	21%o	15%tu	8%	10%
Net: watch at least weekly	535	370	162	312	208	8	15	64	43	35	50	52	70	78	64	472	21	6	35	123	85	265
	25%	29%b	20%	25%	27%	25%	18%	31%	26%	21%	27%	23%	26%	29%	39%fhijkl	27%p	17%	14%	19%	27%	24%	28%
Net: watch at least once a month	715	482	230	412	283	11	25	82	61	44	63	72	94	104	82	626	34	12	42	167	106	352
	34%	38%b	28%	32%	36%	36%	30%	39%l	37%	26%	33%	31%	35%	39%	49%fhijklm	36%f	27%	30%	22%	37%	30%	38%
Net: ever watch	930	604	322	534	364	14	37	106	81	60	86	84	123	129	101	807	49	16	58	224	146	437
	44%	47%b	39%	42%	47%	47%	45%	51%kl	48%	36%	46%	37%	45%	48%	61%fhijklm	46%f	40%	38%	31%	49%	41%	47%
Net: aware	1854	1132	714	1119	684	27	69	185	136	160	165	201	256	240	148	1560	107	39	148	390	324	845
	88%	89%	87%	88%	88%	88%	83%	89%	82%	96%fhjm	88%	88%	95%fh	89%	89%	89%f	85%	94%	79%	85%	92%s	90%s

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 19

Q11 - Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)
So looking at the following list of services, please could you say how often you typically watch each of these?
If you never watch a service, please say whether or not you were aware of it before this survey.
Base: All respondents

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	2102	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	2102	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	1150	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
Every day	102	68	92	82	48	87	54	61	46	28	89	54	63	46	29	101	1	94	99	101
	5%	4%	6%	5%	6%	7%	6%	8%	9%f	5%	6%	5%	7%	7%	5%	5%	1%	6%	5%	5%
Several times a week	186	152	157	156	110	135	89	95	76	65	147	101	105	82	67	185	*	175	183	185
	9%	9%	10%	10%	13%ab	11%	10%	12%	15%f	12%	10%	10%	11%	13%	11%	9%p	*	11%	10%	9%
At least once a week	247	181	207	201	121	181	114	146	102	84	200	118	158	111	85	244	2	224	239	244
	12%	11%	13%	14%	15%	15%	13%	19%f	20%efi	15%	14%	12%	17%jk	17%jk	14%	12%p	2%	13%	13%	12%
At least once a month	180	135	145	139	76	131	75	82	61	62	141	81	97	73	67	177	3	165	173	177
	9%	8%	9%	9%	9%	11%	9%	11%	12%	11%	10%	8%	10%	12%	11%	9%	3%	10%	10%	9%
Less than once a month	215	165	178	167	90	141	84	79	56	63	169	92	107	72	73	209	6	186	202	209
	10%	10%	11%	11%	11%	12%	9%	10%	11%	11%	12%	9%	11%	11%	12%	11%	5%	11%	11%	11%
Aware of the service but have never viewed	924	715	686	593	299	414	369	255	127	197	563	438	336	198	231	849	75	631	719	849
	44%	45%cd	42%	40%	36%	34%h	42%egh	33%h	25%	36%h	38%m	43%lm	36%	31%	38%m	43%	64%o	38%	40%	43%q
Not aware of this service	248	182	184	153	79	123	100	55	43	49	160	124	74	53	55	218	29	185	188	218
	12%	11%	11%	10%	10%	10%	11%g	7%	8%	9%	11%	12%lm	8%	8%	9%	11%	25%o	11%	10%	11%
Net: watch at least weekly	535	401	456	439	279	403	257	302	224	178	436	272	327	240	180	531	4	493	521	531
	25%	25%	28%	29%a	34%ab	33%	29%	39%ef	44%efi	32%	30%	27%	35%jk	38%jkn	30%	27%p	3%	30%	29%	27%
Net: watch at least once a month	715	535	602	578	355	534	332	384	286	239	577	353	424	313	248	708	7	658	694	708
	34%	34%	36%	39%a	43%ab	44%f	38%	50%f	56%efi	44%	39%	35%	45%jk	49%jkn	41%	36%p	6%	40%s	38%	36%
Net: ever watch	930	701	780	745	445	674	416	463	342	302	747	445	530	384	321	917	14	844	897	917
	44%	44%	47%	50%a	54%ab	56%f	47%	60%f	67%efgi	55%f	51%k	44%	56%jk	60%jkn	53%k	46%p	11%	51%s	50%	46%
Net: aware	1854	1416	1465	1338	745	1089	786	718	469	500	1310	883	866	583	551	1766	89	1474	1616	1766
	88%	89%	89%	90%	90%	90%	89%	93%f	92%	91%	89%	88%	92%jk	92%jk	91%	89%p	75%	89%	90%	89%

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

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Absolutes/col percents

Table 19

Q11 - Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)
So looking at the following list of services, please could you say how often you typically watch each of these?
If you never watch a service, please say whether or not you were aware of it before this survey.
Base: All respondents

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
Every day	102	68	16	16	81	35	67	25	14	4	27	31	43	74	20	21	46	21	67	66
	5%	6%	3%	8%	5%	5%	5%	5%	5%	6%	7%k	3%	7%k	4%	4%	4%	5%	6%	5%	6%
Several times a week	186	143	19	24	151	91	95	69	38	4	20	102	63	165	43	46	102	24	126	117
	9%	13%bd	4%	11%b	9%b	12%d	7%	14%	12%	6%	5%	10%j	10%	10%j	8%	8%	11%	7%	10%	10%
At least once a week	247	181	21	31	197	92	155	69	32	8	35	117	94	211	52	57	108	49	157	132
	12%	16%bd	5%	15%b	12%b	12%	11%	14%	11%	12%	9%	11%	14%	12%	10%	10%	11%	14%	12%	11%
At least once a month	180	99	35	20	142	69	111	52	23	5	26	84	70	154	57	60	68	32	100	95
	9%	9%	8%	9%	9%	9%	8%	11%	7%	8%	7%	8%	11%	9%	10%	10%	7%	9%	8%	8%
Less than once a month	215	113	32	20	172	69	146	42	31	10	34	113	68	181	55	63	93	34	127	109
	10%	10%	7%	9%	11%	9%	11%	9%	10%	14%	9%	11%	10%	11%	10%	11%	10%	9%	10%	9%
Aware of the service but have never viewed	924	393	245	81	693	299	625	185	135	23	194	471	255	726	265	278	418	151	569	510
	44%	36%	54%acd	38%	43%a	41%	46%	38%	44%	32%	49%l	45%l	39%	43%	48%	48%	45%	42%	44%	44%
Not aware of this service	248	99	84	21	179	81	167	49	32	16	63	120	64	185	57	60	104	48	152	142
	12%	9%	19%acd	10%	11%	11%	12%	10%	11%	22%	16%l	12%	10%	11%	10%	10%	11%	13%	12%	12%
Net: watch at least weekly	535	392	55	72	429	217	317	163	84	17	82	249	200	450	115	124	255	95	350	315
	25%	36%bd	12%	34%b	27%b	30%d	23%	33%	27%	24%	21%	24%	30%jk	27%	21%	21%	27%n	26%	27%no	27%n
Net: watch at least once a month	715	491	90	92	571	287	428	215	106	22	108	333	270	603	172	184	323	127	450	410
	34%	45%bd	20%	43%b	35%b	39%d	31%	44%	35%	31%	27%	32%	41%jk	36%	31%	31%	34%	35%	35%	35%
Net: ever watch	930	604	122	112	743	356	575	256	137	32	142	446	338	784	227	247	416	161	577	519
	44%	55%bd	27%	52%b	46%b	48%d	42%	52%	45%	45%	36%	43%	51%jk	46%	41%	42%	44%	45%	44%	44%
Net: aware	1854	997	367	192	1436	655	1199	441	273	55	337	917	593	1510	492	525	834	312	1145	1029
	88%	91%b	81%	90%b	89%b	89%	88%	90%	89%	78%	84%	88%	90%j	89%	90%	90%	89%	87%	88%	88%

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

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Absolutes/col percents

Table 19

Q11 - Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)
So looking at the following list of services, please could you say how often you typically watch each of these?
If you never watch a service, please say whether or not you were aware of it before this survey.
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**2102**	328	1662	112	258	70	270	58	67	852	360
Base	**2102**	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	**1150**	221	878	70	170	53	180	42	47	483	196
Every day	**102**	39	59	4	37	3	36	3	17	51	23
	5%	13%bc	*3%*	*4%*	15%e	*4%*	*14%*	*6%*	*26%*	*6%*	*6%*
Several times a week	**186**	60	120	6	49	11	52	8	16	93	29
	9%	20%bc	*7%*	*6%*	*20%*	*18%*	*20%*	*17%*	*25%*	*11%*	*8%*
At least once a week	**247**	65	167	15	51	14	53	12	8	109	49
	12%	21%b	*10%*	*14%*	*21%*	*23%*	*21%*	*25%*	*13%*	*13%*	*14%*
At least once a month	**180**	37	131	13	32	5	35	2	7	74	33
	9%	12%b	*8%*	*12%*	*13%*	*8%*	*14%*	*5%*	*11%*	*9%*	*9%*
Less than once a month	**215**	35	163	18	28	7	30	5	9	81	41
	10%	*11%*	*10%*	*17%*	*11%*	*12%*	*12%*	*10%*	*14%*	*9%*	*12%*
Aware of the service but have never viewed	**924**	42	843	39	34	8	35	7	5	361	145
	44%	*14%*	50%ac	36%ab	*14%*	*14%*	*14%*	*14%*	*8%*	*42%*	*41%*
Not aware of this service	**248**	26	210	12	14	12	15	11	3	88	34
	12%	*9%*	*12%*	*12%*	*6%*	20%d	*6%*	23%g	*4%*	*10%*	*10%*
Net: watch at least weekly	**535**	164	346	25	137	27	141	23	42	254	100
	25%	54%bc	*20%*	*23%*	*56%*	*45%*	*55%*	*48%*	*64%*	*30%*	*28%*
Net: watch at least once a month	**715**	201	477	38	169	32	175	25	49	328	133
	34%	66%bc	*28%*	*36%*	69%e	*54%*	69%g	*53%*	*74%*	*38%*	*38%*
Net: ever watch	**930**	235	639	55	197	39	205	30	58	408	173
	44%	78%bc	*38%*	52%b	80%e	*66%*	80%g	*63%*	*88%*	*48%*	*49%*
Net: aware	**1854**	278	1483	94	230	47	240	37	63	769	319
	88%	*91%*	*88%*	*88%*	94%e	*80%*	94%g	*77%*	*96%*	*90%*	*90%*

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

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Absolutes/col percents

Table 20

Q11 - Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)
So looking at the following list of services, please could you say how often you typically watch each of these?
If you never watch a service, please say whether or not you were aware of it before this survey.
Base: All respondents

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	2102	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	2102	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	1150	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
Every day	28	21	7	13	11	2	2	-	-	23	4	-	18	3	-	-	6	1	-	-	6	8	6	7	15	13
	1%	2%b	1%	3%efghjk	2%jk	*	1%	-	-	3%ejk	*	-	5%m	1%	-	-	1%	*	-	-	1%	1%	2%	1%	1%	2%
Several times a week	85	47	38	42	25	13	4	-	1	67	17	1	36	11	-	1	31	6	-	-	22	28	15	21	49	35
	4%	4%	4%	11%defghjk	6%fghjk	3%k	1%	-	*	8%efghjk	2%k	*	10%mno	3%	-	*	7%qr	2%	-	-	4%	4%	4%	5%	4%	4%
At least once a week	78	49	28	30	25	18	4	1	1	55	22	1	30	18	1	1	25	4	-	-	24	21	20	13	45	33
	4%	5%	3%	7%fghjk	6%fghjk	4%hk	1%	*	*	6%fghjk	3%k	*	8%no	4%	1%	*	5%q	1%	-	-	5%	3%	5%	3%	4%	4%
At least once a month	67	40	27	30	19	10	6	3	-	49	15	3	29	8	3	-	20	8	-	-	17	27	15	9	44	23
	3%	4%	3%	8%efghjk	4%hk	2%	1%	1%	-	6%efghjk	2%	1%	8%no	2%	2%	-	4%	2%	-	-	3%	4%	4%	2%	3%	3%
Less than once a month	98	57	41	29	22	29	13	4	1	51	41	5	24	31	2	*	27	10	3	*	25	37	15	20	63	35
	5%	5%	4%	7%ghk	5%hk	7%hk	3%	2%	*	6%hk	5%hk	1%	6%o	7%o	1%	*	6%	3%	3%	1%	5%	5%	4%	4%	5%	4%
Aware of the service but have never viewed	372	178	193	66	109	104	61	18	14	175	165	32	78	81	7	12	97	84	10	2	80	120	73	98	200	172
	18%	17%	18%	16%ghk	25%cfghk	25%cfghk	15%hk	8%	7%	21%ghk	20%ghk	7%	21%no	19%o	6%	9%	20%s	21%s	10%	3%	15%	16%	19%	21%	16%	20%
Not aware of this service	77	40	37	10	18	23	17	7	3	28	40	9	15	22	1	2	13	18	6	1	19	27	16	14	47	31
	4%	4%	4%	3%	4%	5%	4%	3%	1%	3%	5%	2%	4%	5%	1%	2%	3%	4%	6%	1%	4%	4%	4%	3%	4%	4%
Not stated	1298	618	680	179	213	223	293	199	191	392	516	390	138	249	117	115	254	267	82	76	329	471	221	278	799	499
	62%	59%	65%a	45%	48%	53%	73%cdeij	86%cdefij	91%cdefij	47%	63%cdei	88%cdefij	37%	59%l	90%lm	88%lm	54%	67%p	82%pq	96%pqr	63%	64%	58%	60%	63%	59%
Net: watch at least weekly	190	117	73	85	60	32	11	1	1	145	43	2	84	32	1	1	61	11	-	-	52	57	41	40	108	81
	9%	11%b	7%	21%defghjk	14%efghjk	8%fghk	3%	*	1%	17%efghjk	5%ghk	*	23%mno	8%o	1%	1%	13%qrs	3%	-	-	10%	8%	11%	9%	9%	10%
Net: watch at least once a month	257	157	100	115	79	42	16	4	1	194	58	5	113	39	4	1	81	19	-	-	69	84	56	49	152	105
	12%	15%b	10%	29%defghjk	18%efghjk	10%fghk	4%	2%	1%	23%efghjk	7%ghk	1%	31%mno	9%o	3%	1%	17%qrs	5%	-	-	13%	11%	15%	11%	12%	12%
Net: ever watch	355	214	140	144	102	71	29	8	2	246	99	10	137	71	5	2	109	29	3	*	94	121	70	69	215	140
	17%	20%b	13%	36%defghijk	23%fghjk	17%fghk	7%hk	3%	1%	29%efghjk	12%ghk	2%	37%mno	17%no	4%	1%	23%qrs	7%	3%	1%	18%	16%	18%	15%	17%	17%
Net: aware	727	393	334	210	211	175	89	25	17	421	264	42	215	151	13	14	206	113	13	3	174	241	144	168	415	312
	35%	37%b	32%	53%efghjk	48%fghjk	42%fghjk	22%ghk	11%	8%	50%efghjk	32%fghk	9%	58%mno	36%no	10%	11%	43%qrs	28%rs	13%	3%	33%	33%	38%	36%	33%	37%

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 20

Q11 - Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)
So looking at the following list of services, please could you say how often you typically watch each of these?
If you never watch a service, please say whether or not you were aware of it before this survey.
Base: All respondents

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	2102	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	1150	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
Every day	28	20	8	15	12	1	1	2	2	2	7	3	2	3	4	27	1	-	-	5	9	13
	1%	2%	1%	1%	2%	3%	2%	1%	1%	1%	4%	1%	1%	1%	3%	2%	1%	-	-	1%	3%	1%
Several times a week	85	60	22	46	36	2	2	13	2	6	8	6	14	17	13	80	2	-	2	17	13	50
	4%	5%	3%	4%	5%	7%	2%	6%h	1%	3%	4%	3%	5%	6%h	8%h	5%	2%	-	1%	4%	4%	5%
At least once a week	78	65	11	44	30	1	4	8	6	5	8	7	10	10	11	69	6	1	2	18	13	38
	4%	5%b	1%	3%	4%	4%	5%	4%	4%	3%	4%	3%	4%	4%	6%	4%	5%	2%	1%	4%	4%	4%
At least once a month	67	49	19	43	22	1	6	10	4	4	2	4	11	12	10	63	2	2	1	20	6	36
	3%	4%	2%	3%	3%	4%	7%j	5%	3%	2%	1%	2%	4%	5%	6%	4%	1%	5%	*	4%	2%	4%
Less than once a month	98	57	40	52	44	1	3	9	6	6	11	4	14	15	9	77	7	1	12	18	18	42
	5%	5%	5%	4%	6%	3%	3%	4%	4%	4%	6%	2%	5%	6%	5%	4%	6%	3%	7%	4%	5%	4%
Aware of the service but have never viewed	372	235	137	207	157	4	16	33	35	28	37	44	63	48	20	323	17	9	22	84	65	174
	18%	18%	17%	16%	20%	12%	19%	16%	21%e	17%	20%	19%	23%e	18%	12%	18%	14%	23%	12%	18%	18%	19%
Not aware of this service	77	52	25	45	30	1	4	4	10	2	7	8	3	13	6	56	9	4	7	18	9	30
	4%	4%	3%	4%	4%	3%	4%	2%	6%j	1%	4%	4%	1%	5%j	3%	3%	7%	11%o	4%	4%	2%	3%
Not stated	1298	736	559	820	444	20	48	129	100	114	107	152	155	152	95	1052	82	24	140	278	221	554
	62%	58%	68%a	64%d	57%	65%	58%	62%	60%	68%	57%	67%	57%	56%	57%	60%	66%	57%	75%o	61%	62%	59%
Net: watch at least weekly	190	145	41	105	78	4	7	23	10	13	23	16	26	30	28	177	8	1	4	41	35	101
	9%	11%b	5%	8%	10%	14%	9%	11%	6%	8%	12%	7%	10%	11%	17%hik	10%f	7%	2%	2%	9%	10%	11%
Net: watch at least once a month	257	194	59	148	100	5	13	33	14	16	25	20	37	42	38	239	10	3	5	60	41	137
	12%	15%b	7%	12%	13%	18%	16%	16%	9%	10%	13%	9%	14%	16%	23%hijk	14%f	8%	7%	3%	13%	12%	15%
Net: ever watch	355	251	100	199	143	6	16	42	21	23	36	24	51	58	47	316	17	4	18	78	59	179
	17%	20%b	12%	16%	19%	21%	19%	20%	12%	14%	19%	10%	19%	21%hk	28%hijk	18%	14%	10%	9%	17%	17%	19%
Net: aware	727	486	236	406	301	10	32	75	56	51	73	68	114	105	66	639	34	13	40	162	124	353
	35%	38%b	29%	32%	39%c	32%	38%	36%	33%	31%	39%	30%	42%	39%	40%	37%f	27%	32%	21%	35%	35%	38%

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 20

Q11 - Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)
So looking at the following list of services, please could you say how often you typically watch each of these?
If you never watch a service, please say whether or not you were aware of it before this survey.
Base: All respondents

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	2102	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	2102	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	1150	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
Every day	28	22	25	26	28	25	16	24	17	12	25	17	24	18	12	28	-	27	28	28
	1%	1%	1%	2%	3%ab	2%	2%	3%	3%	2%	2%	2%	3%	3%	2%	1%	-	2%	2%	1%
Several times a week	85	70	72	78	85	70	51	71	62	41	72	51	75	62	41	85	-	83	85	85
	4%	4%	4%	5%	10%abc	6%	6%	9%ef	12%efi	7%	5%	5%	8%jk	10%jk	7%	4%	-	5%	5%	4%
At least once a week	78	69	64	71	78	59	50	60	47	30	63	52	63	50	31	78	-	77	77	78
	4%	4%	4%	5%	9%abc	5%	6%	8%e	9%ef	5%	4%	5%	7%j	8%j	5%	4%	-	5%	4%	4%
At least once a month	67	59	57	61	67	55	43	46	32	22	55	43	50	33	23	67	-	64	67	67
	3%	4%	3%	4%	8%abc	5%	5%	6%	6%	4%	4%	4%	5%	5%	4%	3%	-	4%	4%	3%
Less than once a month	98	83	88	90	98	79	52	48	43	35	87	54	68	51	37	98	-	92	97	98
	5%	5%	5%	6%	12%abc	6%	6%	6%	8%	6%	6%	5%	7%	8%	6%	5%	-	6%	5%	5%
Aware of the service but have never viewed	372	282	321	317	372	207	150	140	74	89	275	165	191	112	98	350	22	283	329	350
	18%	18%	19%	21%	45%abc	17%	17%	18%	14%	16%	19%	16%	20%	18%	16%	18%	18%	17%	18%	18%
Not aware of this service	77	63	65	64	77	40	41	28	11	13	49	44	32	19	18	69	8	59	67	69
	4%	4%	4%	4%	9%abc	3%	5%	4%	2%	2%	3%	4%	3%	3%	3%	3%	7%	4%	4%	3%
Not stated	1298	950	957	784	20	678	483	355	225	307	844	580	438	290	346	1210	88	975	1054	1210
	62%	59%cd	58%cd	53%d	2%	56%gh	55%gh	46%	44%	56%gh	57%lm	58%lm	47%	46%	57%lm	61%	74%	59%	58%	61%
Net: watch at least weekly	190	161	161	175	190	154	117	156	127	83	160	120	162	131	85	190	-	187	189	190
	9%	10%	10%	12%	23%abc	13%	13%	20%ef	25%efi	15%	11%	12%	17%jk	21%jkn	14%	10%p	-	11%	11%	10%
Net: watch at least once a month	257	220	218	236	257	208	160	201	159	105	215	163	212	163	108	257	-	251	257	257
	12%	14%	13%	16%	31%abc	17%	18%	26%efi	31%efi	19%	15%	16%	23%jk	26%jkn	18%	13%p	-	15%	14%	13%
Net: ever watch	355	303	306	326	355	287	212	249	202	139	301	217	280	215	145	355	-	343	353	355
	17%	19%	19%	22%	43%abc	24%	24%	32%efi	39%efgi	25%	21%	22%	30%jk	34%jkn	24%	18%p	-	21%	20%	18%
Net: aware	727	585	626	643	727	493	362	389	276	228	576	383	471	327	243	705	22	625	683	705
	35%	37%	38%	43%ab	88%abc	41%	41%	50%efi	54%efi	42%	39%	38%	50%jkn	51%jkn	40%	36%p	18%	38%	38%	36%

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

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Absolutes/col percents

Table 20

Q11 - Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)
So looking at the following list of services, please could you say how often you typically watch each of these?
If you never watch a service, please say whether or not you were aware of it before this survey.
Base: All respondents

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
Every day	28	24	1	7	17	14	14	11	7	-	1	11	14	25	3	3	15	5	20	17
	1%	2%	*	3%b	1%	2%	1%	2%	2%	-	*	1%	2%	1%	1%	1%	2%	1%	2%	1%
Several times a week	85	70	3	15	68	38	46	33	11	1	8	40	37	77	17	18	45	16	61	57
	4%	6%bd	1%	7%b	4%b	5%	3%	7%	3%	1%	2%	4%	6%j	5%	3%	3%	5%	4%	5%	5%
At least once a week	78	67	4	16	57	41	36	31	18	5	8	35	34	69	10	12	42	19	61	54
	4%	6%bd	1%	7%bd	4%b	6%f	3%	6%	6%	7%	2%	3%	5%	4%	2%	2%	4%	5%no	5%no	5%no
At least once a month	67	44	9	6	56	30	37	20	13	3	2	26	38	65	12	13	27	16	43	45
	3%	4%	2%	3%	3%	4%	3%	4%	4%	4%	1%	3%	6%jk	4%	2%	2%	3%	5%	3%	4%
Less than once a month	98	61	10	10	85	49	49	32	20	7	9	47	41	88	24	26	43	17	60	61
	5%	6%b	2%	5%	5%	7%f	4%	6%	7%	10%	2%	5%	6%j	5%	4%	4%	5%	5%	5%	5%
Aware of the service but have never viewed	372	223	53	32	312	171	201	112	76	16	62	173	132	305	96	104	182	55	237	197
	18%	20%b	12%	15%	19%b	23%f	15%	23%	25%	22%	16%	17%	20%	18%	18%	18%	19%	15%	18%	17%
Not aware of this service	77	42	18	6	56	37	40	24	19	4	8	38	31	69	21	25	34	14	48	50
	4%	4%	4%	3%	3%	5%	3%	5%	6%	6%	2%	4%	5%	4%	4%	4%	4%	4%	4%	4%
Not stated	1298	566	353	121	965	356	942	228	140	34	301	666	330	996	365	383	550	217	767	691
	62%	52%	78%acd	57%	60%a	48%	69%e	46%	46%	49%	75%klm	64%lm	50%	59%l	67%prs	66%prs	59%	60%	59%	59%
Net: watch at least weekly	190	160	7	37	142	94	96	75	36	6	17	86	85	172	31	33	101	40	142	128
	9%	15%bd	2%	18%bd	9%b	13%f	7%	15%	12%	8%	4%	8%	13%jk	10%	6%	6%	11%no	11%no	11%no	11%no
Net: watch at least once a month	257	204	16	44	197	123	134	95	49	9	20	113	124	236	42	46	128	57	185	172
	12%	19%bd	4%	20%bd	12%b	17%f	10%	19%	16%	13%	5%	11%j	19%jkm	14%l	8%	8%	14%no	16%no	14%no	15%no
Net: ever watch	355	265	26	54	282	172	182	126	69	16	29	160	164	324	66	72	172	74	245	233
	17%	24%bd	6%	25%bd	17%b	23%f	13%	26%	23%	23%	7%	15%j	25%jkm	19%l	12%	12%	18%no	20%no	19%no	20%no
Net: aware	727	488	80	86	594	343	384	238	145	32	91	333	297	629	162	176	354	128	482	430
	35%	45%bd	18%	40%b	37%b	47%f	28%	49%	48%	45%	23%	32%j	45%jkm	37%jk	30%	30%	38%no	36%	37%no	37%no

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

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Absolutes/col percents

Table 20

Q11 - Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)
So looking at the following list of services, please could you say how often you typically watch each of these?
If you never watch a service, please say whether or not you were aware of it before this survey.
Base: All respondents

		Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
	Total	Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	2102	328	1662	112	258	70	270	58	67	852	360
Base	2102	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	1150	221	878	70	170	53	180	42	47	483	196
Every day	28	15	11	1	14	1	14	1	6	13	6
	1%	5%b	1%	1%	6%	2%	5%	2%	10%	2%	2%
Several times a week	85	30	53	2	25	5	27	3	6	41	14
	4%	10%bc	3%	2%	10%	8%	10%	6%	9%	5%	4%
At least once a week	78	29	46	3	25	4	25	3	6	35	12
	4%	9%b	3%	3%	10%	7%	10%	7%	9%	4%	3%
At least once a month	67	14	50	2	10	5	11	3	2	32	13
	3%	5%	3%	2%	4%	8%	4%	7%	3%	4%	4%
Less than once a month	98	17	75	7	10	6	14	2	-	36	17
	5%	5%	4%	6%	4%	10%	6%	5%	-	4%	5%
Aware of the service but have never viewed	372	27	327	18	22	5	22	5	2	151	52
	18%	9%	19%a	17%	9%	8%	9%	9%	4%	18%	15%
Not aware of this service	77	8	65	5	5	3	3	5	1	26	8
	4%	3%	4%	4%	2%	5%	1%	10%	1%	3%	2%
Not stated	1298	165	1064	69	135	30	139	26	41	521	231
	62%	54%	63%a	65%	55%	51%	54%	54%	63%	61%	65%
Net: watch at least weekly	190	73	111	6	63	10	66	7	19	90	32
	9%	24%bc	7%	6%	26%	17%	26%	16%	28%	10%	9%
Net: watch at least once a month	257	87	161	8	73	15	77	11	21	122	45
	12%	29%bc	10%	8%	30%	25%	30%	22%	32%	14%	13%
Net: ever watch	355	104	236	15	83	21	91	13	21	158	62
	17%	34%bc	14%	14%	34%	35%	36%	27%	32%	18%	18%
Net: aware	727	131	563	33	105	26	113	18	23	310	114
	35%	43%b	33%	31%	43%	44%	44%	36%	35%	36%	32%

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

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Absolutes/col percents

Table 21

Q11 - Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)
So looking at the following list of services, please could you say how often you typically watch each of these?
If you never watch a service, please say whether or not you were aware of it before this survey.
Base: All ever use a gaming console

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	849	448	401	228	270	188	102	37	24	498	290	61	248	163	19	18	250	127	18	6	221	302	150	176	523	326
Base	804	433	371	220	229	198*	106*	32**	19**	449	304	51*	230	173*	14**	16**	218	131*	18**	3**	194	268	160*	182*	462	342
Effective Base	504	285	220	190	139	99	64	17	19	319	161	33	167	96	16	14	152	65	7	6	159	174	85	100	328	185
Every day	28	21	7	13	11	2	2	-	-	23	4	-	18	3	-	-	6	1	-	-	6	8	6	7	15	13
	3%	5%	2%	6%ej	5%	1%	2%	-	-	5%ej	1%	-	8%m	2%	-	-	3%	1%	-	-	3%	3%	4%	4%	3%	4%
Several times a week	85	47	38	42	25	13	4	-	1	67	17	1	36	11	-	1	31	6	-	-	22	28	15	21	49	35
	11%	11%	10%	19%defjk	11%	6%	4%	-	3%	15%efjk	6%	1%	16%m	6%	-	3%	14%q	5%	-	-	11%	10%	9%	11%	11%	10%
At least once a week	78	49	28	30	25	18	4	1	1	55	22	1	30	18	1	1	25	4	-	-	24	21	20	13	45	33
	10%	11%	8%	13%fj	11%	9%	3%	3%	3%	12%f	7%	3%	13%	10%	6%	4%	11%q	3%	-	-	12%	8%	13%	7%	10%	10%
At least once a month	67	40	27	30	19	10	6	3	-	49	15	3	29	8	3	-	20	8	-	-	17	27	15	9	44	23
	8%	9%	7%	14%ej	8%	5%	5%	8%	-	11%j	5%	5%	13%m	4%	20%	-	9%	6%	-	-	9%	10%	9%	5%	10%	7%
Less than once a month	98	57	41	29	22	29	13	4	1	51	41	5	24	31	2	*	27	10	3	*	25	37	15	20	63	35
	12%	13%	11%	13%	10%	15%	12%	13%	5%	11%	14%	10%	10%	18%	12%	3%	13%	8%	14%	14%	13%	14%	9%	11%	14%	10%
Aware of the service but have never viewed	372	178	193	66	109	104	61	18	14	175	165	32	78	81	7	12	97	84	10	2	80	120	73	98	200	172
	46%	41%	52%c	30%	48%c	53%ci	57%ci	55%	75%	39%c	54%ci	62%ci	34%	47%l	55%	77%	44%	64%q	54%	66%	41%	45%	46%	54%	43%	50%
Not aware of this service	77	40	37	10	18	23	17	7	3	28	40	9	15	22	1	2	13	18	6	1	19	27	16	14	47	31
	10%	9%	10%	5%	8%	12%c	16%ci	21%	14%	6%	13%ci	18%ci	7%	13%	7%	13%	6%	14%	31%	19%	10%	10%	10%	8%	10%	9%
Net: watch at least weekly	190	117	73	85	60	32	11	1	1	145	43	2	84	32	1	1	61	11	-	-	52	57	41	40	108	81
	24%	27%b	20%	39%defjk	26%fjk	16%	10%	3%	6%	32%efjk	14%	4%	36%m	18%	6%	7%	28%q	8%	-	-	27%	21%	26%	22%	23%	24%
Net: watch at least once a month	257	157	100	115	79	42	16	4	1	194	58	5	113	39	4	1	81	19	-	-	69	84	56	49	152	105
	32%	36%b	27%	52%defjk	35%efjk	21%	15%	11%	6%	43%efjk	19%	9%	49%m	23%	26%	7%	37%q	14%	-	-	35%	31%	35%	27%	33%	31%
Net: ever watch	355	214	140	144	102	71	29	8	2	246	99	10	137	71	5	2	109	29	3	*	94	121	70	69	215	140
	44%	50%b	38%	65%defjk	44%fjk	36%	27%	24%	11%	55%defjk	33%	19%	59%m	41%	38%	10%	50%q	22%	14%	14%	48%	45%	44%	38%	47%	41%
Net: aware	727	393	334	210	211	175	89	25	17	421	264	42	215	151	13	14	206	113	13	3	174	241	144	168	415	312
	90%	91%	90%	95%efjk	92%	88%	84%	79%	86%	94%fjk	87%	82%	93%	87%	93%	87%	94%	86%	69%	81%	90%	90%	90%	92%	90%	91%

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

Table 21

Q11 - Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)
So looking at the following list of services, please could you say how often you typically watch each of these?
If you never watch a service, please say whether or not you were aware of it before this survey.
Base: All ever use a gaming console

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	849	561	284	492	329	15	40	94	85	58	89	47	81	129	115	738	52	24	35	219	147	372
Base	804	538	261	452	330	11**	35**	79*	66*	53*	80*	77*	116*	118	72*	696	43**	18**	47**	180	133*	383
Effective Base	504	335	166	300	187	13	21	78	52	33	57	31	46	102	78	439	29	17	23	145	90	215
Every day	28	20	8	15	12	1	1	2	2	2	7	3	2	3	4	27	1	-	-	5	9	13
	3%	4%	3%	3%	4%	8%	4%	2%	3%	4%	9%	3%	2%	3%	6%	4%	2%	-	-	3%	7%	3%
Several times a week	85	60	22	46	36	2	2	13	2	6	8	6	14	17	13	80	2	-	2	17	13	50
	11%	11%	8%	10%	11%	20%	5%	17%h	3%	11%	9%	8%	12%	14%h	18%h	12%	4%	-	5%	10%	10%	13%
At least once a week	78	65	11	44	30	1	4	8	6	5	8	7	10	10	11	69	6	1	2	18	13	38
	10%	12%b	4%	10%	9%	13%	13%	10%	9%	10%	10%	10%	9%	9%	15%	10%	13%	4%	4%	10%	10%	10%
At least once a month	67	49	19	43	22	1	6	10	4	4	2	4	11	12	10	63	2	2	1	20	6	36
	8%	9%	7%	10%	7%	11%	16%	13%l	6%	7%	3%	5%	9%	10%	14%l	9%	4%	11%	2%	11%	5%	10%
Less than once a month	98	57	40	52	44	1	3	9	6	6	11	4	14	15	9	77	7	1	12	18	18	42
	12%	11%	15%	11%	13%	9%	8%	11%	9%	12%	14%	5%	12%	13%	12%	11%	16%	7%	26%	10%	13%	11%
Aware of the service but have never viewed	372	235	137	207	157	4	16	33	35	28	37	44	63	48	20	323	17	9	22	84	65	174
	46%	44%	52%	46%	48%	33%	45%	42%	53%n	53%n	46%n	58%n	54%n	40%	27%	46%	39%	53%	47%	47%	49%	46%
Not aware of this service	77	52	25	45	30	1	4	4	10	2	7	8	3	13	6	56	9	4	7	18	9	30
	10%	10%	9%	10%	9%	7%	10%	5%	16%gl	3%	9%	11%	2%	11%l	8%	8%	21%	25%	15%	10%	7%	8%
Net: watch at least weekly	190	145	41	105	78	4	7	23	10	13	23	16	26	30	28	177	8	1	4	41	35	101
	24%	27%b	16%	23%	24%	40%	21%	29%	15%	24%	28%	21%	23%	25%	39%hm	25%	19%	4%	9%	23%	26%	26%
Net: watch at least once a month	257	194	59	148	100	5	13	33	14	16	25	20	37	42	38	239	10	3	5	60	41	137
	32%	36%b	23%	33%	30%	51%	37%	42%h	22%	31%	31%	26%	32%	36%	53%hijklm	34%	23%	16%	11%	34%	31%	36%
Net: ever watch	355	251	100	199	143	6	16	42	21	23	36	24	51	58	47	316	17	4	18	78	59	179
	44%	47%	38%	44%	43%	60%	45%	53%hk	31%	43%	45%	31%	44%	49%h	65%hijklm	45%	40%	22%	37%	44%	44%	47%
Net: aware	727	486	236	406	301	10	32	75	56	51	73	68	114	105	66	639	34	13	40	162	124	353
	90%	90%	91%	90%	91%	93%	90%	95%h	84%	97%	91%	89%	98%hm	89%	92%	92%	79%	75%	85%	90%	93%	92%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Table 21

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So looking at the following list of services, please could you say how often you typically watch each of these?
If you never watch a service, please say whether or not you were aware of it before this survey.
Base: All ever use a gaming console

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**849**	700	742	748	849	596	443	442	329	260	692	472	531	397	282	830	19	783	808	830
Base	**804**	648	692	707	804	534	403	417	287	241	625	426	503	346	261	774	30**	684	750	774
Effective Base	**504**	426	451	455	504	379	298	266	236	155	428	319	319	258	171	512	8	584	498	512
Every day	**28**	22	25	26	28	25	16	24	17	12	25	17	24	18	12	28	-	27	28	28
	3%	*3%*	*4%*	*4%*	*3%*	*5%*	*4%*	*6%*	*6%*	*5%*	*4%*	*4%*	*5%*	*5%*	*5%*	*4%*	-	*4%*	*4%*	*4%*
Several times a week	**85**	70	72	78	85	70	51	71	62	41	72	51	75	62	41	85	-	83	85	85
	11%	*11%*	*10%*	*11%*	*11%*	*13%*	*13%*	*17%*	22%ef	*17%*	*12%*	*12%*	*15%*	18%jk	*16%*	*11%*	-	*12%*	*11%*	*11%*
At least once a week	**78**	69	64	71	78	59	50	60	47	30	63	52	63	50	31	78	-	77	77	78
	10%	*11%*	*9%*	*10%*	*10%*	*11%*	*13%*	*15%*	*16%*	*12%*	*10%*	*12%*	*13%*	*14%*	*12%*	*10%*	-	*11%*	*10%*	*10%*
At least once a month	**67**	59	57	61	67	55	43	46	32	22	55	43	50	33	23	67	-	64	67	67
	8%	*9%*	*8%*	*9%*	*8%*	*10%*	*11%*	*11%*	*11%*	*9%*	*9%*	*10%*	*10%*	*10%*	*9%*	*9%*	-	*9%*	*9%*	*9%*
Less than once a month	**98**	83	88	90	98	79	52	48	43	35	87	54	68	51	37	98	-	92	97	98
	12%	*13%*	*13%*	*13%*	*12%*	*15%*	*13%*	*11%*	*15%*	*14%*	*14%*	*13%*	*14%*	*15%*	*14%*	*13%*	-	*13%*	*13%*	*13%*
Aware of the service but have never viewed	**372**	282	321	317	372	207	150	140	74	89	275	165	191	112	98	350	22	283	329	350
	46%	*43%*	*46%*	*45%*	*46%*	39%h	37%h	*34%*	*26%*	37%h	44%m	*39%*	*38%*	*32%*	*37%*	*45%*	*72%*	*41%*	*44%*	*45%*
Not aware of this service	**77**	63	65	64	77	40	41	28	11	13	49	44	32	19	18	69	8	59	67	69
	10%	*10%*	*9%*	*9%*	*10%*	*8%*	10%h	*7%*	*4%*	*5%*	*8%*	10%m	*6%*	*6%*	*7%*	*9%*	*28%*	*9%*	*9%*	*9%*
Net: watch at least weekly	**190**	161	161	175	190	154	117	156	127	83	160	120	162	131	85	190	-	187	189	190
	24%	*25%*	*23%*	*25%*	*24%*	*29%*	*29%*	37%ef	44%ef	*34%*	*26%*	*28%*	32%j	38%jk	*33%*	*25%*	-	*27%*	*25%*	*25%*
Net: watch at least once a month	**257**	220	218	236	257	208	160	201	159	105	215	163	212	163	108	257	-	251	257	257
	32%	*34%*	*31%*	*33%*	*32%*	*39%*	*40%*	48%ef	55%efi	*43%*	*34%*	*38%*	42%j	47%jk	*42%*	*33%*	-	*37%*	*34%*	*33%*
Net: ever watch	**355**	303	306	326	355	287	212	249	202	139	301	217	280	215	145	355	-	343	353	355
	44%	*47%*	*44%*	*46%*	*44%*	*54%*	*53%*	*60%*	70%efgi	*58%*	*48%*	*51%*	56%j	62%jk	*56%*	*46%*	-	*50%*	*47%*	*46%*
Net: aware	**727**	585	626	643	727	493	362	389	276	228	576	383	471	327	243	705	22	625	683	705
	90%	*90%*	*91%*	*91%*	*90%*	*92%*	*90%*	*93%*	96%l	*95%*	*92%*	*90%*	*94%*	94%k	*93%*	*91%*	*72%*	*91%*	*91%*	*91%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
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If you never watch a service, please say whether or not you were aware of it before this survey.
Base: All ever use a gaming console

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	849	584	96	91	697	338	511	236	150	29	85	435	323	758	189	208	401	162	563	530
Base	804	530	97*	93*	650	380	424	263	165*	36**	99*	371	328	699	184	201	388	142	530	481
Effective Base	504	394	47	61	418	208	305	143	94	20	39	262	218	479	101	113	230	126	345	358
Every day	28	24	1	7	17	14	14	11	7	-	1	11	14	25	3	3	15	5	20	17
	3%	*4%*	*1%*	*7%*	*3%*	*4%*	*3%*	*4%*	*4%*	*-*	*1%*	*3%*	*4%*	*4%*	*2%*	*2%*	*4%*	*4%*	*4%*	*4%*
Several times a week	85	70	3	15	68	38	46	33	11	1	8	40	37	77	17	18	45	16	61	57
	11%	*13%b*	*3%*	*16%b*	*10%*	*10%*	*11%*	*13%*	*6%*	*3%*	*8%*	*11%*	*11%*	*11%*	*9%*	*9%*	*12%*	*11%*	*11%*	*12%*
At least once a week	78	67	4	16	57	41	36	31	18	5	8	35	34	69	10	12	42	19	61	54
	10%	*13%*	*4%*	*17%bd*	*9%*	*11%*	*9%*	*12%*	*11%*	*14%*	*9%*	*10%*	*10%*	*10%*	*5%*	*6%*	*11%*	*14%no*	*12%*	*11%*
At least once a month	67	44	9	6	56	30	37	20	13	3	2	26	38	65	12	13	27	16	43	45
	8%	*8%*	*9%*	*7%*	*9%*	*8%*	*9%*	*8%*	*8%*	*9%*	*2%*	*7%*	*12%*	*9%*	*6%*	*7%*	*7%*	*11%*	*8%*	*9%*
Less than once a month	98	61	10	10	85	49	49	32	20	7	9	47	41	88	24	26	43	17	60	61
	12%	*12%*	*10%*	*11%*	*13%*	*13%*	*11%*	*12%*	*12%*	*20%*	*9%*	*13%*	*12%*	*13%*	*13%*	*13%*	*11%*	*12%*	*11%*	*13%*
Aware of the service but have never viewed	372	223	53	32	312	171	201	112	76	16	62	173	132	305	96	104	182	55	237	197
	46%	*42%*	*55%c*	*35%*	*48%*	*45%*	*47%*	*43%*	*46%*	*43%*	*63%lm*	*47%*	*40%*	*44%*	*52%qs*	*52%qs*	*47%*	*38%*	*45%*	*41%*
Not aware of this service	77	42	18	6	56	37	40	24	19	4	8	38	31	69	21	25	34	14	48	50
	10%	*8%*	*18%ad*	*7%*	*9%*	*10%*	*9%*	*9%*	*12%*	*12%*	*8%*	*10%*	*9%*	*10%*	*12%*	*12%*	*9%*	*10%*	*9%*	*10%*
Net: watch at least weekly	190	160	7	37	142	94	96	75	36	6	17	86	85	172	31	33	101	40	142	128
	24%	*30%bd*	*8%*	*40%bd*	*22%b*	*25%*	*23%*	*28%*	*22%*	*16%*	*18%*	*23%*	*26%*	*25%*	*17%*	*16%*	*26%o*	*28%no*	*27%no*	*27%no*
Net: watch at least once a month	257	204	16	44	197	123	134	95	49	9	20	113	124	236	42	46	128	57	185	172
	32%	*38%bd*	*17%*	*47%bd*	*30%*	*32%*	*32%*	*36%*	*30%*	*25%*	*20%*	*30%*	*38%j*	*34%*	*23%*	*23%*	*33%*	*40%no*	*35%no*	*36%no*
Net: ever watch	355	265	26	54	282	172	182	126	69	16	29	160	164	324	66	72	172	74	245	233
	44%	*50%b*	*27%*	*58%bd*	*43%b*	*45%*	*43%*	*48%*	*42%*	*44%*	*29%*	*43%*	*50%j*	*46%j*	*36%*	*36%*	*44%*	*52%no*	*46%*	*49%no*
Net: aware	727	488	80	86	594	343	384	238	145	32	91	333	297	629	162	176	354	128	482	430
	90%	*92%b*	*82%*	*93%*	*91%b*	*90%*	*91%*	*91%*	*88%*	*88%*	*92%*	*90%*	*91%*	*90%*	*88%*	*88%*	*91%*	*90%*	*91%*	*90%*

Prepared by BDRC Continental

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

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Absolutes/col percents

Table 21

Q11 - Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)
So looking at the following list of services, please could you say how often you typically watch each of these?
If you never watch a service, please say whether or not you were aware of it before this survey.
Base: All ever use a gaming console

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**849**	162	643	44	125	37	132	30	28	346	138
Base	**804**	139	628	37*	110*	29*	116	22**	24*	336	122*
Effective Base	**504**	130	360	34	98	33	105	26	25	203	86
Every day	**28**	15	11	1	14	1	14	1	6	13	6
	3%	11%b	*2%*	*3%*	*13%*	*4%*	*12%*	*5%*	*27%*	*4%*	*5%*
Several times a week	**85**	30	53	2	25	5	27	3	6	41	14
	11%	21%bc	*8%*	*5%*	*22%*	*17%*	*23%*	*13%*	*26%*	*12%*	*12%*
At least once a week	**78**	29	46	3	25	4	25	3	6	35	12
	10%	21%b	*7%*	*8%*	*22%*	*14%*	*22%*	*16%*	*25%*	*10%*	*10%*
At least once a month	**67**	14	50	2	10	5	11	3	2	32	13
	8%	*10%*	*8%*	*7%*	*9%*	*16%*	*10%*	*14%*	*9%*	*10%*	*11%*
Less than once a month	**98**	17	75	7	10	6	14	2	-	36	17
	12%	*12%*	*12%*	*17%*	*9%*	*21%*	*12%*	*11%*	-	*11%*	*14%*
Aware of the service but have never viewed	**372**	27	327	18	22	5	22	5	2	151	52
	46%	*19%*	52%a	48%a	*20%*	*17%*	*19%*	*20%*	*10%*	*45%*	*42%*
Not aware of this service	**77**	8	65	5	5	3	3	5	1	26	8
	10%	*6%*	*10%*	*12%*	*4%*	*11%*	*3%*	*21%*	*3%*	*8%*	*7%*
Net: watch at least weekly	**190**	73	111	6	63	10	66	7	19	90	32
	24%	53%bc	*18%*	*16%*	58%e	*35%*	*57%*	*34%*	*78%*	*27%*	*26%*
Net: watch at least once a month	**257**	87	161	8	73	15	77	11	21	122	45
	32%	63%bc	*26%*	*23%*	*66%*	*50%*	*66%*	*48%*	*87%*	*36%*	*37%*
Net: ever watch	**355**	104	236	15	83	21	91	13	21	158	62
	44%	75%bc	*38%*	*40%*	*76%*	*72%*	*78%*	*59%*	*87%*	*47%*	*51%*
Net: aware	**727**	131	563	33	105	26	113	18	23	310	114
	90%	*94%*	*90%*	*88%*	*96%*	*89%*	*97%*	*79%*	*97%*	*92%*	*93%*

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

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Absolutes/col percents

Table 22
Q11 Summary - ever watch
Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	2102	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	2102	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	1150	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)	1577	765	812	363	313	308	297	150	146	677	605	295	289	301	83	91	387	304	66	55	432	549	281	315	981	596
	75%	*73%*	*77%*	91%defghij k	*71%*	*73%*	*74%*	*65%*	*69%*	80%deghjk	*74%*	*67%*	79%n	*71%*	*64%*	*70%*	82%qrs	*76%*	*66%*	*69%*	83%uvwy	*74%*	*74%*	*68%*	78%wy	*71%*
On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)	683	333	350	243	188	125	63	41	22	431	188	64	186	101	31	14	245	87	10	8	194	246	128	116	440	243
	33%	*32%*	*33%*	61%defghij k	43%efghjk	30%fghk	*16%*	*18%*	*11%*	51%defghjk	23%fhk	*14%*	51%mno	24%o	*24%*	*11%*	52%qrs	22%r	*10%*	*10%*	37%wy	33%w	*33%*	*25%*	35%wy	*29%*
Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/ Sky Go)	909	475	435	244	203	177	158	74	54	447	335	128	208	185	43	39	239	150	31	15	266	300	167	176	566	343
	43%	*45%*	*41%*	61%defghij k	46%ghk	42%hk	39%hk	*32%*	*26%*	53%efghjk	41%hk	*29%*	56%mno	44%o	*33%*	*30%*	51%qrs	36%s	*31%*	*19%*	51%uwy	*41%*	*44%*	*38%*	*45%*	*41%*
Paid Video On-demand content available through your subscription service provider (e.g. film rental on a pay per view basis on Virgin Media, Sky Go, etc.)	571	322	249	167	139	119	93	31	23	306	212	54	162	125	21	13	143	86	11	9	172	197	108	94	369	202
	27%	31%b	*24%*	42%defghjk	32%ghk	28%hk	23%ghk	*13%*	*11%*	36%efghjk	26%ghk	*12%*	44%mno	30%no	*16%*	*10%*	30%qrs	*22%*	*11%*	*12%*	33%wy	*27%*	*28%*	*20%*	29%w	*24%*
Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.)	1058	550	508	336	272	226	139	48	37	607	365	85	288	208	33	20	319	157	15	17	261	394	196	207	656	402
	50%	*52%*	*48%*	84%defghij k	62%fghjk	54%fghjk	35%ghk	*21%*	*18%*	72%defghjk	45%fghk	*19%*	78%mno	49%no	*25%*	*15%*	68%qrs	39%rs	*14%*	*22%*	*50%*	53%w	*51%*	*45%*	*52%*	*48%*
Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)	613	316	297	244	179	107	54	18	11	423	161	29	200	97	12	7	223	64	5	4	175	206	116	116	381	232
	29%	*30%*	*28%*	61%defghij k	41%efghjk	25%fghk	14%hk	*8%*	*5%*	50%defghjk	20%ghk	*7%*	54%mno	23%no	*10%*	*5%*	47%qrs	16%r	*5%*	*5%*	33%w	*28%*	*30%*	*25%*	*30%*	*28%*
YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)	1469	750	719	347	349	313	223	127	110	696	536	237	313	294	70	73	383	242	57	37	370	524	262	313	894	575
	70%	*71%*	*68%*	87%defghjk	79%efghjk	75%fghjk	*56%*	*55%*	*52%*	83%efghjk	65%fhk	*54%*	85%mno	70%no	*53%*	*56%*	81%qrs	*61%*	*57%*	*47%*	*71%*	*71%*	*69%*	*68%*	*71%*	*68%*
Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)	1258	613	645	335	317	259	203	74	71	651	462	145	291	243	39	40	361	219	34	31	311	458	234	256	768	490
	60%	*58%*	*61%*	84%defghij k	72%efghjk	62%fghk	51%ghk	*32%*	*34%*	77%efghjk	56%ghk	*33%*	79%mno	58%no	*30%*	*30%*	76%qrs	55%r	*34%*	*39%*	*59%*	*62%*	*61%*	*56%*	*61%*	*58%*
Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)	558	310	247	210	170	111	45	9	13	381	155	21	198	96	6	11	183	60	3	1	173	186	109	89	359	198
	27%	30%b	*24%*	53%defghij k	39%efghjk	26%fghjk	11%gk	*4%*	*6%*	45%efghjk	19%fghk	*5%*	54%mno	23%no	*4%*	*9%*	39%qrs	15%rs	*3%*	*2%*	33%uwy	*25%*	29%w	*19%*	28%w	*24%*

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

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Absolutes/col percents

Table 22
Q11 Summary - ever watch
Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	**2102**	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)	**930**	480	450	262	235	185	138	59	51	497	323	110	236	172	44	29	261	151	16	22	280	336	153	161	616	314
	44%	*46%*	*43%*	66%defghjk	53%efghjk	44%fghk	34%k	*26%*	*24%*	59%efghjk	39%ghk	*25%*	64%mno	41%o	*33%*	*22%*	55%qrs	38%r	*16%*	*28%*	53%uvwy	46%wy	*40%*	*35%*	49%wy	*37%*
Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)	**355**	214	140	144	102	71	29	8	2	246	99	10	137	71	5	2	109	29	3	*	94	121	70	69	215	140
	17%	20%b	*13%*	36%defghij k	23%fghjk	17%fghk	7%hk	*3%*	*1%*	29%efghjk	12%ghk	*2%*	37%mno	17%no	*4%*	*1%*	23%qrs	*7%*	*3%*	*1%*	*18%*	*16%*	*18%*	*15%*	*17%*	*17%*

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

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Absolutes/col percents

Table 22
Q11 Summary - ever watch
Base: All respondents

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	2102	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	1150	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)	1577	986	583	987	544	23	66	167	131	117	130	142	213	227	122	1314	91	30	141	364	246	703
	75%	77%b	*71%*	78%d	*70%*	*76%*	79%k	80%jk	79%k	*70%*	*69%*	*62%*	79%k	84%ijkn	*73%*	*75%*	*73%*	*73%*	*75%*	80%l	*70%*	*75%*
On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)	683	483	196	399	256	12	34	80	65	41	69	58	85	100	71	602	30	11	40	179	110	314
	33%	38%b	*24%*	*31%*	*33%*	*40%*	41%l	38%lk	39%lk	*25%*	*37%*	*25%*	*31%*	37%l	43%lk	34%l	*24%*	*26%*	*22%*	*39%*	*31%*	*33%*
Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/ Sky Go)	909	598	307	528	348	19	42	98	76	67	92	84	98	128	84	767	52	21	69	216	159	393
	43%	47%b	*37%*	*42%*	*45%*	*61%*	*51%*	*47%*	*46%*	*40%*	49%l	*37%*	*36%*	47%l	50%l	*44%*	*41%*	*51%*	*37%*	*47%*	*45%*	*42%*
Paid Video On-demand content available through your subscription service provider (e.g. film rental on a pay per view basis on Virgin Media, Sky Go, etc.)	571	407	160	350	201	9	23	69	43	42	62	72	53	77	56	498	31	13	29	135	104	259
	27%	32%b	*20%*	*27%*	*26%*	*29%*	*27%*	33%l	*26%*	*25%*	33%l	*31%*	*20%*	*29%*	34%l	28%r	*25%*	*31%*	*16%*	*29%*	*29%*	*28%*
Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.)	1058	683	369	574	441	18	37	124	94	75	106	91	128	150	107	912	44	25	77	256	181	476
	50%	54%b	*45%*	*45%*	57%c	*59%*	*45%*	60%ikl	56%k	*45%*	57%k	*40%*	*47%*	55%k	65%ikl	52%p	*35%*	59%p	*41%*	*56%*	*51%*	*51%*
Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)	613	414	195	326	261	10	26	72	61	44	57	45	89	89	73	556	21	9	27	160	101	295
	29%	33%b	*24%*	*26%*	34%c	*33%*	*31%*	35%k	37%k	*26%*	*31%*	*20%*	33%k	33%k	44%ijkm	32%pr	*17%*	*22%*	*14%*	*35%*	*29%*	*32%*
YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)	1469	902	560	841	580	24	54	154	125	111	124	149	200	200	132	1250	75	34	111	333	235	682
	70%	*71%*	*68%*	*66%*	75%c	*79%*	*65%*	*74%*	*75%*	*67%*	*66%*	*65%*	*74%*	*74%*	79%ijk	71%pr	*60%*	81%pr	*59%*	*73%*	*66%*	*73%*
Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)	1258	781	470	705	513	19	51	123	99	102	111	114	180	171	122	1074	61	26	97	274	213	588
	60%	*61%*	*57%*	*55%*	66%c	*61%*	*61%*	*59%*	*60%*	*61%*	*59%*	*50%*	67%k	63%k	73%ghjkm	61%p	*49%*	*63%*	*52%*	*60%*	*60%*	*63%*
Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)	558	397	156	324	212	8	25	66	41	52	51	41	72	86	70	505	21	11	21	132	103	270
	27%	31%b	*19%*	*25%*	*27%*	*27%*	*30%*	32%k	*25%*	*31%*	*27%*	*18%*	*27%*	32%k	42%ghjklm	29%p	*17%*	*25%*	*11%*	*29%*	*29%*	*29%*

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Absolutes/col percents

Table 22
Q11 Summary - ever watch
Base: All respondents

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	**2102**	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)	**930**	604	322	534	364	14	37	106	81	60	86	84	123	129	101	807	49	16	58	224	146	437
	44%	47%b	*39%*	*42%*	*47%*	*47%*	*45%*	51%ijk	*48%*	*36%*	*46%*	*37%*	*45%*	*48%*	61%fhijklm	46%r	*40%*	*38%*	*31%*	*49%*	*41%*	*47%*
Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)	**355**	251	100	199	143	6	16	42	21	23	36	24	51	58	47	316	17	4	18	78	59	179
	17%	20%b	*12%*	*16%*	*19%*	*21%*	*19%*	*20%*	*12%*	*14%*	*19%*	*10%*	*19%*	21%hk	28%ahik	*18%*	*14%*	*10%*	*9%*	*17%*	*17%*	*19%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Table 22
Q11 Summary - ever watch
Base: All respondents

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**2102**	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	**2102**	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	**1150**	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)	**1577** *75%*	1244 *78%*	1266 *77%*	1157 *78%*	681 *83%abc*	965 *80%*	739 *83%*	622 *80%*	457 *89%efgl*	436 *79%*	1160 *79%*	817 *81%*	749 *80%*	546 *86%jkln*	479 *79%*	1513 *76%p*	64 *54%*	1419 *86%rs*	1357 *75%*	1513 *76%*
On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)	**683** *33%*	532 *33%*	537 *33%*	595 *40%ab*	384 *47%abc*	473 *39%*	344 *39%*	401 *52%efi*	295 *58%efi*	230 *42%*	516 *35%*	364 *36%*	454 *48%jkn*	328 *52%jkn*	240 *40%*	659 *33%*	25 *21%*	633 *38%s*	635 *35%*	659 *33%*
Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/ Sky Go)	**909** *43%*	775 *46%b*	709 *43%*	715 *48%b*	441 *54%bc*	534 *44%i*	633 *71%eghi*	435 *56%ei*	305 *60%ei*	194 *35%*	620 *42%n*	685 *68%ilmn*	506 *54%jn*	362 *57%jn*	209 *34%*	875 *44%*	34 *29%*	819 *49%rs*	790 *44%*	875 *44%*
Paid Video On-demand content available through your subscription service provider (e.g. film rental on a pay per view basis on Virgin Media, Sky Go, etc.)	**571** *27%*	489 *31%*	443 *27%*	464 *31%*	307 *37%abc*	361 *30%*	384 *43%ei*	318 *41%ei*	221 *43%ei*	161 *29%*	399 *27%*	419 *42%jn*	353 *38%jn*	247 *39%jn*	167 *28%*	549 *28%*	22 *19%*	521 *31%*	513 *28%*	549 *28%*
Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.)	**1058** *50%*	785 *49%*	881 *53%*	858 *58%a*	547 *66%abc*	779 *64%fl*	493 *56%*	552 *72%efi*	386 *75%efi*	318 *58%*	844 *57%k*	520 *52%*	637 *68%jkn*	432 *68%jkn*	333 *55%*	1053 *53%p*	5 *4%*	978 *59%s*	1044 *58%s*	1053 *53%*
Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)	**613** *29%*	465 *29%*	507 *31%*	527 *35%ab*	359 *44%abc*	474 *39%*	308 *35%*	400 *52%efi*	277 *54%efi*	214 *39%*	497 *34%*	317 *31%*	433 *46%jkn*	297 *47%jkn*	224 *37%*	610 *31%p*	3 *3%*	587 *35%s*	603 *33%*	610 *31%*
YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)	**1469** *70%*	1108 *69%*	1199 *73%*	1109 *74%a*	653 *79%abc*	962 *79%fl*	618 *70%*	637 *82%fl*	433 *84%efi*	422 *77%fl*	1109 *75%k*	676 *67%*	753 *80%jk*	511 *80%jk*	456 *75%k*	1458 *73%p*	11 *10%*	1232 *74%*	1435 *80%qs*	1458 *73%*
Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)	**1258** *60%*	949 *59%*	1030 *62%*	1010 *68%ab*	586 *71%ab*	840 *69%fl*	559 *63%*	623 *81%efi*	394 *77%efi*	363 *66%*	956 *65%*	612 *61%*	729 *77%jkn*	461 *72%jkn*	394 *65%*	1245 *63%p*	13 *11%*	1075 *65%*	1212 *67%s*	1245 *63%*
Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)	**558** *27%*	420 *26%*	454 *28%*	490 *33%ab*	330 *40%abc*	420 *35%*	287 *32%*	376 *49%efi*	274 *53%efi*	190 *35%*	443 *30%*	294 *29%*	411 *44%jkn*	294 *46%jkn*	195 *32%*	555 *28%p*	3 *3%*	524 *32%*	548 *30%*	555 *28%*

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

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Absolutes/col percents

Table 22
Q11 Summary - ever watch
Base: All respondents

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**2102**	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)	**930**	701	780	745	445	674	416	463	342	302	747	445	530	384	321	917	14	844	897	917
	44%	*44%*	*47%*	50%a	54%ab	56%d	*47%*	60%f	67%efgi	55%d	51%jk	*44%*	56%jk	60%jkn	53%jk	46%p	*11%*	51%q	*50%*	*46%*
Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)	**355**	303	306	326	355	287	212	249	202	139	301	217	280	215	145	355	-	343	353	355
	17%	*19%*	*19%*	*22%*	43%abc	*24%*	*24%*	32%afi	39%efgi	*25%*	*21%*	*22%*	30%jk	34%jkn	*24%*	18%p	-	*21%*	*20%*	*18%*

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

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Absolutes/col percents

Table 22
Q11 Summary - ever watch
Base: All respondents

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)	1577	917	286	170	1227	566	1011	379	247	50	278	783	511	1294	392	423	682	315	996	930
	75%	84%bd	*63%*	80%b	76%b	*77%*	*74%*	*77%*	*81%*	*71%*	*70%*	*75%*	78%j	76%j	*71%*	*72%*	*73%*	88%nopqrs	*77%*	79%nop
On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)	683	425	105	111	500	304	379	219	111	33	68	330	282	612	143	165	297	138	435	402
	33%	39%bd	*23%*	52%abd	31%b	41%f	*28%*	*45%*	*36%*	*46%*	*17%*	32%j	43%jkm	36%j	*26%*	*28%*	*32%*	39%no	34%n	34%n
Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/ Sky Go)	909	557	135	133	685	391	518	261	168	39	112	439	353	792	81	93	490	247	737	726
	43%	51%bd	*30%*	62%abd	42%b	53%f	*38%*	*53%*	*55%*	*55%*	*28%*	42%j	54%jkm	47%j	*15%*	*16%*	52%no	69%nopr	57%no	62%nop
Paid Video On-demand content available through your subscription service provider (e.g. film rental on a pay per view basis on Virgin Media, Sky Go, etc.)	571	366	76	93	426	275	296	198	108	23	50	276	239	515	55	65	330	135	465	452
	27%	33%bd	*17%*	43%abd	26%b	37%f	*22%*	*40%*	*35%*	*33%*	*13%*	27%j	36%jkm	30%j	*10%*	*11%*	35%no	37%no	36%no	39%no
Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.)	1058	673	146	129	841	432	626	319	158	41	150	489	413	901	249	279	471	183	654	604
	50%	61%bd	*32%*	60%b	52%b	59%f	*46%*	65%h	*52%*	*57%*	*37%*	47%j	63%jkm	53%jk	*45%*	*48%*	*50%*	*51%*	*50%*	*52%*
Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)	613	413	73	100	462	248	365	188	96	23	71	278	258	536	125	143	275	119	394	355
	29%	38%bd	*16%*	47%abd	29%b	34%f	*27%*	*38%*	*31%*	*32%*	*18%*	27%j	39%jkm	32%jk	*23%*	*24%*	29%n	33%no	30%no	30%n
YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)	1469	834	278	146	1176	531	938	364	211	51	280	703	479	1182	395	422	649	234	884	782
	70%	76%b	*62%*	*68%*	73%b	*72%*	*69%*	*74%*	*69%*	*73%*	*70%*	*68%*	*73%*	*70%*	*72%*	*72%*	*69%*	*65%*	*68%*	*67%*
Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)	1258	746	219	136	990	478	780	336	194	36	208	590	456	1046	298	322	565	208	773	707
	60%	68%bd	*49%*	63%b	61%b	65%f	*57%*	*69%*	*64%*	*51%*	*52%*	*57%*	69%jkm	62%j	*54%*	*55%*	*60%*	*58%*	*60%*	*60%*
Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)	558	394	63	97	414	259	298	198	101	25	60	251	244	494	117	131	268	96	365	342
	27%	36%bd	*14%*	45%abd	26%b	35%f	*22%*	*40%*	*33%*	*36%*	*15%*	24%j	37%jkm	29%jk	*21%*	*22%*	29%n	*27%*	28%n	29%no

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

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Absolutes/col percents

Table 22
Q11 Summary - ever watch
Base: All respondents

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	**2102**	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)	**930**	604	122	112	743	356	575	256	137	32	142	446	338	784	227	247	416	161	577	519
	44%	55%bd	*27%*	52%b	46%b	48%f	*42%*	*52%*	*45%*	*45%*	*36%*	*43%*	51%jk	46%j	*41%*	*42%*	*44%*	*45%*	*44%*	*44%*
Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)	**355**	265	26	54	282	172	182	126	69	16	29	160	164	324	66	72	172	74	245	233
	17%	24%bd	*6%*	25%bd	17%b	23%f	*13%*	*26%*	*23%*	*23%*	*7%*	15%j	25%jkm	19%j	*12%*	*12%*	18%no	20%no	19%no	20%no

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

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Absolutes/col percents

Table 22
Q11 Summary - ever watch
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	2102	328	1662	112	258	70	270	58	67	852	360
Base	2102	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	1150	221	878	70	170	53	180	42	47	483	196
TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)	1577	254	1246	77	199	55	210	44	60	639	260
	75%	84%bc	*74%*	*72%*	*81%*	94%d	*82%*	*92%*	*92%*	*75%*	*74%*
On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)	683	191	460	32	162	30	164	27	49	279	101
	33%	63%bc	*27%*	*30%*	66%e	*50%*	*64%*	*57%*	*75%*	*33%*	*29%*
Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/ Sky Go)	909	205	667	37	164	41	171	34	53	403	151
	43%	68%bc	*39%*	*34%*	*67%*	*70%*	*67%*	*70%*	*81%*	*47%*	*43%*
Paid Video On-demand content available through your subscription service provider (e.g. film rental on a pay per view basis on Virgin Media, Sky Go, etc.)	571	172	371	27	146	26	150	22	42	271	87
	27%	57%bc	*22%*	*26%*	60%e	*44%*	*59%*	*46%*	*65%*	*32%*	*25%*
Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.)	1058	246	745	67	204	42	214	32	59	457	185
	50%	81%bc	*44%*	63%b	84%e	*71%*	84%g	*67%*	*91%*	*53%*	*52%*
Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)	613	196	376	41	165	31	173	23	52	261	105
	29%	65%bc	*22%*	39%b	68%e	*52%*	68%g	*48%*	*80%*	*31%*	*30%*
YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)	1469	258	1125	86	207	51	218	40	61	609	277
	70%	85%b	*66%*	81%b	*85%*	*86%*	*86%*	*82%*	*93%*	*71%*	*78%*
Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)	1258	243	940	74	199	44	209	34	57	543	202
	60%	80%b	*56%*	70%b	*82%*	*74%*	*82%*	*71%*	*87%*	*63%*	*57%*
Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)	558	192	327	38	163	29	169	23	52	263	83
	27%	63%bc	*19%*	36%b	67%e	*49%*	66%g	*48%*	*80%*	*31%*	*24%*

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

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Absolutes/col percents

Table 22
Q11 Summary - ever watch
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**2102**	303	1692	106*	244	59*	255	48*	65*	857	353
Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)	**930**	235	639	55	197	39	205	30	58	408	173
	44%	***78%bc***	*38%*	***52%b***	***80%e***	*66%*	***80%g***	*63%*	*88%*	*48%*	*49%*
Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)	**355**	104	236	15	83	21	91	13	21	158	62
	17%	***34%bc***	*14%*	*14%*	*34%*	*35%*	*36%*	*27%*	*32%*	*18%*	*18%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 23

Q12 - TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All respondents

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**2102**	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	**2102**	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	**1150**	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
Every day	**361**	207	154	78	90	54	72	36	31	168	126	67	77	83	22	25	91	43	14	6	76	129	74	83	205	157
	17%	20%b	*15%*	20%e	20%e	*13%*	*18%*	*16%*	*15%*	20%e	*15%*	*15%*	*21%*	*20%*	*17%*	*19%*	19%q	*11%*	*14%*	*7%*	*15%*	*17%*	*19%*	*18%*	*16%*	*19%*
Several times a week	**247**	135	111	53	46	58	42	27	21	99	100	48	42	61	16	15	57	39	11	5	86	84	31	45	171	76
	12%	*13%*	*11%*	*13%*	*10%*	*14%*	*10%*	*12%*	*10%*	*12%*	*12%*	*11%*	*12%*	*14%*	*13%*	*12%*	*12%*	*10%*	*11%*	*6%*	17%uvwy	*11%*	*8%*	*10%*	14%wy	*9%*
At least once a week	**178**	78	100	33	29	46	36	20	14	62	82	34	30	30	12	6	32	52	8	8	53	57	31	37	110	68
	8%	*7%*	*10%*	*8%*	*7%*	*11%*	*9%*	*9%*	*7%*	*7%*	*10%*	*8%*	*8%*	*7%*	*9%*	*4%*	*7%*	13%p	*8%*	*10%*	*10%*	*8%*	*8%*	*8%*	*9%*	*8%*
At least once a month	**99**	45	54	15	16	16	24	16	12	31	40	29	8	17	10	9	23	23	6	3	26	36	20	17	62	37
	5%	*4%*	*5%*	*4%*	*4%*	*4%*	*6%*	*7%*	*6%*	*4%*	*5%*	*6%*	*2%*	*4%*	*8%*	7%l	*5%*	*6%*	*6%*	*4%*	*5%*	*5%*	*5%*	*4%*	*5%*	*4%*
Less than once a month	**121**	71	49	11	18	17	41	20	13	30	58	33	11	38	13	9	18	20	7	4	25	60	19	17	85	36
	6%	*7%*	*5%*	*3%*	*4%*	*4%*	10%cdei	9%ci	*6%*	*4%*	7%ci	7%ci	*3%*	9%l	10%l	*7%*	*4%*	*5%*	*7%*	*5%*	*5%*	8%wy	*5%*	*4%*	*7%*	*4%*
Never	**41**	20	21	5	14	6	10	3	4	19	16	7	9	5	3	3	10	10	-	1	6	26	6	4	31	10
	2%	*2%*	*2%*	*1%*	*3%*	*1%*	*3%*	*1%*	*2%*	*2%*	*2%*	*1%*	*2%*	*1%*	*2%*	*2%*	*2%*	*3%*	-	*1%*	*1%*	3%tvy	*2%*	*1%*	*2%*	*1%*
Don't know	**15**	9	6	3	2	5	-	3	2	5	5	5	4	5	1	-	1	-	3	2	4	2	3	5	6	9
	1%	*1%*	*1%*	*1%*	*	*1%*	-	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	-	*	-	3%pq	2%q	*1%*	*	*1%*	*1%*	*	*1%*
Never use device	**1040**	484	555	201	227	219	174	106	114	428	393	219	187	182	53	63	241	211	52	51	247	344	196	252	591	449
	49%	*46%*	53%b	*50%*	*51%*	*52%*	*44%*	*46%*	*54%*	*51%*	*48%*	*50%*	*51%*	*43%*	*41%*	*48%*	*51%*	*53%*	*52%*	*64%*	*47%*	*47%*	*52%*	55%ux	*47%*	53%x
Net: use for ODO content at least weekly	**786**	421	365	164	165	158	150	83	66	329	308	149	150	174	51	47	179	134	33	19	215	271	136	165	485	301
	37%	*40%*	*35%*	*41%*	*37%*	*38%*	*38%*	*36%*	*31%*	*39%*	*38%*	*34%*	*41%*	*41%*	*39%*	*36%*	*38%*	*34%*	*33%*	*24%*	*41%*	*37%*	*36%*	*36%*	*38%*	*36%*
Net: use for ODO content at least once a month	**886**	466	419	179	180	174	174	100	78	360	348	178	158	191	61	56	202	157	39	22	241	307	156	182	548	338
	42%	*44%*	*40%*	*45%*	*41%*	*41%*	*44%*	*43%*	*37%*	*43%*	*42%*	*40%*	*43%*	*45%*	*47%*	*43%*	*43%*	*39%*	*38%*	*28%*	*46%*	*42%*	*41%*	*40%*	*43%*	*40%*
Net: ever use for ODO content	**1006**	538	469	191	199	191	215	120	91	389	407	211	169	230	74	65	220	177	46	26	266	367	175	199	633	374
	48%	51%b	*45%*	*48%*	*45%*	*45%*	*54%*	*52%*	*43%*	*46%*	*50%*	*48%*	*46%*	*55%*	*57%*	*50%*	*47%*	*44%*	*45%*	*33%*	*51%*	*50%*	*46%*	*43%*	*50%*	*44%*

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

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Absolutes/col percents

Table 23

Q12 - TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All respondents

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	2102	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	1150	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
Every day	361	230	128	219	132	7	20	41	27	26	38	20	49	49	32	301	23	7	30	88	63	149
	17%	18%	16%	17%	17%	23%	24%k	20%k	16%	16%	20%k	9%	18%	18%k	19%k	17%	19%	16%	16%	19%	18%	16%
Several times a week	247	172	73	157	83	4	7	26	18	29	22	26	23	34	19	204	18	4	20	52	51	101
	12%	13%b	9%	12%	11%	14%	8%	13%	11%	17%	12%	11%	8%	13%	11%	12%	15%	10%	11%	11%	14%	11%
At least once a week	178	114	64	121	53	4	5	22	18	12	19	20	18	15	14	144	13	2	20	45	31	67
	8%	9%	8%	9%	7%	14%	6%	11%	11%	7%	10%	9%	6%	6%	8%	8%	10%	5%	11%	10%	9%	7%
At least once a month	99	54	46	72	26	-	5	5	7	6	10	11	15	16	6	82	10	1	5	17	17	49
	5%	4%	6%	6%	3%	-	6%	2%	4%	4%	6%	5%	6%	6%	4%	5%	8%	3%	3%	4%	5%	5%
Less than once a month	121	80	41	81	33	6	3	9	8	3	9	26	11	15	3	87	6	7	21	20	12	55
	6%	6%	5%	6%	4%	20%	3%	4%	5%	2%	5%	11%n	4%	5%	2%	5%	5%	16%o	11%o	4%	3%	6%
Never	41	26	14	29	12	1	2	3	1	3	2	2	1	7	5	26	2	2	12	5	5	16
	2%	2%	2%	2%	2%	2%	2%	1%	*	2%	1%	1%	*	3%	3%	1%	2%	4%	6%o	1%	1%	2%
Don't know	15	7	8	8	6	-	-	3	1	4	1	-	*	-	-	9	1	3	2	3	5	*
	1%	1%	1%	1%	1%	-	-	1%	*	2%	*	-	*	-	-	1%	1%	7%opr	1%	1%	1%u	*
Never use device	1040	591	446	586	429	8	42	99	86	84	86	123	154	134	88	897	51	16	76	227	170	500
	49%	46%	54%b	46%	55%c	26%	51%	48%	52%	50%	46%	54%	57%	50%	53%	51%	41%	37%	41%	50%	48%	53%
Net: use for ODO content at least weekly	786	516	266	497	268	16	32	90	64	66	79	66	89	98	65	648	54	13	71	185	145	317
	37%	40%b	32%	39%	35%	52%	38%	43%k	38%	40%	42%	29%	33%	36%	39%	37%	43%	31%	38%	40%	41%	34%
Net: use for ODO content at least once a month	886	570	311	569	294	16	37	94	71	72	90	77	104	115	71	731	64	14	76	202	162	366
	42%	45%b	38%	45%c	38%	52%	44%	45%	43%	43%	48%	34%	38%	42%	42%	42%	51%	35%	41%	44%	46%	39%
Net: ever use for ODO content	1006	650	352	649	328	22	39	103	80	76	99	104	114	129	74	817	71	21	97	222	174	421
	48%	51%b	43%	51%c	42%	72%	47%	50%	48%	45%	53%	45%	42%	48%	44%	47%	57%	51%	52%	49%	49%	45%

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

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Absolutes/col percents

Table 23

Q12 - TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All respondents

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	2102	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	2102	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	1150	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
Every day	361	361	272	299	180	222	361	195	117	69	243	361	211	130	72	350	12	304	312	350
	17%	*23%b*	*17%*	*20%*	*22%b*	*18%i*	*41%eghi*	*25%ei*	*23%i*	*13%*	*17%n*	*36%jlmn*	*22%jn*	*20%n*	*12%*	*18%*	*10%*	*18%*	*17%*	*18%*
Several times a week	247	247	187	172	126	142	247	101	78	50	171	247	116	94	51	243	4	235	214	243
	12%	*15%bc*	*11%*	*12%*	*15%bc*	*12%*	*28%eghi*	*13%*	*15%i*	*9%*	*12%*	*25%jlmn*	*12%*	*15%n*	*8%*	*12%*	*3%*	*14%*	*12%*	*12%*
At least once a week	178	178	135	131	63	81	178	54	33	18	102	178	67	47	20	162	16	156	140	162
	8%	*11%bd*	*8%*	*9%*	*8%*	*7%i*	*20%eghi*	*7%i*	*6%*	*3%*	*7%n*	*18%jlmn*	*7%n*	*7%n*	*3%*	*8%*	*13%*	*9%*	*8%*	*8%*
At least once a month	99	99	77	64	38	45	99	25	19	10	61	99	38	26	12	90	9	82	76	90
	5%	*6%*	*5%*	*4%*	*5%*	*4%*	*11%eghi*	*3%*	*4%*	*2%*	*4%*	*10%jlmn*	*4%*	*4%*	*2%*	*5%*	*8%*	*5%*	*4%*	*5%*
Less than once a month	121	121	92	77	25	39	-	23	6	4	65	121	39	18	13	96	25	64	78	96
	6%	*8%cd*	*6%d*	*5%*	*3%*	*3%hi*	-	*3%ifi*	*1%i*	*1%*	*4%*	*12%jlmn*	*4%*	*3%*	*2%*	*5%*	*21%o*	*4%*	*4%*	*5%*
Never	41	41	39	30	16	25	-	13	4	3	38	-	17	10	4	41	1	36	36	41
	2%	*3%*	*2%*	*2%*	*2%*	*2%i*	-	*2%f*	*1%i*	*1%*	*3%kn*	-	*2%k*	*2%k*	*1%k*	*2%*	*	*2%*	*2%*	*2%*
Don't know	15	15	15	4	7	3	-	1	1	2	5	-	1	3	2	11	3	5	11	11
	1%	*1%*	*1%*	*	*1%*	*	-	*	*	*	*	-	*	*	*	*1%*	*3%*	*	*1%*	*1%*
Never use device	1040	535	832	713	368	655	-	360	254	391	785	-	452	307	432	990	49	776	935	990
	49%	*34%*	*50%ad*	*48%a*	*45%a*	*54%fg*	-	*47%f*	*50%f*	*71%efgh*	*53%kl*	-	*48%k*	*48%k*	*71%klm*	*50%*	*42%*	*47%*	*52%q*	*50%*
Net: use for ODO content at least weekly	786	786	595	601	369	446	786	350	227	138	515	786	393	271	143	755	31	695	667	755
	37%	*49%bc*	*36%*	*40%*	*45%b*	*37%i*	*89%eghi*	*45%ei*	*44%ei*	*25%*	*35%n*	*78%jlmn*	*42%jn*	*43%jn*	*24%*	*38%*	*26%*	*42%r*	*37%*	*38%*
Net: use for ODO content at least once a month	886	886	672	666	407	490	886	375	246	148	576	886	431	297	155	845	40	778	743	845
	42%	*55%bcd*	*41%*	*45%*	*49%b*	*40%i*	*100%eghi*	*49%ei*	*48%ei*	*27%*	*39%n*	*88%jlmn*	*46%jn*	*47%jn*	*26%*	*43%*	*34%*	*47%rs*	*41%*	*43%*
Net: ever use for ODO content	1006	1006	763	743	432	529	886	398	252	152	642	1006	471	316	169	941	65	842	821	941
	48%	*63%bcd*	*46%*	*50%*	*53%b*	*44%i*	*100%eghi*	*52%ei*	*49%i*	*28%*	*44%n*	*100%jlmn*	*50%jn*	*50%jn*	*28%*	*47%*	*55%*	*51%r*	*46%*	*47%*

Prepared by BDRC Continental

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

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Absolutes/col percents

Table 23

Q12 - TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All respondents

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
Every day	361	228	62	42	282	146	215	103	60	10	60	170	130	300	8	13	237	92	329	326
	17%	*21%b*	*14%*	*20%*	*17%*	*20%*	*16%*	*21%*	*20%*	*14%*	*15%*	*16%*	*20%*	*18%*	*1%*	*2%*	*25%no*	*26%no*	*25%no*	*28%no*
Several times a week	247	143	45	33	187	105	142	68	56	8	29	125	92	217	9	10	138	90	228	223
	12%	*13%*	*10%*	*15%*	*12%*	*14%*	*10%*	*14%*	*18%*	*11%*	*7%*	*12%*	*14%j*	*13%j*	*2%*	*2%*	*15%no*	*25%noprs*	*18%no*	*19%no*
At least once a week	178	98	30	26	129	70	108	49	33	5	31	90	54	145	6	7	102	56	158	158
	8%	*9%*	*7%*	*12%*	*8%*	*10%*	*8%*	*10%*	*11%*	*7%*	*8%*	*9%*	*8%*	*9%*	*1%*	*1%*	*11%no*	*16%no*	*12%no*	*13%no*
At least once a month	99	44	24	8	80	33	67	15	17	5	14	59	26	85	2	2	62	30	92	88
	5%	*4%*	*5%*	*4%*	*5%*	*4%*	*5%*	*3%*	*6%*	*7%*	*3%*	*6%*	*4%*	*5%*	*	*	*7%no*	*8%no*	*7%no*	*7%no*
Less than once a month	121	50	36	5	91	51	70	22	23	11	19	52	50	102	4	4	72	40	112	113
	6%	*5%*	*8%c*	*2%*	*6%*	*7%*	*5%*	*4%*	*7%*	*15%*	*5%*	*5%*	*8%*	*6%*	*1%*	*1%*	*8%no*	*11%no*	*9%no*	*10%no*
Never	41	25	4	5	34	11	31	7	3	2	7	23	11	34	2	3	28	5	33	36
	2%	*2%*	*1%*	*2%*	*2%*	*1%*	*2%*	*1%*	*1%*	*2%*	*2%*	*2%*	*2%*	*2%*	*	*1%*	*3%no*	*1%*	*3%no*	*3%no*
Don't know	15	4	4	2	8	2	12	2	-	-	1	6	7	13	*	*	10	3	13	9
	1%	*	*1%*	*1%*	*	*	*1%*	*	-	-	*	*1%*	*1%*	*1%*	*	*	*1%*	*1%*	*1%*	*1%*
Never use device	1040	504	246	92	804	318	722	226	114	31	237	512	286	798	517	544	289	42	331	219
	49%	*46%*	*54%ac*	*43%*	*50%*	*43%*	*53%a*	*46%*	*37%*	*43%*	*59%klm*	*49%*	*44%*	*47%*	*94%pqrs*	*93%pqrs*	*31%qrs*	*12%*	*26%qs*	*19%q*
Net: use for ODO content at least weekly	786	469	137	101	598	321	465	219	149	23	121	385	277	662	23	30	476	239	715	708
	37%	*43%bd*	*30%*	*47%bd*	*37%*	*44%a*	*34%*	*45%*	*49%*	*33%*	*30%*	*37%*	*42%j*	*39%j*	*4%*	*5%*	*51%no*	*66%nopr*	*55%no*	*60%nopr*
Net: use for ODO content at least once a month	886	513	161	109	678	354	532	234	166	28	134	444	303	747	25	32	539	268	807	795
	42%	*47%bd*	*36%*	*51%bd*	*42%*	*48%a*	*39%*	*48%*	*54%*	*39%*	*34%*	*43%j*	*46%j*	*44%j*	*5%*	*6%*	*57%no*	*75%nopr*	*62%no*	*68%nopr*
Net: ever use for ODO content	1006	563	197	114	769	405	601	256	188	38	153	496	353	849	29	37	611	309	920	908
	48%	*51%*	*44%*	*53%*	*48%*	*55%a*	*44%*	*52%*	*62%*	*54%*	*38%*	*48%j*	*54%j*	*50%j*	*5%*	*6%*	*65%no*	*86%noprs*	*71%nop*	*78%nopr*

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

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Absolutes/col percents

Table 23

Q12 - TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	2102	328	1662	112	258	70	270	58	67	852	360
Base	2102	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	1150	221	878	70	170	53	180	42	47	483	196
Every day	361	65	283	14	51	13	51	13	16	163	60
	17%	21%	17%	13%	21%	23%	20%	27%	24%	19%	17%
Several times a week	247	55	179	12	44	12	49	6	7	115	38
	12%	18%bc	11%	12%	18%	20%	19%	13%	11%	13%	11%
At least once a week	178	19	156	3	16	3	17	2	6	65	30
	8%	6%	9%	3%	7%	5%	7%	5%	9%	8%	8%
At least once a month	99	9	88	2	6	3	6	3	-	37	20
	5%	3%	5%	2%	3%	5%	2%	6%	-	4%	6%
Less than once a month	121	2	111	8	1	1	1	1	-	50	20
	6%	1%	7%a	8%a	1%	1%	*	1%	-	6%	6%
Never	41	3	37	2	2	1	3	-	1	21	4
	2%	1%	2%	2%	1%	1%	1%	-	1%	2%	1%
Don't know	15	1	9	4	1	-	1	-	1	7	3
	1%	*	1%	4%ab	1%	-	1%	-	2%	1%	1%
Never use device	1040	149	829	61	122	27	126	23	35	398	178
	49%	49%	49%	57%	50%	45%	50%	48%	53%	46%	50%
Net: use for ODO content at least weekly	786	139	618	29	111	28	117	22	28	344	128
	37%	46%bc	37%	28%	45%	48%	46%	45%	44%	40%	36%
Net: use for ODO content at least once a month	886	148	706	31	117	31	123	25	28	381	148
	42%	49%c	42%c	29%	48%	53%	48%	51%	44%	44%	42%
Net: ever use for ODO content	1006	150	817	39	118	32	125	25	28	431	168
	48%	49%	48%	37%	48%	54%	49%	52%	44%	50%	48%

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

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Absolutes/col percents

Table 24

Q12 - TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**2102**	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	**2102**	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	**1150**	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
Every day	**291**	145	146	51	65	75	41	23	37	115	116	59	56	52	11	27	60	64	12	10	61	85	67	78	146	145
	14%	*14%*	*14%*	*13%*	*15%*	**18%l**	*10%*	*10%*	*17%*	*14%*	*14%*	*13%*	*15%*	*12%*	*8%*	*20%*	*13%*	*16%*	*12%*	*12%*	*12%*	*11%*	**18%ux**	**17%x**	*12%*	**17%ux**
Several times a week	**131**	57	74	37	32	27	18	8	8	69	46	16	27	20	2	7	41	25	6	1	49	40	22	19	90	41
	6%	*5%*	*7%*	**9%kl**	*7%*	*7%*	*5%*	*4%*	*4%*	**8%k**	*6%*	*4%*	*7%*	*5%*	*2%*	*5%*	*9%*	*6%*	*6%*	*1%*	**9%uwy**	*5%*	*6%*	*4%*	*7%*	*5%*
At least once a week	**83**	40	43	13	14	18	19	7	12	27	37	19	10	23	3	4	17	14	4	8	35	22	12	14	57	26
	4%	*4%*	*4%*	*3%*	*3%*	*4%*	*5%*	*3%*	*6%*	*3%*	*5%*	*4%*	*3%*	*5%*	*2%*	*3%*	*4%*	*4%*	*4%*	*10%*	**7%uy**	*3%*	*3%*	*3%*	*5%*	*3%*
At least once a month	**43**	25	19	7	5	6	14	4	8	12	19	12	5	12	3	5	7	7	2	3	18	12	6	7	30	13
	2%	*2%*	*2%*	*2%*	*1%*	*1%*	*3%*	*2%*	*4%*	*1%*	*2%*	*3%*	*1%*	*3%*	*2%*	*4%*	*1%*	*2%*	*2%*	*4%*	*3%*	*2%*	*2%*	*2%*	*2%*	*2%*
Less than once a month	**58**	29	29	7	13	7	5	9	17	20	12	26	11	8	4	6	9	4	5	11	14	16	20	8	30	28
	3%	*3%*	*3%*	*2%*	*3%*	*2%*	*1%*	*4%*	**8%cdefil**	*2%*	*1%*	**6%cefil**	*3%*	*2%*	*3%*	*5%*	*2%*	*1%*	*5%*	**14%pq**	*3%*	*2%*	**5%wx**	*2%*	*2%*	*3%*
Never	**117**	47	70	21	19	28	23	17	9	40	52	25	14	20	7	5	26	32	10	3	30	37	21	30	66	51
	6%	*4%*	*7%*	*5%*	*4%*	*7%*	*6%*	*7%*	*4%*	*5%*	*6%*	*6%*	*4%*	*5%*	*5%*	*4%*	*5%*	*8%*	*10%*	*4%*	*6%*	*5%*	*6%*	*6%*	*5%*	*6%*
Don't know	**17**	4	14	2	4	4	1	6	-	6	5	6	1	3	-	-	5	2	6	-	2	5	1	9	7	10
	1%	*	*1%*	*1%*	*1%*	*1%*	*	*3%*	-	*1%*	*1%*	*1%*	*	*1%*	-	-	*1%*	*1%*	**6%pq**	-	*	*1%*	*	*2%*	*1%*	*1%*
Never use device	**1361**	704	657	261	290	255	278	157	120	551	533	277	244	283	101	76	307	250	57	43	313	521	231	295	835	527
	65%	*67%*	*62%*	*65%*	*66%*	*61%*	**70%kl**	*68%*	*57%*	*66%*	*65%*	*63%*	*66%*	*67%*	**77%o**	*58%*	*65%*	*63%*	*56%*	*55%*	*60%*	**71%tvy**	*61%*	*64%*	**66%l**	*63%*
Net: use for ODO content at least weekly	**505**	242	263	101	110	121	78	38	56	212	199	94	93	95	16	38	119	104	22	18	145	147	101	112	292	213
	24%	*23%*	*25%*	*25%*	*25%*	**29%do**	*20%*	*16%*	*27%*	*25%*	*24%*	*21%*	**25%n**	*23%*	*12%*	**29%n**	*25%*	*26%*	*22%*	*23%*	**28%u**	*20%*	*27%*	*24%*	*23%*	*25%*
Net: use for ODO content at least once a month	**548**	267	281	108	115	127	92	42	64	223	218	107	98	107	19	43	125	111	23	21	163	159	107	119	323	226
	26%	*25%*	*27%*	*27%*	*26%*	**30%o**	*23%*	*18%*	**31%o**	*27%*	*27%*	*24%*	*27%*	*25%*	*14%*	**33%n**	*27%*	*28%*	*23%*	*27%*	**31%u**	*22%*	*28%*	*26%*	*26%*	*27%*
Net: ever use for ODO content	**606**	296	310	115	128	133	97	51	82	243	230	133	108	115	23	49	135	115	28	33	178	175	127	127	353	253
	29%	*28%*	*30%*	*29%*	*29%*	*32%*	*24%*	*22%*	**39%cfgij**	*29%*	*28%*	*30%*	*29%*	*27%*	*18%*	**38%n**	*28%*	*29%*	*28%*	*41%*	**34%ux**	*24%*	**33%u**	*28%*	*28%*	**30%u**

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

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Absolutes/col percents

Table 24

Q12 - TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All respondents

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	2102	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	1150	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
Every day	291	160	130	189	94	2	8	26	25	27	31	19	63	34	18	252	16	6	17	59	58	135
	14%	13%	16%	15%	12%	7%	10%	13%	15%	16%	17%	8%	23%fgkmn	13%	11%	14%	13%	14%	9%	13%	16%	14%
Several times a week	131	85	45	75	49	3	4	18	12	9	8	16	18	13	17	115	3	2	11	34	18	64
	6%	7%	5%	6%	6%	9%	5%	8%	7%	6%	4%	7%	6%	5%	10%	7%	2%	6%	6%	7%	5%	7%
At least once a week	83	48	36	56	26	-	2	9	7	7	10	5	13	9	6	67	3	1	12	18	17	32
	4%	4%	4%	4%	3%	-	2%	4%	4%	4%	5%	2%	5%	3%	4%	4%	2%	3%	7%	4%	5%	3%
At least once a month	43	20	23	28	14	1	2	4	3	4	2	8	4	8	4	39	2	1	2	10	5	24
	2%	2%	3%	2%	2%	2%	3%	2%	2%	2%	1%	4%	2%	3%	2%	2%	1%	2%	1%	2%	1%	3%
Less than once a month	58	29	29	39	19	-	2	3	3	2	8	12	8	7	3	49	3	*	6	8	10	31
	3%	2%	4%	3%	2%	-	2%	2%	2%	1%	4%	5%	3%	2%	2%	3%	2%	1%	3%	2%	3%	3%
Never	117	68	50	72	44	1	7	13	12	8	8	19	16	6	10	99	5	2	11	32	16	51
	6%	5%	6%	6%	6%	4%	9%m	6%	7%m	5%	4%	8%m	6%	2%	6%	6%	4%	4%	6%	7%	5%	5%
Don't know	17	5	13	12	5	-	-	-	4	-	1	3	7	1	-	15	1	*	1	4	1	10
	1%	*	2%a	1%	1%	-	-	-	3%gm	-	*	1%	3%	*	-	1%	1%	1%	*	1%	*	1%
Never use device	1361	861	495	801	525	24	57	134	100	109	120	147	142	193	109	1112	93	29	128	292	229	591
	65%	68%b	60%	63%	68%	78%	69%l	65%l	60%	66%	64%	64%	52%	71%hl	65%	64%	74%o	70%	68%	64%	65%	63%
Net: use for ODO content at least weekly	505	292	210	320	169	5	14	53	44	43	49	40	93	56	41	434	21	10	40	112	92	230
	24%	23%	26%	25%	22%	16%	17%	26%	26%	26%	26%	17%	34%fkm	21%	25%	25%	17%	23%	22%	24%	26%	25%
Net: use for ODO content at least once a month	548	312	234	348	182	5	17	58	47	47	51	48	98	64	45	473	23	10	42	121	98	254
	26%	25%	28%	27%	24%	18%	20%	28%	28%	28%	27%	21%	36%fkm	24%	27%	27%	18%	24%	22%	27%	28%	27%
Net: ever use for ODO content	606	341	262	386	201	5	19	61	50	49	58	60	106	71	48	522	26	11	48	130	108	285
	29%	27%	32%	30%	26%	18%	22%	29%	30%	30%	31%	26%	39%fm	26%	29%	30%	21%	26%	26%	28%	30%	30%

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

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Absolutes/col percents

Table 24

Q12 - TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All respondents

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	2102	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	2102	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	1150	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
Every day	291	291	226	209	134	187	48	133	89	291	209	50	149	106	291	262	29	189	250	262
	14%	*18%bc*	*14%*	*14%*	*16%*	*15%l*	*5%*	*17%l*	*17%l*	*53%efgh*	*14%k*	*5%*	*16%k*	*17%k*	*48%jklm*	*13%*	*24%*	*11%*	*14%*	*13%*
Several times a week	131	131	111	103	68	98	50	77	60	131	109	51	85	66	131	129	2	120	122	129
	6%	*8%*	*7%*	*7%*	*8%*	*8%*	*6%*	*10%f*	*12%ef*	*24%efgh*	*7%*	*5%*	*9%k*	*10%k*	*22%jklm*	*7%*	*1%*	*7%*	*7%*	*7%*
At least once a week	83	83	68	62	34	52	33	37	22	83	64	33	49	28	83	82	1	77	77	82
	4%	*5%*	*4%*	*4%*	*4%*	*4%*	*4%*	*5%*	*4%*	*15%efgh*	*4%*	*3%*	*5%*	*4%*	*14%jklm*	*4%*	*1%*	*5%*	*4%*	*4%*
At least once a month	43	43	37	33	14	24	17	12	10	43	34	17	15	16	43	42	1	38	38	42
	2%	*3%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*8%efgh*	*2%*	*2%*	*2%*	*3%*	*7%jklm*	*2%*	*1%*	*2%*	*2%*	*2%*
Less than once a month	58	58	40	35	21	22	7	9	6	-	32	17	22	10	58	49	9	38	44	49
	3%	*4%*	*2%*	*2%*	*3%*	*2%l*	*1%*	*1%*	*1%l*	-	*2%*	*2%*	*2%*	*2%*	*10%jklm*	*2%*	*7%*	*2%*	*2%*	*2%*
Never	117	117	111	78	46	75	19	12	14	-	103	24	25	20	-	116	1	91	101	116
	6%	*7%*	*7%*	*5%*	*6%*	*6%fghi*	*2%l*	*2%l*	*3%l*	-	*7%klmn*	*2%n*	*3%n*	*3%n*	-	*6%*	*1%*	*6%*	*6%*	*6%*
Don't know	17	17	14	9	10	5	1	4	3	-	6	1	5	3	-	17	1	8	17	17
	1%	*1%*	*1%*	*1%*	*1%*	*	*	*1%*	*1%*	-	*	*	*1%*	*1%*	-	*1%*	*1%*	*	*1%*	*1%*
Never use device	1361	857	1042	963	497	748	710	489	309	-	911	813	591	386	-	1286	75	1097	1155	1286
	65%	*54%*	*63%a*	*65%a*	*60%a*	*62%l*	*80%eghi*	*63%l*	*60%l*	-	*62%n*	*81%jlmn*	*63%n*	*61%n*	-	*65%*	*64%*	*66%*	*64%*	*65%*
Net: use for ODO content at least weekly	505	505	405	373	236	337	131	247	171	505	383	134	282	200	505	474	31	386	449	474
	24%	*32%bc*	*25%*	*25%*	*29%*	*28%l*	*15%*	*32%f*	*33%f*	*92%efgh*	*26%k*	*13%*	*30%k*	*31%jk*	*83%jklm*	*24%*	*26%*	*23%*	*25%*	*24%*
Net: use for ODO content at least once a month	548	548	442	407	249	361	148	259	180	548	417	152	298	216	548	516	33	425	487	516
	26%	*34%bc*	*27%*	*27%*	*30%*	*30%l*	*17%*	*33%f*	*35%f*	*100%efgh*	*28%k*	*15%*	*32%k*	*34%jk*	*90%jklm*	*26%*	*28%*	*26%*	*27%*	*26%*
Net: ever use for ODO content	606	606	481	441	270	384	155	267	186	548	449	169	320	226	606	565	41	463	531	565
	29%	*38%bc*	*29%*	*30%*	*33%*	*32%l*	*18%*	*35%f*	*36%f*	*100%efgh*	*31%k*	*17%*	*34%k*	*36%k*	*100%jklm*	*28%*	*35%*	*28%*	*29%*	*28%*

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

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Absolutes/col percents

Table 24

Q12 - TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All respondents

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
Every day	291	158	62	19	245	99	192	77	31	8	57	159	74	232	154	164	78	17	94	71
	14%	14%	14%	9%	15%	13%	14%	16%	10%	12%	14%	15%	11%	14%	28%pqrs	28%pqrs	8%	5%	7%	6%
Several times a week	131	90	18	17	105	61	70	48	26	4	16	63	52	115	42	46	52	18	71	57
	6%	8%b	4%	8%	7%	8%l	5%	10%	9%	6%	4%	6%	8%	7%	8%	8%	6%	5%	5%	5%
At least once a week	83	47	13	11	61	31	52	21	13	5	15	40	25	65	27	29	32	11	43	37
	4%	4%	3%	5%	4%	4%	4%	4%	4%	6%	4%	4%	4%	4%	5%	5%	3%	3%	3%	3%
At least once a month	43	23	6	2	37	10	33	4	5	2	7	22	14	36	12	15	17	7	24	20
	2%	2%	1%	1%	2%	1%	2%	1%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%
Less than once a month	58	25	20	4	47	12	46	9	6	1	10	37	11	48	26	27	20	7	27	17
	3%	2%	4%	2%	3%	2%	3%	2%	2%	1%	2%	4%	2%	3%	5%prs	5%prs	2%	2%	2%	1%
Never	117	52	32	5	95	27	90	11	11	7	26	63	28	91	62	63	36	10	46	34
	6%	5%	7%	2%	6%	4%	7%e	2%	4%	11%	7%	6%	4%	5%	11%pqrs	11%pqrs	4%	3%	4%	3%
Don't know	17	3	3	6	10	3	15	1	1	-	8	4	5	9	6	6	10	1	11	1
	1%	*	1%	3%ad	1%	*	1%	*	*	-	2%km	*	1%	1%	1%s	1%s	1%s	*	1%s	*
Never use device	1361	699	298	150	1015	493	868	320	212	44	260	648	449	1097	219	235	692	289	981	935
	65%	64%	66%	70%	63%	67%	64%	65%	70%	63%	65%	62%	68%	65%	40%	40%	74%no	80%no	76%no	80%nop
Net: use for ODO content at least weekly	505	294	92	47	411	191	314	145	70	17	88	262	151	413	224	239	162	46	208	165
	24%	27%	20%	22%	25%	26%	23%	30%	23%	24%	22%	25%	23%	24%	41%pqrs	41%pqrs	17%	13%	16%	14%
Net: use for ODO content at least once a month	548	317	99	49	448	201	347	149	75	18	95	284	165	449	236	254	180	52	232	184
	26%	29%b	22%	23%	28%	27%	25%	30%	25%	26%	24%	27%	25%	27%	43%pqrs	43%pqrs	19%	15%	18%	16%
Net: ever use for ODO content	606	342	119	53	495	213	393	158	81	19	105	321	176	497	262	281	200	59	259	202
	29%	31%	26%	25%	31%	29%	29%	32%	26%	27%	26%	31%	27%	29%	48%pqrs	48%pqrs	21%	16%	20%	17%

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 24

Q12 - TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	2102	328	1662	112	258	70	270	58	67	852	360
Base	2102	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	1150	221	878	70	170	53	180	42	47	483	196
Every day	291	38	240	13	31	7	32	6	11	121	47
	14%	13%	14%	12%	13%	13%	13%	13%	18%	14%	13%
Several times a week	131	31	91	8	25	6	25	7	11	53	22
	6%	10%b	5%	8%	10%	10%	10%	14%	17%	6%	6%
At least once a week	83	17	62	4	15	3	16	2	3	36	14
	4%	6%	4%	4%	6%	4%	6%	4%	4%	4%	4%
At least once a month	43	7	34	3	5	1	5	1	2	20	8
	2%	2%	2%	3%	2%	2%	2%	3%	4%	2%	2%
Less than once a month	58	4	46	9	4	-	4	-	-	19	8
	3%	1%	3%	8%ab	2%	-	1%	-	-	2%	2%
Never	117	8	104	4	5	4	7	1	1	45	16
	6%	3%	6%	4%	2%	6%	3%	3%	1%	5%	5%
Don't know	17	1	13	4	1	-	1	-	-	8	2
	1%	*	1%	4%ab	*	-	*	-	-	1%	1%
Never use device	1361	197	1103	61	159	38	166	31	37	556	237
	65%	65%	65%	58%	65%	65%	65%	64%	57%	65%	67%
Net: use for ODO content at least weekly	505	87	393	25	71	16	72	14	25	209	83
	24%	29%	23%	24%	29%	27%	28%	30%	38%	24%	23%
Net: use for ODO content at least once a month	548	94	427	28	76	17	78	16	27	229	90
	26%	31%	25%	26%	31%	29%	30%	33%	42%	27%	26%
Net: ever use for ODO content	606	97	472	37	80	17	81	16	27	248	98
	29%	32%	28%	34%	33%	29%	32%	33%	42%	29%	28%

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 25

Q12 - Smart TV (a new type of TV connected to the internet that can display on-line content directly onto your TV screen without the need for a computer, set-top box or games console).
Sometimes referred to as a "Connected TV" or "Hybrid TV"
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	2102	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	2102	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	1150	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
Every day	92	55	36	19	33	19	16	2	3	52	35	5	27	25	1	2	25	10	1	*	30	31	12	19	61	30
	4%	5%	3%	5%k	7%ghk	5%k	4%	1%	1%	6%ghk	4%k	1%	7%	6%	1%	2%	5%	2%	1%	1%	6%	4%	3%	4%	5%	4%
Several times a week	80	45	35	27	18	18	9	5	4	45	26	9	19	19	3	4	26	7	2	-	29	25	22	4	54	25
	4%	4%	3%	7%hjk	4%	4%	2%	2%	2%	5%k	3%	2%	5%	5%	2%	3%	6%q	2%	2%	-	6%w	3%w	6%w	1%	4%w	3%
At least once a week	63	30	34	16	11	9	11	13	4	27	20	17	10	8	8	4	16	12	5	-	28	18	8	10	46	17
	3%	3%	3%	4%	2%	2%	3%	6%	2%	3%	2%	4%	3%	2%	6%	3%	3%	3%	5%	-	5%uvwy	2%	2%	2%	4%	2%
At least once a month	41	20	21	8	9	7	7	6	3	17	14	9	6	7	3	3	11	7	2	-	10	17	5	9	27	14
	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	-	2%	2%	1%	2%	2%	2%
Less than once a month	33	18	16	5	4	7	6	2	9	9	13	12	2	5	2	9	6	8	1	-	10	11	7	5	21	12
	2%	2%	1%	1%	1%	2%	1%	1%	4%dl	1%	2%	3%	1%	1%	1%	7%lm	1%	2%	1%	-	2%	1%	2%	1%	2%	1%
Never	22	14	9	*	1	5	5	2	9	2	10	11	*	3	1	9	1	7	*	-	9	3	3	8	12	11
	1%	1%	1%	*	*	1%	1%	1%	4%cdefj	*	1%	2%cl	*	1%	1%	7%lm	*	2%	*	-	2%u	*	1%	2%	1%	1%
Don't know	1	1	1	1	1	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	1	1	-	-	1	-
	*	*	*	*	*	-	-	-	-	*	-	-	*	-	-	-	*	-	-	-	*	*	-	-	*	-
Never use device	1770	869	901	323	365	356	346	202	178	688	702	380	302	355	113	99	386	347	89	79	405	634	325	406	1039	731
	84%	83%	86%	81%	83%	85%	87%	87%	85%	82%	86%	86%	82%	84%	86%	76%	82%	87%	88%	99%pqr	77%	86%t	85%t	88%tx	82%	87%x
Net: use for ODO content at least weekly	235	130	104	62	61	45	36	19	11	123	81	30	56	53	12	10	67	29	8	*	88	74	41	32	162	73
	11%	12%	10%	15%fhjk	14%hk	11%	9%	8%	5%	15%fhjk	10%	7%	15%	12%	9%	8%	14%qs	7%	8%	1%	17%uwy	10%	11%	7%	13%wy	9%
Net: use for ODO content at least once a month	275	150	125	70	70	53	43	25	14	140	96	39	62	60	15	13	78	36	10	*	98	90	46	41	188	87
	13%	14%	12%	18%fhjk	16%hk	13%	11%	11%	7%	17%fhjk	12%	9%	17%	14%	12%	10%	17%qs	9%	10%s	1%	19%uvwy	12%	12%	9%	15%wy	10%
Net: ever use for ODO content	308	168	141	75	74	60	49	28	23	149	109	51	65	64	17	22	84	44	11	*	108	101	53	46	209	99
	15%	16%	13%	19%hjk	17%	14%	12%	12%	11%	18%k	13%	11%	18%	15%	13%	17%	18%qs	11%s	11%s	1%	21%uvwy	14%	14%	10%	17%wy	12%

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 25

Q12 - Smart TV (a new type of TV connected to the internet that can display on-line content directly onto your TV screen without the need for a computer, set-top box or games console).
Sometimes referred to as a "Connected TV" or "Hybrid TV"
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All respondents

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	2102	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	1150	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
Every day	92	64	27	54	34	-	3	11	9	6	15	10	6	11	13	84	3	2	2	23	22	40
	4%	5%	3%	4%	4%	-	3%	5%	5%	4%	8%l	4%	2%	4%	8%l	5%	3%	6%	1%	5%	6%	4%
Several times a week	80	64	15	53	22	2	2	8	8	5	8	13	8	10	7	71	5	*	3	18	14	39
	4%	5%b	2%	4%	3%	7%	3%	4%	5%	3%	4%	6%	3%	4%	4%	4%	4%	1%	2%	4%	4%	4%
At least once a week	63	46	18	45	15	3	2	3	3	2	7	6	10	13	7	52	5	1	6	8	9	35
	3%	4%	2%	4%	2%	9%	2%	1%	2%	1%	4%	2%	4%	5%	4%	3%	4%	1%	3%	2%	2%	4%
At least once a month	41	26	14	25	14	-	*	3	2	4	2	4	5	7	4	32	2	1	6	5	6	21
	2%	2%	2%	2%	2%	-	1%	1%	1%	2%	1%	2%	2%	3%	3%	2%	1%	2%	3%	1%	2%	2%
Less than once a month	33	17	15	24	9	-	2	1	7	6	1	1	2	7	1	27	3	1	2	10	6	11
	2%	1%	2%	2%	1%	-	2%	*	4%gjl	3%	*	1%	1%	2%	1%	2%	2%	2%	1%	2%	2%	1%
Never	22	6	16	11	11	-	-	5	1	1	1	1	5	4	1	19	1	1	2	6	2	12
	1%	*	2%a	1%	1%	-	-	2%	*	1%	*	*	2%	2%	1%	1%	*	2%	1%	1%	1%	1%
Don't know	1	1	1	1	1	-	-	-	-	-	-	-	-	1	-	1	-	1	-	-	-	1
	*	*	*	*	*	-	-	-	-	-	-	-	-	*	-	*	-	2%o	-	-	-	*
Never use device	1770	1049	713	1058	669	26	74	178	137	142	153	194	234	217	134	1462	106	36	166	389	295	778
	84%	82%	87%a	83%	86%	84%	89%	85%	82%	85%	82%	85%	86%	80%	80%	84%	85%	85%	89%	85%	83%	83%
Net: use for ODO content at least weekly	235	174	61	152	71	5	7	22	20	14	31	29	24	35	26	207	14	3	11	48	44	114
	11%	14%b	7%	12%	9%	16%	8%	11%	12%	8%	16%	13%	9%	13%	16%	12%	11%	8%	6%	11%	12%	12%
Net: use for ODO content at least once a month	275	200	75	178	85	5	7	25	22	18	33	33	29	42	30	239	15	4	17	54	50	135
	13%	16%b	9%	14%	11%	16%	9%	12%	13%	11%	17%	14%	11%	16%	18%	14%	12%	10%	9%	12%	14%	14%
Net: ever use for ODO content	308	218	90	202	94	5	9	25	29	23	34	34	31	49	32	266	18	5	19	64	57	146
	15%	17%b	11%	16%	12%	16%	11%	12%	17%	14%	18%	15%	12%	18%	19%	15%	14%	11%	10%	14%	16%	16%

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

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Absolutes/col percents

Table 25

Q12 - Smart TV (a new type of TV connected to the internet that can display on-line content directly onto your TV screen without the need for a computer, set-top box or games console).
Sometimes referred to as a "Connected TV" or "Hybrid TV"
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All respondents

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	2102	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	2102	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	1150	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
Every day	92	68	74	92	56	67	46	70	50	36	74	47	74	53	38	91	1	87	87	91
	4%	4%	4%	6%	7%e	6%	5%	9%ef	10%ef	7%	5%	5%	8%jk	8%jk	6%	5%	*	5%	5%	5%
Several times a week	80	62	62	80	49	59	44	60	53	34	61	44	62	53	34	78	1	77	75	78
	4%	4%	4%	5%	6%b	5%	5%	8%e	10%efi	6%	4%	4%	7%j	8%jk	6%	4%	1%	5%	4%	4%
At least once a week	63	45	49	63	27	34	35	27	28	19	41	35	34	31	19	63	-	59	59	63
	3%	3%	3%	4%	3%	3%	4%	4%	5%e	3%	3%	3%	4%	5%j	3%	3%	-	4%	3%	3%
At least once a month	41	23	31	41	17	22	16	16	12	6	27	16	19	15	7	41	-	38	40	41
	2%	1%	2%	3%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	1%	2%	-	2%	2%	2%
Less than once a month	33	23	27	33	10	14	11	8	9	7	27	13	13	17	8	28	5	21	27	28
	2%	1%	2%	2%	1%	1%	1%	1%	2%	1%	2%	1%	1%	3%	1%	1%	4%	1%	2%	1%
Never	22	18	13	22	9	8	5	2	1	6	12	8	4	1	6	21	1	17	21	21
	1%	1%	1%	1%	1%	1%	1%	*	*	1%	1%	1%	*	*	1%	1%	1%	1%	1%	1%
Don't know	1	1	1	1	1	1	-	1	1	1	1	-	1	1	1	1	-	1	1	1
	*	*	*	*	*	*	-	*	*	*	*	-	*	*	*	*	-	*	*	*
Never use device	1770	1358	1392	1159	655	1007	729	588	359	440	1226	844	732	464	493	1660	110	1358	1492	1660
	84%	85%cd	84%cd	78%	79%	83%gh	82%gh	76%h	70%	80%h	83%lm	84%lm	78%	73%	81%m	84%	93%	82%	83%	84%
Net: use for ODO content at least weekly	235	175	184	235	133	160	124	156	130	89	177	126	171	137	91	233	2	223	222	233
	11%	11%	11%	16%ab	16%ab	13%	14%	20%ef	25%efi	16%	12%	12%	18%jk	22%jkn	15%	12%p	2%	13%	12%	12%
Net: use for ODO content at least once a month	275	198	215	275	150	182	140	173	142	95	203	142	190	152	98	273	2	261	262	273
	13%	12%	13%	18%ab	18%ab	15%	16%	22%ef	28%efi	17%	14%	14%	20%jk	24%jkn	16%	14%p	2%	16%	15%	14%
Net: ever use for ODO content	308	221	243	308	160	196	151	181	151	102	230	155	203	169	107	301	7	282	289	301
	15%	14%	15%	21%ab	19%ab	16%	17%	23%ef	30%efgi	19%	16%	15%	22%jk	27%jkn	18%	15%	6%	17%	16%	15%

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

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Absolutes/col percents

Table 25

Q12 - Smart TV (a new type of TV connected to the internet that can display on-line content directly onto your TV screen without the need for a computer, set-top box or games console).
Sometimes referred to as a "Connected TV" or "Hybrid TV"
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All respondents

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
Every day	92	73	9	12	73	45	47	39	16	2	14	40	38	77	18	22	46	17	62	60
	4%	7%b	2%	6%	5%	6%	3%	8%	5%	4%	4%	4%	6%	5%	3%	4%	5%	5%	5%	5%
Several times a week	80	59	9	17	55	44	36	34	13	5	6	40	33	74	11	12	42	19	61	56
	4%	5%bd	2%	8%bd	3%	6%i	3%	7%	4%	7%	1%	4%	5%j	4%	2%	2%	4%	5%no	5%no	5%no
At least once a week	63	41	10	7	52	26	37	19	17	2	8	29	27	55	13	16	32	10	43	42
	3%	4%	2%	3%	3%	4%	3%	4%	6%	2%	2%	3%	4%	3%	2%	3%	3%	3%	3%	4%
At least once a month	41	29	4	2	33	16	25	12	4	1	6	22	12	33	14	14	21	3	24	18
	2%	3%	1%	1%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	3%	2%	2%	1%	2%	2%
Less than once a month	33	24	4	-	30	7	27	3	4	2	6	15	11	26	11	11	16	2	18	15
	2%	2%	1%	-	2%	1%	2%	1%	1%	3%	2%	1%	2%	2%	2%	2%	2%	*	1%	1%
Never	22	10	8	-	17	9	13	2	4	4	2	14	7	20	6	7	11	2	13	13
	1%	1%	2%	-	1%	1%	1%	*	1%	6%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%
Don't know	1	1	-	-	1	1	1	1	-	-	-	1	-	1	-	-	1	-	1	1
	*	*	-	-	*	*	*	*	-	-	-	*	-	*	-	-	*	-	*	*
Never use device	1770	858	406	176	1354	588	1182	382	246	54	357	877	530	1407	475	502	769	306	1075	968
	84%	78%	90%acd	83%	84%d	80%	86%e	78%	81%	76%	89%lm	85%	81%	83%	87%	86%	82%	85%	83%	83%
Net: use for ODO content at least weekly	235	173	28	35	180	115	119	91	47	9	28	108	98	206	42	50	119	46	166	157
	11%	16%bd	6%	17%b	11%b	16%f	9%	19%	15%	13%	7%	10%	15%jk	12%j	8%	8%	13%n	13%n	13%no	13%no
Net: use for ODO content at least once a month	275	202	33	37	212	131	144	103	51	10	35	130	110	240	56	64	140	50	190	175
	13%	18%bd	7%	17%b	13%b	18%f	11%	21%	17%	15%	9%	13%	17%j	14%j	10%	11%	15%	14%	15%	15%n
Net: ever use for ODO content	308	226	37	37	243	137	171	106	55	12	41	145	121	266	67	75	156	51	207	190
	15%	21%bd	8%	17%b	15%b	19%f	13%	22%	18%	17%	10%	14%	18%j	16%j	12%	13%	17%	14%	16%	16%

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 25

Q12 - Smart TV (a new type of TV connected to the internet that can display on-line content directly onto your TV screen without the need for a computer, set-top box or games console). Sometimes referred to as a "Connected TV" or "Hybrid TV"
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	2102	328	1662	112	258	70	270	58	67	852	360
Base	2102	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	1150	221	878	70	170	53	180	42	47	483	196
Every day	92	31	53	8	27	3	27	3	10	40	15
	4%	10%b	3%	7%	11%	6%	11%	7%	16%	5%	4%
Several times a week	80	31	46	3	26	5	26	5	11	42	8
	4%	10%bc	3%	3%	10%	9%	10%	10%	17%	5%	2%
At least once a week	63	11	50	2	11	-	11	-	2	31	10
	3%	4%	3%	2%	5%	-	4%	-	3%	4%	3%
At least once a month	41	4	36	1	3	1	3	1	-	13	9
	2%	1%	2%	1%	1%	2%	1%	2%	-	1%	3%
Less than once a month	33	2	31	-	1	1	1	1	1	15	3
	2%	1%	2%	-	1%	2%	1%	2%	2%	2%	1%
Never	22	1	20	1	1	-	1	-	-	12	6
	1%	*	1%	1%	*	-	*	-	-	1%	2%
Don't know	1	-	1	-	-	-	-	-	-	1	1
	*	-	*	-	-	-	-	-	-	*	*
Never use device	1770	223	1455	92	175	48	186	38	41	702	302
	84%	74%	86%a	86%a	72%	81%	73%	79%	62%	82%	85%
Net: use for ODO content at least weekly	235	73	149	13	64	9	64	8	23	114	32
	11%	24%bc	9%	12%	26%	14%	25%	17%	35%	13%	9%
Net: use for ODO content at least once a month	275	77	185	14	67	10	67	9	23	126	41
	13%	25%bc	11%	13%	27%	17%	26%	20%	35%	15%	12%
Net: ever use for ODO content	308	79	216	14	68	11	69	10	25	142	45
	15%	26%bc	13%	13%	28%	19%	27%	21%	38%	17%	13%

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

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Absolutes/col percents

Table 26

Q12 - Smartphone (i.e. a phone on which you can easily access emails, download files and applications, and generally surf the internet, e.g. BlackBerry, iPhone and Android phones such as the Samsung Galaxy)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	2102	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	2102	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	1150	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
Every day	340	154	187	116	77	82	43	10	11	193	125	22	79	68	4	3	114	58	6	8	56	149	58	78	205	136
	16%	*15%*	*18%*	29%defghij k	18%ghk	19%ghk	11%k	*5%*	*5%*	23%efghjk	15%ghk	*5%*	21%no	16%no	*3%*	*2%*	24%qrs	*14%*	*6%*	*11%*	*11%*	20%t	*15%*	17%t	16%t	16%t
Several times a week	154	87	68	52	45	36	17	*	3	97	53	4	45	39	-	3	52	15	*	1	43	45	36	30	88	66
	7%	*8%*	*6%*	13%ghjk	10%ghk	9%ghk	4%gk	*	*2%*	12%ghjk	7%ghk	*1%*	12%no	9%no	-	*2%*	11%qrs	*4%*	*	*1%*	*8%*	*6%*	*10%*	*6%*	*7%*	*8%*
At least once a week	171	95	76	59	55	22	27	7	1	114	48	8	59	27	7	1	55	21	-	1	51	67	30	23	118	53
	8%	*9%*	*7%*	15%efghjk	12%efghjk	5%h	7%hk	*3%*	*1%*	14%efghjk	6%hk	*2%*	16%mno	7%o	*5%*	*	12%qrs	*5%*	-	*1%*	10%w	*9%*	*8%*	*5%*	9%w	*6%*
At least once a month	107	44	62	29	30	23	14	7	3	59	37	10	20	18	3	3	39	19	4	-	31	36	19	21	67	39
	5%	*4%*	*6%*	7%hk	7%hk	*6%*	*3%*	*3%*	*1%*	7%hk	*5%*	*2%*	*5%*	*4%*	*2%*	*2%*	8%e	*5%*	*4%*	-	*6%*	*5%*	*5%*	*4%*	*5%*	*5%*
Less than once a month	168	76	92	23	34	50	30	12	18	57	80	31	22	34	7	12	35	46	5	6	50	59	33	26	109	59
	8%	*7%*	*9%*	*6%*	*8%*	12%cl	*8%*	*5%*	*9%*	*7%*	*10%*	*7%*	*6%*	*8%*	*5%*	*10%*	*7%*	*12%*	*5%*	*8%*	*10%*	*8%*	*9%*	*6%*	*9%*	*7%*
Never	337	171	166	39	91	78	74	29	25	130	153	55	51	78	21	21	79	74	9	5	91	132	38	76	223	114
	16%	*16%*	*16%*	*10%*	21%chk	19%c	19%c	*13%*	*12%*	15%c	19%ck	*12%*	*14%*	*19%*	*16%*	*16%*	*17%*	19%s	*9%*	*6%*	17%w	18%w	*10%*	*16%*	18%w	*14%*
Don't know	9	4	4	4	2	3	-	1	-	5	3	1	3	1	1	-	3	2	-	-	3	4	1	1	6	2
	*	*	*	*1%*	*	*1%*	-	*	-	*1%*	*	*	*1%*	*	*	-	*1%*	*	-	-	*	*1%*	*	*	*1%*	*
Never use device	816	421	395	76	108	126	194	164	148	184	321	312	89	157	88	88	95	164	76	60	197	247	165	207	444	372
	39%	*40%*	*38%*	*19%*	*24%*	30%cl	49%cdeij	71%cdefij	70%cdefij	*22%*	39%cdei	71%cdefij	*24%*	37%l	67%lm	68%lm	*20%*	41%p	76%pq	75%pq	*38%*	*33%*	43%ux	45%ux	*35%*	44%ux
Net: use for ODO content at least weekly	666	335	331	228	177	140	87	18	16	405	227	34	184	134	11	6	221	93	7	9	150	261	124	130	411	254
	32%	*32%*	*31%*	57%defghij k	40%fghjk	33%ghk	22%ghk	*8%*	*8%*	48%defghjk	28%ghk	*8%*	50%mno	32%no	*9%*	*5%*	47%qrs	23%r	*7%*	*12%*	*29%*	*35%*	*33%*	*28%*	*33%*	*30%*
Net: use for ODO content at least once a month	772	379	393	257	207	163	101	26	19	464	264	44	203	152	15	9	261	112	11	9	181	297	143	151	479	294
	37%	*36%*	*37%*	64%defghij k	47%fghjk	39%ghk	25%ghk	*11%*	*9%*	55%defghjk	32%ghk	*10%*	55%mno	36%no	*11%*	*7%*	55%qrs	28%rs	*11%*	*12%*	*35%*	*40%*	*38%*	*33%*	*38%*	*35%*
Net: ever use for ODO content	940	455	486	281	241	213	131	38	37	522	344	75	226	186	22	22	296	158	16	15	232	356	176	176	588	353
	45%	*43%*	*46%*	70%defghij k	55%fghjk	51%fghjk	33%ghk	*16%*	*18%*	62%defghjk	42%fghk	*17%*	61%mno	44%no	*17%*	*16%*	63%qrs	40%rs	*16%*	*19%*	*44%*	48%uw	*46%*	*38%*	47%uw	*42%*

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 26

Q12 - Smartphone (i.e. a phone on which you can easily access emails, download files and applications, and generally surf the internet, e.g. BlackBerry, iPhone and Android phones such as the Samsung Galaxy)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All respondents

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	2102	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	1150	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
Every day	340	207	131	167	162	3	12	36	20	34	33	23	49	41	39	288	17	5	32	68	67	152
	16%	16%	16%	13%	21%c	9%	14%	17%	12%	20%	18%	10%	18%	15%	24%hkm	16%	13%	11%	17%	15%	19%	16%
Several times a week	154	112	41	93	59	3	4	23	18	10	21	18	15	20	14	143	5	4	3	44	31	68
	7%	9%b	5%	7%	8%	8%	5%	11%	11%	6%	11%	8%	6%	8%	8%	8%p	4%	9%	2%	10%	9%	7%
At least once a week	171	123	46	102	66	2	10	14	21	11	13	22	25	27	14	156	4	2	8	45	24	87
	8%	10%b	6%	8%	9%	6%	13%	7%	12%	7%	7%	10%	9%	10%	8%	9%	3%	6%	4%	10%	7%	9%
At least once a month	107	65	41	60	38	4	6	7	6	6	9	5	20	19	11	88	6	3	10	18	15	55
	5%	5%	5%	5%	5%	12%	7%	3%	4%	3%	5%	2%	7%	7%	6%	5%	5%	8%	5%	4%	4%	6%
Less than once a month	168	96	73	113	53	1	11	12	18	15	10	14	19	20	8	127	16	2	23	40	25	61
	8%	8%	9%	9%	7%	3%	13%	6%	11%	9%	5%	6%	7%	7%	5%	7%	13%	5%	12%	9%	7%	7%
Never	337	234	103	196	130	9	14	28	23	20	34	46	46	36	19	268	23	10	37	66	55	148
	16%	18%b	13%	15%	17%	31%	17%	13%	14%	12%	18%	20%	17%	13%	11%	15%	18%	24%	20%	14%	15%	16%
Don't know	9	5	4	4	5	-	-	2	2	-	1	1	1	-	*	7	1	*	-	4	1	2
	*	*	*	*	1%	-	-	1%	1%	-	*	*	*	-	*	*	1%	1%	-	1%	*	*
Never use device	816	433	381	537	261	9	26	87	60	70	66	100	96	106	61	672	54	15	75	173	136	363
	39%	34%	46%a	42%d	34%	31%	32%	42%	36%	42%	35%	44%	36%	39%	36%	38%	43%	36%	40%	38%	39%	39%
Net: use for ODO content at least weekly	666	442	218	361	287	7	26	72	59	55	67	63	89	88	67	587	25	11	43	157	122	307
	32%	35%b	27%	28%	37%c	24%	31%	35%	35%	33%	36%	28%	33%	33%	40%	34%p	20%	26%	23%	34%	35%	33%
Net: use for ODO content at least once a month	772	506	260	422	325	11	32	79	64	61	76	68	109	108	78	674	31	14	53	175	137	362
	37%	40%b	32%	33%	42%c	35%	38%	38%	39%	36%	41%	30%	40%	40%	47%k	39%p	25%	34%	28%	38%	39%	39%
Net: ever use for ODO content	940	602	332	535	378	12	43	91	82	76	86	81	128	128	86	801	47	16	76	216	162	423
	45%	47%b	41%	42%	49%c	38%	51%	44%	49%	46%	46%	36%	47%	47%	52%k	46%	38%	39%	41%	47%	46%	45%

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

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Absolutes/col percents

Table 26

Q12 - Smartphone (i.e. a phone on which you can easily access emails, download files and applications, and generally surf the internet, e.g. BlackBerry, iPhone and Android phones such as the Samsung Galaxy)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All respondents

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	2102	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	2102	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	1150	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
Every day	340	264	276	340	175	273	150	340	138	124	275	166	340	150	129	328	12	250	324	328
	16%	17%	17%	23%ab	21%ab	23%l	17%	44%efhi	27%f	23%l	19%	16%	36%jkmn	24%jk	21%	17%	10%	15%	18%	17%
Several times a week	154	123	130	154	99	125	85	154	75	60	129	89	154	77	62	153	1	142	152	153
	7%	8%	8%	10%	12%ab	10%	10%	20%efhi	15%ef	11%	9%	9%	16%jkn	12%	10%	8%	1%	9%	8%	8%
At least once a week	171	119	139	171	96	127	82	171	63	49	134	84	171	67	51	171	-	158	163	171
	8%	7%	8%	11%ab	12%ab	10%	9%	22%efhi	12%	9%	9%	8%	18%jkmn	11%	8%	9%	-	10%	9%	9%
At least once a month	107	83	86	107	52	74	58	107	46	25	85	60	107	47	26	106	*	99	104	106
	5%	5%	5%	7%	6%	6%	7%	14%efhi	9%f	5%	6%	6%	11%jkmn	7%	4%	5%	*	6%	6%	5%
Less than once a month	168	126	145	168	91	84	56	-	38	39	136	72	168	72	53	162	6	135	158	162
	8%	8%	9%	11%a	11%a	7%g	6%g	-	7%g	7%g	9%	7%	18%jkmn	11%k	9%	8%	5%	8%	9%	8%
Never	337	264	306	337	155	149	156	-	36	48	223	186	-	68	54	314	23	271	270	314
	16%	17%	19%	23%ab	19%	12%gh	18%eghl	-	7%g	9%g	15%lmn	18%lmn	-	11%l	9%	16%	20%	16%	15%	16%
Don't know	9	8	8	9	6	2	2	-	1	-	3	2	-	1	-	9	-	7	9	9
	*	1%	*	1%	1%	*	*	-	*	-	*	*	-	*	-	*	-	*	*	*
Never use device	816	610	560	205	150	377	296	-	115	202	485	347	-	153	232	741	75	597	624	741
	39%	38%cd	34%cd	14%	18%c	31%gh	33%gh	-	23%g	37%gh	33%lm	35%lm	-	24%l	38%lm	37%	64%p	36%	35%	37%
Net: use for ODO content at least weekly	666	506	545	666	370	525	317	666	277	233	538	338	666	295	241	653	13	550	639	653
	32%	32%	33%	45%ab	45%ab	43%l	36%	86%efhi	54%efi	43%l	37%	34%	71%jkmn	46%jk	40%	33%p	11%	33%	35%	33%
Net: use for ODO content at least once a month	772	589	630	772	422	600	375	772	322	259	623	398	772	342	267	759	14	649	743	759
	37%	37%	38%	52%ab	51%ab	49%l	42%	100%efhi	63%efi	47%	42%	40%	82%jkmn	54%jkn	44%	38%p	12%	39%	41%	38%
Net: ever use for ODO content	940	715	775	940	513	684	431	772	360	298	759	471	940	414	320	921	20	784	901	921
	45%	45%	47%	63%ab	62%ab	56%l	49%	100%efhi	70%efi	54%	52%	47%	100%jkmn	65%jkn	53%	46%p	17%	47%	50%	46%

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 26

Q12 - Smartphone (i.e. a phone on which you can easily access emails, download files and applications, and generally surf the internet, e.g. BlackBerry, iPhone and Android phones such as the Samsung Galaxy)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All respondents

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
Every day	340	221	54	37	277	138	202	95	61	7	49	155	134	290	82	88	147	53	200	185
	16%	*20%b*	*12%*	*17%*	*17%*	*19%*	*15%*	*19%*	*20%*	*10%*	*12%*	*15%*	*20%jk*	*17%*	*15%*	*15%*	*16%*	*15%*	*15%*	*16%*
Several times a week	154	109	14	19	119	68	87	54	19	9	16	75	60	135	28	36	77	28	105	100
	7%	*10%b*	*3%*	*9%b*	*7%b*	*9%*	*6%*	*11%*	*6%*	*12%*	*4%*	*7%*	*9%j*	*8%j*	*5%*	*6%*	*8%*	*8%*	*8%*	*9%*
At least once a week	171	119	15	24	133	75	96	59	27	3	16	80	75	155	34	41	71	29	100	103
	8%	*11%b*	*3%*	*11%b*	*8%b*	*10%*	*7%*	*12%*	*9%*	*5%*	*4%*	*8%*	*11%j*	*9%j*	*6%*	*7%*	*8%*	*8%*	*8%*	*9%*
At least once a month	107	67	10	7	94	45	61	38	11	5	16	48	44	91	28	29	54	15	69	68
	5%	*6%b*	*2%*	*3%*	*6%b*	*6%*	*4%*	*8%*	*4%*	*7%*	*4%*	*5%*	*7%*	*5%*	*5%*	*5%*	*6%*	*4%*	*5%*	*6%*
Less than once a month	168	95	36	10	137	67	102	42	26	8	24	85	59	144	53	55	81	21	102	94
	8%	*9%*	*8%*	*5%*	*9%*	*9%*	*7%*	*9%*	*9%*	*11%*	*6%*	*8%*	*9%*	*8%*	*10%*	*9%*	*9%*	*6%*	*8%*	*8%*
Never	337	188	62	20	278	117	220	68	59	15	74	169	93	263	86	89	151	53	205	195
	16%	*17%c*	*14%*	*10%*	*17%c*	*16%*	*16%*	*14%*	*19%*	*21%*	*19%*	*16%*	*14%*	*15%*	*16%*	*15%*	*16%*	*15%*	*16%*	*17%*
Don't know	9	3	1	1	7	2	7	1	1	-	2	4	2	6	3	3	3	1	4	4
	*	*	*	*	*	*	*	*	*	-	*	*	*	*	*	*1%*	*	*	*	*
Never use device	816	292	260	96	571	223	593	133	101	24	204	420	190	611	235	243	353	158	511	423
	39%	*27%*	*58%acd*	*45%ad*	*35%a*	*30%*	*43%e*	*27%*	*33%*	*34%*	*51%klm*	*41%l*	*29%*	*36%l*	*43%e*	*42%*	*38%*	*44%e*	*39%*	*36%*
Net: use for ODO content at least weekly	666	450	83	79	529	281	384	209	107	19	81	311	270	580	144	165	295	111	406	388
	32%	*41%bd*	*18%*	*37%b*	*33%b*	*38%f*	*28%*	*43%*	*35%*	*27%*	*20%*	*30%j*	*41%jkm*	*34%j*	*26%*	*28%*	*31%*	*31%*	*31%*	*33%n*
Net: use for ODO content at least once a month	772	517	92	86	622	327	446	247	118	24	96	358	313	671	172	194	349	126	475	456
	37%	*47%bd*	*21%*	*40%b*	*39%b*	*44%f*	*33%*	*50%h*	*39%*	*34%*	*24%*	*35%j*	*48%jkm*	*40%jk*	*31%*	*33%*	*37%*	*35%*	*37%*	*39%n*
Net: ever use for ODO content	940	612	128	97	760	393	547	289	144	32	120	443	372	815	226	249	430	147	577	549
	45%	*56%bcd*	*28%*	*45%b*	*47%b*	*53%f*	*40%*	*59%h*	*47%*	*45%*	*30%*	*43%j*	*57%jkm*	*48%jk*	*41%*	*43%*	*46%*	*41%*	*44%*	*47%*

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 26

Q12 - Smartphone (i.e. a phone on which you can easily access emails, download files and applications, and generally surf the internet, e.g. BlackBerry, iPhone and Android phones such as the Samsung Galaxy)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	2102	328	1662	112	258	70	270	58	67	852	360
Base	2102	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	1150	221	878	70	170	53	180	42	47	483	196
Every day	340	72	251	17	55	17	56	16	15	147	43
	16%	24%b	15%	16%	22%	30%	22%	34%	23%	17%	12%
Several times a week	154	47	94	13	38	9	39	8	10	66	28
	7%	15%b	6%	12%b	16%	15%	15%	16%	15%	8%	8%
At least once a week	171	42	115	14	35	7	38	4	11	63	30
	8%	14%b	7%	13%b	14%	12%	15%	8%	16%	7%	9%
At least once a month	107	14	86	7	12	3	12	2	3	46	8
	5%	5%	5%	6%	5%	4%	5%	4%	4%	5%	2%
Less than once a month	168	13	148	7	11	2	12	1	2	62	26
	8%	4%	9%a	7%	5%	3%	5%	2%	3%	7%	7%
Never	337	23	300	15	19	4	20	3	9	137	53
	16%	7%	18%a	14%	8%	7%	8%	5%	13%	16%	15%
Don't know	9	1	7	1	1	-	1	-	-	3	*
	*	*	*	1%	*	-	*	-	-	*	*
Never use device	816	92	691	33	74	18	77	15	17	331	164
	39%	30%	41%a	31%	30%	30%	30%	31%	26%	39%	47%
Net: use for ODO content at least weekly	666	161	461	44	127	33	133	28	35	276	101
	32%	53%b	27%	41%b	52%	56%	52%	57%	54%	32%	29%
Net: use for ODO content at least once a month	772	175	547	51	139	36	145	30	38	323	109
	37%	58%b	32%	48%b	57%	61%	57%	61%	58%	38%	31%
Net: ever use for ODO content	940	188	695	58	150	37	157	31	40	385	136
	45%	62%b	41%	54%b	62%	63%	62%	64%	61%	45%	38%

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

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Absolutes/col percents

Table 27

Q12 - PC/Mac/laptop

How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?

Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	2102	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	2102	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	1150	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
Every day	467	262	205	143	93	93	69	24	45	236	162	69	118	105	11	27	118	57	12	18	92	189	80	106	281	186
	22%	25%b	*20%*	36%defghij k	21%g	22%g	*17%*	*10%*	21%g	28%dfgjk	20%g	*16%*	32%n	25%n	*9%*	*21%*	25%qr	*14%*	*12%*	*22%*	*18%*	26%t	*21%*	*23%*	*22%*	*22%*
Several times a week	290	174	116	85	66	65	48	23	2	151	113	25	71	85	17	1	80	28	6	1	76	91	53	69	167	123
	14%	17%b	*11%*	21%ghjk	15%hk	15%hk	12%hk	10%h	*1%*	18%ghk	14%hk	6%h	19%o	20%o	13%o	*	17%qrs	*7%*	*6%*	*2%*	*15%*	*12%*	*14%*	*15%*	*13%*	*15%*
At least once a week	242	122	121	42	60	46	55	22	17	103	101	39	42	45	21	14	61	56	1	3	61	98	35	49	159	83
	12%	*12%*	*11%*	*11%*	*14%*	*11%*	*14%*	*10%*	*8%*	*12%*	*12%*	*9%*	*11%*	*11%*	*16%*	*11%*	13%r	14%rs	*1%*	*3%*	*12%*	*13%*	*9%*	*11%*	*13%*	*10%*
At least once a month	213	93	120	35	43	51	36	29	19	78	87	48	23	43	18	8	54	44	11	11	55	79	32	47	134	79
	10%	*9%*	*11%*	*9%*	*10%*	*12%*	*9%*	*13%*	*9%*	*9%*	*11%*	*11%*	*6%*	*10%*	*14%*	*6%*	*12%*	*11%*	*11%*	*14%*	*10%*	*11%*	*8%*	*10%*	*11%*	*9%*
Less than once a month	258	103	154	15	55	60	65	27	36	70	124	63	23	48	9	23	47	76	18	13	70	94	50	43	164	94
	12%	*10%*	15%l	*4%*	12%c	14%ci	16%ci	12%c	17%ci	8%c	15%ci	14%ci	*6%*	*11%*	*7%*	18%l	*10%*	19%p	*18%*	*17%*	*13%*	*13%*	*13%*	*9%*	*13%*	*11%*
Never	160	75	86	13	28	23	49	22	24	41	72	47	16	31	11	16	25	41	11	9	45	43	32	41	87	73
	8%	*7%*	*8%*	*3%*	*6%*	*5%*	12%cdei	10%c	12%cei	*5%*	9%ci	11%ci	*4%*	*7%*	*9%*	12%l	*5%*	10%p	*11%*	*11%*	*9%*	*6%*	*8%*	*9%*	*7%*	*9%*
Don't know	19	7	12	4	2	4	1	7	1	6	5	8	2	4	1	-	4	1	6	1	2	4	1	12	6	13
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*	3%kl	*1%*	*1%*	*1%*	*2%*	*	*1%*	*1%*	-	*1%*	*	6%pq	*1%*	*	*1%*	*	3%tuvx	*	*2%*
Never use device	453	215	238	61	94	79	76	77	65	155	156	142	73	59	41	41	83	96	35	24	122	141	98	92	263	190
	22%	*20%*	*23%*	*15%*	*21%*	*19%*	*19%*	33%cdefij	31%cdefij	*18%*	*19%*	32%cdefij	*20%*	*14%*	32%m	32%lm	*18%*	*24%*	35%p	30%p	*23%*	*19%*	*26%*	*20%*	*21%*	*23%*
Net: use for ODO content at least weekly	999	558	442	271	219	204	172	69	64	490	376	133	231	235	50	42	259	141	20	22	230	377	168	224	607	392
	48%	53%b	*42%*	68%defghij k	50%ghk	49%ghk	43%ghk	*30%*	*30%*	58%defghjk	46%ghk	*30%*	63%no	56%no	*38%*	*32%*	55%qrs	35%r	*19%*	*27%*	*44%*	*51%*	*44%*	*49%*	*48%*	*47%*
Net: use for ODO content at least once a month	1212	651	561	305	262	255	208	98	83	568	463	181	254	278	68	50	314	185	30	33	284	457	200	271	741	471
	58%	62%b	*53%*	77%defghij k	59%ghk	61%ghk	52%hk	*42%*	*39%*	68%dfghjk	56%ghk	*41%*	69%no	66%o	*52%*	*39%*	66%qrs	46%r	*30%*	*41%*	*54%*	62%tv	*52%*	*59%*	*59%*	*56%*
Net: ever use for ODO content	1470	754	715	320	317	314	273	125	119	638	587	245	277	326	77	74	360	261	49	46	354	551	250	314	905	565
	70%	*72%*	*68%*	80%defghjk	72%ghk	75%ghk	68%ghk	*54%*	*57%*	76%fghk	72%ghk	*55%*	75%no	77%no	*59%*	*56%*	76%qrs	65%r	*48%*	*58%*	*68%*	75%tvy	*66%*	*68%*	*72%*	*67%*

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

* small base

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 27

Q12 - PC/Mac/laptop

How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?

Base: All respondents

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	2102	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	1150	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
Every day	467	258	208	255	200	5	22	48	33	36	40	39	59	64	54	395	20	5	47	104	76	215
	22%	20%	25%a	20%	26%c	16%	26%	23%	20%	22%	21%	17%	22%	24%	32%hjkl	23%	16%	13%	25%	23%	21%	23%
Several times a week	290	194	93	150	133	4	9	32	26	28	28	32	26	44	20	244	17	4	24	67	56	122
	14%	15%	11%	12%	17%c	12%	11%	15%	16%	17%	15%	14%	9%	16%	12%	14%	14%	11%	13%	15%	16%	13%
At least once a week	242	170	73	153	85	1	10	37	19	7	18	23	36	30	22	203	11	9	20	67	25	111
	12%	13%b	9%	12%	11%	4%	12%	18%kj	12%	4%	9%	10%	13%kl	11%	13%kl	12%	9%	21%	11%	15%q	7%	12%
At least once a month	213	117	95	140	67	4	7	16	21	15	19	14	40	29	19	180	11	3	20	44	34	102
	10%	9%	12%	11%	9%	14%	9%	8%	12%	9%	10%	6%	15%	11%	11%	10%	9%	7%	11%	10%	9%	11%
Less than once a month	258	161	96	176	81	2	12	18	20	26	24	30	25	37	12	204	18	2	33	49	50	105
	12%	13%	12%	14%	10%	5%	14%	8%	12%	16%n	13%	13%	9%	14%n	7%	12%	15%	6%	18%	11%	14%	11%
Never	160	96	65	99	51	11	7	10	6	8	19	27	19	14	10	119	14	12	16	23	27	69
	8%	8%	8%	8%	7%	34%	8%	5%	4%	5%	10%h	12%h	7%	5%	6%	7%	11%	29%opr	9%	5%	8%	7%
Don't know	19	3	15	11	7	-	-	2	1	4	-	3	6	1	*	17	1	*	1	2	4	11
	1%	*	2%a	1%	1%	-	-	1%	*	2%	-	1%	2%	*	*	1%	1%	1%	*	*	1%	1%
Never use device	453	276	175	288	152	5	16	45	41	42	41	60	59	52	31	387	33	5	27	102	83	202
	22%	22%	21%	23%	20%	15%	20%	22%	24%	25%	22%	26%	22%	19%	19%	22%	26%	13%	15%	22%	23%	22%
Net: use for ODO content at least weekly	999	622	374	558	417	10	41	118	79	71	85	94	121	138	95	842	48	19	90	238	156	448
	48%	49%	46%	44%	54%c	32%	49%	57%kl	47%	43%	45%	41%	45%	51%	57%kl	48%	39%	45%	48%	52%	44%	48%
Net: use for ODO content at least once a month	1212	738	469	698	484	14	49	134	100	86	104	108	161	167	114	1021	59	21	110	282	190	549
	58%	58%	57%	55%	62%c	45%	58%	64%k	60%	52%	55%	47%	59%	62%k	68%ijk	58%p	47%	51%	59%	62%	54%	59%
Net: ever use for ODO content	1470	899	565	873	565	15	60	151	119	113	127	138	186	204	125	1225	77	24	143	331	240	654
	70%	71%	69%	69%	73%	50%	72%	73%	72%	68%	68%	60%	69%	76%k	75%k	70%	62%	57%	76%pq	72%	68%	70%

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

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 27

Q12 - PC/Mac/laptop

How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?

Base: All respondents

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	2102	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	2102	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	1150	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
Every day	467	336	467	362	220	467	176	289	145	160	467	198	308	152	169	457	10	382	446	457
	22%	*21%*	*28%a*	*24%*	*27%a*	*39%fhi*	*20%*	*37%fhi*	*28%f*	*29%f*	*32%km*	*20%*	*33%km*	*24%*	*28%k*	*23%p*	*9%*	*23%*	*25%*	*23%*
Several times a week	290	206	290	238	139	290	133	165	104	82	290	136	177	107	87	287	3	266	282	287
	14%	*13%*	*18%a*	*16%*	*17%a*	*24%fl*	*15%*	*21%fl*	*20%f*	*15%*	*20%kn*	*13%*	*19%k*	*17%*	*14%*	*14%p*	*2%*	*16%*	*16%*	*14%*
At least once a week	242	178	242	183	97	242	102	104	64	69	242	108	126	82	74	233	9	220	223	233
	12%	*11%*	*15%a*	*12%*	*12%*	*20%fghl*	*11%*	*13%*	*12%*	*13%*	*16%k*	*11%*	*13%*	*13%*	*12%*	*12%*	*8%*	*13%*	*12%*	*12%*
At least once a month	213	161	213	146	87	213	80	43	39	50	213	88	72	49	53	211	2	180	189	211
	10%	*10%*	*13%c*	*10%*	*11%*	*18%fghi*	*9%g*	*6%*	*8%*	*9%g*	*14%klmn*	*9%*	*8%*	*8%*	*9%*	*11%*	*1%*	*11%*	*10%*	*11%*
Less than once a month	258	199	258	191	92	-	86	23	24	56	258	113	75	75	66	244	14	198	210	244
	12%	*12%*	*16%d*	*13%*	*11%*	-	*10%egh*	*3%e*	*5%e*	*10%egh*	*18%klmn*	*11%*	*8%*	*12%j*	*11%*	*12%*	*12%*	*12%*	*12%*	*12%*
Never	160	150	160	123	58	-	94	8	5	24	-	120	16	14	32	135	25	106	96	135
	8%	*9%*	*10%*	*8%*	*7%*	-	*11%eghl*	*1%e*	*1%e*	*4%egh*	-	*12%jlmn*	*2%j*	*2%j*	*5%jlm*	*7%*	*22%p*	*6%*	*5%*	*7%*
Don't know	19	16	19	7	11	-	1	-	-	-	-	1	-	-	-	18	1	4	18	18
	1%	*1%*	*1%*	*	*1%*	-	*	-	-	-	-	*	-	-	-	*1%*	*1%*	*	*1%q*	*1%q*
Never use device	453	351	-	241	119	-	214	142	131	107	-	243	165	157	125	400	53	302	340	400
	22%	*22%bcd*	-	*16%b*	*14%b*	-	*24%eg*	*18%e*	*26%egi*	*19%e*	-	*24%jl*	*18%j*	*25%jl*	*21%j*	*20%*	*45%p*	*18%*	*19%*	*20%*
Net: use for ODO content at least weekly	999	720	999	782	457	999	410	557	313	311	999	441	612	340	331	977	23	869	952	977
	48%	*45%*	*61%ac*	*52%a*	*55%a*	*82%fghi*	*46%*	*72%fhi*	*61%f*	*57%f*	*68%kmn*	*44%*	*65%kmn*	*53%k*	*55%k*	*49%p*	*19%*	*52%*	*53%*	*49%*
Net: use for ODO content at least once a month	1212	881	1212	929	543	1212	490	600	352	361	1212	529	684	389	384	1188	24	1049	1141	1188
	58%	*55%*	*73%acd*	*62%a*	*66%a*	*100%fghi*	*55%*	*78%fhi*	*69%f*	*66%f*	*82%klmn*	*53%*	*73%kmn*	*61%k*	*63%k*	*60%p*	*21%*	*63%*	*63%*	*60%*
Net: ever use for ODO content	1470	1080	1470	1120	636	1212	576	623	376	417	1470	642	759	464	449	1431	38	1247	1350	1431
	70%	*68%*	*89%acd*	*75%a*	*77%a*	*100%fghi*	*65%*	*81%fh*	*73%f*	*76%f*	*100%klmn*	*64%*	*81%kmn*	*73%k*	*74%k*	*72%p*	*33%*	*75%*	*75%*	*72%*

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

* small base

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 27

Q12 - PC/Mac/laptop

How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?

Base: All respondents

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
Every day	467	262	96	42	384	137	330	101	53	7	96	212	156	368	139	151	177	59	236	219
	22%	*24%*	*21%*	*19%*	*24%*	*19%*	24%a	*21%*	*17%*	*10%*	*24%*	*20%*	*24%*	*22%*	25%pqrs	26%pqrs	*19%*	*16%*	*18%*	*19%*
Several times a week	290	201	35	30	236	110	180	76	43	12	50	125	111	237	61	66	123	57	180	165
	14%	18%bd	*8%*	*14%*	15%b	*15%*	*13%*	*15%*	*14%*	*17%*	*12%*	*12%*	17%k	*14%*	*11%*	*11%*	*13%*	*16%*	*14%*	*14%*
At least once a week	242	143	26	26	200	90	153	56	38	6	47	131	65	196	54	58	124	39	163	137
	12%	13%b	*6%*	12%b	12%b	*12%*	*11%*	*12%*	*12%*	*9%*	*12%*	*13%*	*10%*	*12%*	*10%*	*10%*	*13%*	*11%*	*13%*	*12%*
At least once a month	213	107	54	15	171	72	141	49	25	9	45	105	62	167	76	79	88	33	122	112
	10%	*10%*	*12%*	*7%*	*11%*	*10%*	*10%*	*10%*	*8%*	*13%*	*11%*	*10%*	*9%*	*10%*	14%r	14%r	*9%*	*9%*	*9%*	*10%*
Less than once a month	258	116	77	10	205	94	164	60	47	8	57	133	67	200	68	71	118	44	162	146
	12%	11%c	17%ac	*5%*	13%c	*13%*	*12%*	*12%*	*15%*	*11%*	*14%*	*13%*	*10%*	*12%*	*12%*	*12%*	*13%*	*12%*	*13%*	*12%*
Never	160	81	34	11	132	58	103	34	28	6	21	86	53	139	19	19	99	36	135	129
	8%	*7%*	*8%*	*5%*	*8%*	*8%*	*8%*	*7%*	*9%*	*8%*	*5%*	*8%*	*8%*	*8%*	*3%*	*3%*	11%no	10%no	10%no	11%no
Don't know	19	1	2	7	5	-	19	-	-	-	9	3	7	10	4	4	12	2	14	2
	1%	*	*	3%abd	*	-	1%e	-	-	-	2%km	*	*1%*	*1%*	*1%*	*1%*	1%s	*1%*	*1%*	*
Never use device	453	186	128	73	284	176	278	114	71	22	75	243	136	378	128	136	196	89	285	261
	22%	*17%*	28%ad	34%ad	*18%*	*24%*	*20%*	*23%*	*23%*	*32%*	*19%*	*23%*	*21%*	*22%*	*23%*	*23%*	*21%*	*25%*	*22%*	*22%*
Net: use for ODO content at least weekly	999	606	156	98	819	337	662	233	134	25	193	468	332	800	254	275	424	155	579	521
	48%	55%bd	*35%*	46%b	51%b	*46%*	*48%*	*48%*	*44%*	*36%*	*48%*	*45%*	*51%*	*47%*	*46%*	*47%*	*45%*	*43%*	*45%*	*44%*
Net: use for ODO content at least once a month	1212	712	210	113	990	408	804	282	159	34	238	573	394	967	330	354	512	189	701	633
	58%	65%bd	*47%*	*53%*	61%b	*55%*	*59%*	*58%*	*52%*	*48%*	*60%*	*55%*	*60%*	*57%*	*60%*	*61%*	*55%*	*52%*	*54%*	*54%*
Net: ever use for ODO content	1470	828	287	123	1195	502	967	342	206	42	295	706	461	1167	398	425	630	233	863	779
	70%	76%bd	*64%*	*58%*	74%bc	*68%*	*71%*	*70%*	*67%*	*60%*	*74%*	*68%*	*70%*	*69%*	*72%*	73%qrs	*67%*	*65%*	*67%*	*67%*

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

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 27

Q12 - PC/Mac/laptop

How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?

Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	2102	328	1662	112	258	70	270	58	67	852	360
Base	2102	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	1150	221	878	70	170	53	180	42	47	483	196
Every day	467	95	342	29	72	23	76	19	22	188	97
	22%	31%b	20%	28%	29%	40%	30%	40%	33%	22%	28%
Several times a week	290	65	209	15	49	16	51	14	23	107	66
	14%	21%b	12%	14%	20%	27%	20%	29%	36%	12%	19%h
At least once a week	242	33	197	13	29	3	33	-	4	84	39
	12%	11%	12%	12%	12%	6%	13%g	-	6%	10%	11%
At least once a month	213	19	189	5	14	6	14	5	3	87	35
	10%	6%	11%a	5%	6%	9%	5%	11%	5%	10%	10%
Less than once a month	258	7	243	8	3	4	5	2	-	114	22
	12%	2%	14%a	8%a	1%	6%d	2%	4%	-	13%d	6%
Never	160	5	151	4	5	-	5	-	-	68	21
	8%	2%	9%a	4%	2%	-	2%	-	-	8%	6%
Don't know	19	-	12	6	-	-	-	-	-	8	2
	1%	-	1%	6%ab	-	-	-	-	-	1%	*
Never use device	453	78	350	25	71	7	71	8	13	201	70
	22%	26%	21%	24%	29%d	12%	28%	16%	19%	23%	20%
Net: use for ODO content at least weekly	999	193	748	57	151	43	160	33	49	380	203
	48%	64%b	44%	54%	62%	72%	63%	69%	75%	44%	58%h
Net: use for ODO content at least once a month	1212	213	937	62	164	48	174	38	53	466	238
	58%	70%b	55%	59%	67%	81%	68%	80%	81%	54%	67%h
Net: ever use for ODO content	1470	220	1180	70	168	52	179	41	53	581	260
	70%	72%	70%	66%	69%	88%d	70%	84%	81%	68%	74%

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

* small base

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 28

Q12 - Tablet computer (e.g. iPad)

How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?

Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	2102	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	2102	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	1150	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
Every day	139	63	76	44	33	33	15	6	9	77	48	15	31	23	5	5	46	25	1	4	44	54	16	26	97	42
	7%	6%	7%	11%ghjk	7%k	8%k	4%	2%	4%	9%ghk	6%	3%	8%	5%	4%	4%	10%r	6%	1%	5%	8%	7%	4%	6%	8%	5%
Several times a week	169	101	68	53	53	33	20	5	4	106	53	9	56	37	4	4	50	16	1	1	44	54	36	33	99	70
	8%	10%	6%	13%efghjk	12%fghjk	8%ghk	5%	2%	2%	13%fghjk	6%k	2%	15%mno	9%	3%	3%	11%qrs	4%	1%	1%	9%	7%	10%	7%	8%	8%
At least once a week	116	59	57	33	35	22	12	8	6	68	34	14	35	14	6	4	33	20	2	1	32	43	19	22	75	41
	6%	6%	5%	8%hjk	8%jk	5%	3%	4%	3%	8%hjk	4%	3%	9%m	3%	5%	3%	7%	5%	2%	2%	6%	6%	5%	5%	6%	5%
At least once a month	89	41	48	11	14	28	11	14	10	25	39	24	10	17	6	8	15	23	8	2	30	33	10	15	64	25
	4%	4%	5%	3%	3%	7%ci	3%	6%	5%	3%	5%	5%	3%	4%	5%	6%	3%	6%	8%	2%	6%y	5%	3%	3%	5%	3%
Less than once a month	124	50	74	16	22	32	29	9	15	37	62	25	12	22	5	11	25	40	4	5	34	42	28	19	76	47
	6%	5%	7%	4%	5%	8%	7%	4%	7%	4%	8%ci	6%	3%	5%	4%	8%	5%	10%p	4%	6%	7%	6%	7%	4%	6%	6%
Never	97	48	49	16	22	23	13	13	10	38	36	23	21	14	6	8	17	22	7	2	39	31	10	17	70	27
	5%	5%	5%	4%	5%	6%	3%	6%	5%	5%	4%	5%	6%	3%	4%	6%	4%	6%	7%	3%	8%uvy	4%	3%	4%	6%	3%
Don't know	4	1	3	2	1	1	-	1	-	3	1	1	1	-	1	-	2	1	-	-	1	2	-	1	3	1
	*	*	*	1%	*	*	-	*	-	*	*	*	*	-	1%	-	*	*	-	-	*	*	-	*	*	*
Never use device	1364	688	676	224	262	248	299	175	156	486	547	331	203	297	98	91	284	251	77	65	298	478	261	327	777	588
	65%	65%	64%	56%	59%	59%	75%cdeij	75%cdei	74%cdei	58%	67%ci	75%cdeij	55%	70%l	75%l	70%l	60%	63%	76%p	82%pq	57%	65%t	69%t	71%tx	62%	70%tx
Net: use for ODO content at least weekly	423	223	201	130	121	88	47	19	19	251	135	38	122	73	15	13	129	62	4	6	120	151	72	81	271	153
	20%	21%	19%	33%efghjk	27%fghjk	21%ghk	12%	8%	9%	30%efghjk	16%ghk	9%	33%mno	17%	12%	10%	27%qrs	15%r	4%	7%	23%	20%	19%	18%	21%	18%
Net: use for ODO content at least once a month	512	264	248	141	135	116	58	33	28	276	174	62	132	90	21	21	144	84	12	8	150	184	81	96	334	178
	24%	25%	24%	35%fghjk	31%fghjk	28%fghk	15%	14%	14%	33%fghjk	21%k	14%	36%mno	21%	16%	16%	31%qrs	21%	12%	10%	29%wy	25%	21%	21%	27%y	21%
Net: ever use for ODO content	636	313	322	156	157	148	88	43	44	313	236	87	144	111	27	31	169	124	16	12	184	227	110	115	411	225
	30%	30%	31%	39%fghjk	36%fghk	35%fghk	22%	19%	21%	37%fghjk	29%gk	20%	39%mno	26%	20%	24%	36%rs	31%rs	16%	16%	35%wy	31%	29%	25%	33%wy	27%

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

* small base

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 28

Q12 - Tablet computer (e.g. iPad)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All respondents

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	2102	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	1150	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
Every day	139	97	40	81	53	*	5	15	7	7	16	17	12	24	17	121	5	1	12	28	23	70
	7%	8%	5%	6%	7%	1%	6%	7%	4%	4%	9%	8%	4%	9%	10%j	7%	4%	2%	7%	6%	6%	7%
Several times a week	169	115	52	87	76	3	10	20	8	12	13	17	30	24	19	152	4	2	11	37	26	89
	8%	9%	6%	7%	10%	11%	12%	9%	5%	7%	7%	7%	11%	9%	11%h	9%	3%	5%	6%	8%	7%	10%
At least once a week	116	64	52	69	44	-	6	15	16	7	7	9	8	21	12	99	6	2	8	37	14	49
	6%	5%	6%	5%	6%	-	7%	7%	10%j	4%	4%	4%	3%	8%j	7%	6%	5%	4%	4%	8%	4%	5%
At least once a month	89	56	32	67	19	1	3	6	11	4	10	6	13	12	6	70	6	2	11	20	13	36
	4%	4%	4%	5%d	2%	3%	3%	3%	7%	2%	5%	2%	5%	4%	4%	4%	5%	4%	6%	4%	4%	4%
Less than once a month	124	73	51	86	31	5	5	11	11	16	7	15	18	14	5	102	6	7	9	27	23	52
	6%	6%	6%	7%	4%	15%	6%	5%	7%	9%	4%	7%	7%	5%	3%	6%	5%	16%opr	5%	6%	7%	6%
Never	97	68	30	67	25	5	3	8	2	7	9	11	6	20	4	70	10	7	10	13	16	41
	5%	5%	4%	5%	3%	17%	4%	4%	1%	4%	5%	5%	2%	7%hl	3%	4%	8%	18%or	6%	3%	4%	4%
Don't know	4	2	3	3	1	1	-	-	-	-	-	1	1	1	1	3	1	*	-	-	1	2
	*	*	*	*	*	2%	-	-	-	-	*	*	*	-	*	*	1%	1%	-	-	*	*
Never use device	1364	799	562	810	526	16	51	134	110	114	125	153	185	156	102	1130	88	21	126	295	239	596
	65%	63%	68%e	64%	68%	51%	62%	64%	66%	69%	67%	67%	68%	58%	61%	65%	70%q	50%	67%	65%	67%	64%
Net: use for ODO content at least weekly	423	276	143	237	173	4	21	49	31	26	36	43	49	69	48	372	15	5	31	102	62	209
	20%	22%	17%	19%	22%	12%	26%	24%	19%	16%	19%	19%	18%	25%	29%hl	21%p	12%	11%	17%	22%	18%	22%
Net: use for ODO content at least once a month	512	332	175	305	192	5	24	56	43	30	46	48	62	81	54	443	21	6	42	122	75	245
	24%	26%	21%	24%	25%	15%	29%	27%	26%	18%	24%	21%	23%	30%l	33%l	25%	17%	15%	22%	27%	21%	26%
Net: ever use for ODO content	636	406	225	391	223	9	29	66	54	45	53	64	79	94	60	545	27	13	51	149	98	297
	30%	32%	27%	31%	29%	31%	35%	32%	32%	27%	28%	28%	29%	35%	36%	31%	22%	31%	27%	33%	28%	32%

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

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Absolutes/col percents

Table 28

Q12 - Tablet computer (e.g. iPad)

How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?

Base: All respondents

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	2102	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	2102	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	1150	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
Every day	139	108	113	127	81	108	69	107	139	56	112	70	107	139	58	138	1	129	134	138
	7%	7%	7%	9%	10%ab	9%	8%	14%ef	27%efgi	10%	8%	7%	11%jk	22%jkln	10%	7%	1%	8%	7%	7%
Several times a week	169	124	127	150	106	120	82	122	169	64	126	82	135	169	65	169	-	159	167	169
	8%	8%	8%	10%	13%ab	10%	9%	16%ef	33%efgi	12%	9%	8%	14%jk	27%jkln	11%	8%	-	10%	9%	8%
At least once a week	116	83	76	91	66	72	52	59	116	35	75	55	71	116	35	116	-	101	113	116
	6%	5%	5%	6%	8%ab	6%	6%	8%	23%efgi	6%	5%	5%	8%	18%jkln	6%	6%	-	6%	6%	6%
At least once a month	89	65	65	77	41	52	44	34	89	26	62	46	47	89	28	88	1	75	81	88
	4%	4%	4%	5%	5%	4%	5%	4%	17%efgi	5%	4%	5%	5%	14%jkln	5%	4%	1%	5%	5%	4%
Less than once a month	124	101	97	101	61	37	51	19	-	36	88	63	54	124	40	112	12	91	102	112
	6%	6%	6%	7%	7%	3%h	6%egh	3%h	-	7%egh	6%	6%	6%	19%jkln	7%	6%	10%	5%	6%	6%
Never	97	84	89	81	55	30	56	9	-	13	54	64	19	-	14	83	14	70	73	83
	5%	5%	5%	5%	7%	2%h	6%eghl	1%h	-	2%h	4%m	6%lmn	2%m	-	2%m	4%	12%p	4%	4%	4%
Don't know	4	4	4	4	3	1	1	1	-	-	1	1	1	-	-	4	-	4	4	4
	*	*	*	*	*	*	*	*	-	-	*	*	*	-	-	*	-	*	*	*
Never use device	1364	1028	1078	860	410	792	532	421	-	319	951	626	507	-	365	1275	89	1030	1130	1275
	65%	64%cd	65%cd	58%d	50%	65%ghi	60%h	55%h	-	58%h	65%lm	62%lm	54%m	-	60%m	64%	76%	62%	63%	64%
Net: use for ODO content at least weekly	423	315	316	369	253	300	202	288	423	154	314	207	313	423	158	422	1	389	414	422
	20%	20%	19%	25%ab	31%abc	25%	23%	37%efi	83%efgi	28%	21%	21%	33%jkn	67%jkln	26%k	21%p	1%	23%	23%	21%
Net: use for ODO content at least once a month	512	381	381	446	294	352	246	322	512	180	376	252	360	512	186	510	2	464	495	510
	24%	24%	23%	30%ab	36%abc	29%	28%	42%efi	100%efgi	33%	26%	25%	38%jkn	81%jkln	31%	26%p	2%	28%	27%	26%
Net: ever use for ODO content	636	482	478	547	356	389	297	342	512	216	464	316	414	636	226	621	14	555	597	621
	30%	30%	29%	37%ab	43%abc	32%	34%	44%ef	100%efgi	39%ef	32%	31%	44%jkn	100%jkln	37%j	31%p	12%	33%	33%	31%

Prepared by BDRC Continental

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

* small base

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 28

Q12 - Tablet computer (e.g. iPad)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All respondents

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
Every day	139	105	16	21	97	61	78	47	23	4	14	69	56	125	29	34	62	17	79	81
	7%	10%bd	4%	10%b	6%	8%	6%	10%	8%	6%	4%	7%	8%j	7%	5%	6%	7%	5%	6%	7%
Several times a week	169	119	14	20	136	83	86	65	32	11	16	70	83	153	32	37	77	26	103	97
	8%	11%b	3%	9%b	8%b	11%j	6%	13%	10%	15%	4%	7%	13%jk	9%j	6%	6%	8%	7%	8%	8%
At least once a week	116	76	9	15	83	45	71	35	14	2	15	58	43	100	27	32	56	17	73	66
	6%	7%b	2%	7%b	5%	6%	5%	7%	5%	3%	4%	6%	6%	6%	5%	5%	6%	5%	6%	6%
At least once a month	89	54	19	8	74	33	55	25	13	1	18	48	22	70	28	29	37	16	53	48
	4%	5%	4%	4%	5%	5%	4%	5%	4%	1%	4%	5%	3%	4%	5%	5%	4%	4%	4%	4%
Less than once a month	124	68	13	5	104	46	78	31	20	2	17	73	34	107	26	28	68	20	88	75
	6%	6%	3%	2%	6%	6%	6%	6%	6%	3%	4%	7%	5%	6%	5%	5%	7%	6%	7%	6%
Never	97	62	17	4	87	39	58	23	23	5	16	39	43	82	11	14	56	20	76	77
	5%	6%	4%	2%	5%	5%	4%	5%	8%	7%	4%	4%	6%	5%	2%	2%	6%no	6%no	6%no	7%no
Don't know	4	1	1	-	3	-	4	-	-	-	1	1	3	4	2	2	1	1	2	1
	*	*	*	-	*	-	*	-	-	-	*	*	*	*	*	*	*	*	*	*
Never use device	1364	611	362	141	1031	429	936	264	180	46	304	679	375	1054	393	408	581	243	823	727
	65%	56%	80%acd	66%a	64%a	58%	68%i	54%	59%	65%	76%klm	65%l	57%	62%	72%prs	70%prs	62%	67%	63%	62%
Net: use for ODO content at least weekly	423	300	39	56	316	188	235	148	69	17	45	197	181	378	89	103	195	60	255	244
	20%	27%bd	9%	26%b	20%b	26%j	17%	30%	23%	24%	11%	19%j	28%jk	22%j	16%	18%	21%	17%	20%	21%
Net: use for ODO content at least once a month	512	354	58	64	391	222	290	173	82	17	63	245	203	448	117	132	232	76	308	292
	24%	32%bd	13%	30%b	24%b	30%j	21%	35%	27%	25%	16%	24%j	31%jk	26%j	21%	23%	25%	21%	24%	25%
Net: ever use for ODO content	636	422	72	69	495	268	368	204	102	19	79	318	237	555	143	160	300	96	396	367
	30%	39%bd	16%	32%b	31%b	36%j	27%	42%	33%	28%	20%	31%j	36%j	33%j	26%	27%	32%	27%	31%	31%

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

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Absolutes/col percents

Table 28

Q12 - Tablet computer (e.g. iPad)

How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?

Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	2102	328	1662	112	258	70	270	58	67	852	360
Base	2102	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	1150	221	878	70	170	53	180	42	47	483	196
Every day	139	45	85	9	40	5	41	4	15	71	22
	7%	15%bc	5%	9%	17%	8%	16%	8%	23%	8%	6%
Several times a week	169	59	102	8	47	11	48	10	10	80	25
	8%	19%bc	6%	7%	19%	19%	19%	21%	15%	9%	7%
At least once a week	116	29	80	7	24	5	26	3	5	51	25
	6%	10%b	5%	6%	10%	9%	10%	7%	7%	6%	7%
At least once a month	89	10	77	2	9	*	10	-	1	45	15
	4%	3%	5%	2%	4%	1%	4%	-	2%	5%	4%
Less than once a month	124	8	111	5	3	4	7	1	2	59	20
	6%	3%	7%a	5%	1%	8%ad	3%	3%	3%	7%	6%
Never	97	5	90	2	4	1	4	1	-	35	9
	5%	2%	5%a	2%	2%	2%	2%	3%	-	4%	3%
Don't know	4	1	2	1	1	-	1	-	-	-	*
	*	*	*	1%	*	-	*	-	-	-	*
Never use device	1364	147	1145	73	115	32	119	28	33	514	236
	65%	48%	68%a	68%a	47%	54%	47%	58%	50%	60%	67%
Net: use for ODO content at least weekly	423	133	268	23	111	21	115	18	29	203	72
	20%	44%bc	16%	22%	46%	36%	45%	37%	45%	24%	21%
Net: use for ODO content at least once a month	512	142	344	25	121	22	125	18	31	248	87
	24%	47%bc	20%	24%	49%	37%	49%	37%	47%	29%	25%
Net: ever use for ODO content	636	150	455	31	124	26	131	19	33	307	107
	30%	50%bc	27%	29%	51%	44%	51%	39%	50%	36%	30%

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

* small base

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Absolutes/col percents

Table 29

Q12 - eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**2102**	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	**2102**	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	**1150**	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
Every day	**52**	31	21	8	6	15	7	4	13	14	22	17	9	14	1	7	5	8	3	6	9	22	16	5	32	21
	2%	*3%*	*2%*	*2%*	*1%*	*4%*	*2%*	*2%*	*6%cdfi*	*2%*	*3%*	*4%*	*2%*	*3%*	*1%*	*6%*	*1%*	*2%*	*3%*	*7%p*	*2%*	*3%*	*4%w*	*1%*	*3%*	*2%*
Several times a week	**42**	16	26	12	10	8	5	2	6	21	13	8	9	3	1	3	12	10	2	3	18	10	3	11	28	14
	2%	*2%*	*2%*	*3%*	*2%*	*2%*	*1%*	*1%*	*3%*	*3%*	*2%*	*2%*	*3%*	*1%*	*1%*	*2%*	*3%*	*2%*	*2%*	*3%*	*3%w*	*1%*	*1%*	*2%*	*2%*	*2%*
At least once a week	**27**	13	15	11	6	1	5	1	2	17	7	3	7	4	1	1	10	3	*	1	10	8	6	3	18	9
	1%	*1%*	*1%*	*3%ei*	*1%*	*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*2%*	*1%*	*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	*1%*
At least once a month	**24**	4	20	7	5	7	1	1	2	12	8	4	1	2	-	1	11	7	1	1	12	7	3	1	20	4
	1%	*	*2%ci*	*2%*	*1%*	*2%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*	-	*1%*	*2%*	*2%*	*1%*	*1%*	*2%wy*	*1%*	*1%*	*	*2%*	*
Less than once a month	**41**	17	24	5	6	14	6	5	5	11	20	10	5	3	5	4	6	17	-	1	14	8	14	5	22	19
	2%	*2%*	*2%*	*1%*	*1%*	*3%*	*1%*	*2%*	*2%*	*1%*	*2%*	*2%*	*1%*	*1%*	*4%*	*3%*	*1%*	*4%p*	-	*2%*	*3%*	*1%*	*4%u*	*1%*	*2%*	*2%*
Never	**199**	80	119	26	39	23	45	30	36	65	68	66	16	27	15	22	48	41	15	15	70	72	27	30	142	57
	9%	*8%*	*11%ai*	*6%*	*9%*	*5%*	*11%e*	*13%ce*	*17%cdeij*	*8%*	*8%*	*15%cdeij*	*4%*	*6%*	*11%*	*17%lm*	*10%*	*10%*	*15%*	*18%*	*13%wy*	*10%*	*7%*	*7%*	*11%wy*	*7%*
Don't know	**7**	3	4	3	-	1	1	1	-	3	2	1	1	1	1	-	2	1	1	-	3	2	1	1	5	2
	*	*	*	*1%*	-	*	*	*1%*	-	*	*	*	*	*	*1%*	-	*	*	*1%*	-	*1%*	*	*	*	*	*
Never use device	**1710**	888	823	328	370	352	328	187	145	698	680	332	319	368	108	92	379	312	79	53	387	608	312	403	995	715
	81%	*84%b*	*78%*	*82%h*	*84%hk*	*84%hk*	*82%h*	*81%h*	*69%*	*83%hk*	*83%hk*	*75%*	*87%o*	*87%o*	*82%*	*70%*	*80%s*	*78%*	*78%*	*67%*	*74%*	*82%t*	*82%t*	*88%tx*	*79%*	*85%tx*
Net: use for ODO content at least weekly	**122**	60	62	31	21	24	17	7	21	52	42	28	26	20	2	12	26	21	5	9	37	40	25	20	78	44
	6%	*6%*	*6%*	*8%*	*5%*	*6%*	*4%*	*3%*	*10%dgj*	*6%*	*5%*	*6%*	*7%*	*5%*	*2%*	*9%*	*6%*	*5%*	*5%*	*12%*	*7%*	*5%*	*6%*	*4%*	*6%*	*5%*
Net: use for ODO content at least once a month	**146**	64	82	37	26	31	19	9	23	64	50	32	27	22	2	13	37	28	6	10	50	48	27	21	97	48
	7%	*6%*	*8%*	*9%*	*6%*	*7%*	*5%*	*4%*	*11%dg*	*8%*	*6%*	*7%*	*7%*	*5%*	*2%*	*10%*	*8%*	*7%*	*6%*	*13%*	*10%wy*	*6%*	*7%*	*5%*	*8%*	*6%*
Net: ever use for ODO content	**187**	81	106	42	32	45	25	14	29	75	70	42	31	25	7	17	43	45	6	12	63	56	41	26	119	67
	9%	*8%*	*10%*	*11%*	*7%*	*11%*	*6%*	*6%*	*14%j*	*9%*	*8%*	*10%*	*9%*	*6%*	*6%*	*13%*	*9%*	*11%*	*6%*	*15%*	*12%uw*	*8%*	*11%*	*6%*	*9%*	*8%*

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 29

Q12 - eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All respondents

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	2102	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	1150	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
Every day	52	33	19	46	7	-	3	4	1	2	5	-	6	3	8	31	8	2	12	7	7	17
	2%	3%	2%	4%d	1%	-	3%k	2%	*	1%	3%	-	2%	1%	5%hkm	2%	6%o	5%	6%o	1%	2%	2%
Several times a week	42	28	15	29	13	*	2	9	3	1	5	4	6	5	5	40	2	-	1	14	6	19
	2%	2%	2%	2%	2%	1%	2%	4%	2%	1%	3%	2%	2%	2%	3%	2%	1%	-	*	3%	2%	2%
At least once a week	27	20	8	18	9	-	2	2	3	2	4	2	-	6	3	25	1	-	1	8	6	11
	1%	2%	1%	1%	1%	-	3%l	1%	2%	1%	2%	1%	-	2%	2%	1%	1%	-	1%	2%	2%	1%
At least once a month	24	13	10	15	7	1	2	3	6	2	2	5	*	2	1	23	-	-	1	11	4	8
	1%	1%	1%	1%	1%	5%	3%	1%	4%l	1%	1%	2%	*	1%	1%	1%	-	-	*	2%	1%	1%
Less than once a month	41	27	14	34	6	-	2	2	3	1	2	1	14	5	1	32	5	1	3	7	3	22
	2%	2%	2%	3%d	1%	-	2%	1%	2%	*	1%	1%	5%	2%	1%	2%	4%	2%	2%	2%	1%	2%
Never	199	101	97	139	56	3	6	21	16	11	14	16	19	27	16	146	17	3	32	43	25	78
	9%	8%	12%a	11%d	7%	10%	7%	10%	10%	7%	7%	7%	7%	10%	9%	8%	14%	8%	17%o	9%	7%	8%
Don't know	7	5	2	3	2	-	-	2	1	-	-	-	1	1	1	5	2	-	-	2	-	3
	*	*	*	*	*	-	-	1%	*	-	-	-	*	*	1%	*	1%	-	-	1%	-	*
Never use device	1710	1046	655	988	674	26	66	166	134	148	155	201	224	221	132	1447	90	36	138	366	303	778
	81%	82%	80%	78%	87%d	84%	80%	80%	80%	89%	83%	88%	83%	82%	79%	83%pr	72%	86%	73%	80%	86%	83%
Net: use for ODO content at least weekly	122	81	41	92	29	*	7	14	7	5	14	6	12	15	15	95	11	2	14	28	19	48
	6%	6%	5%	7%d	4%	1%	9%	7%	4%	3%	8%	3%	4%	5%	9%k	5%	9%	5%	7%	6%	5%	5%
Net: use for ODO content at least once a month	146	94	52	107	36	2	9	17	13	7	16	10	12	17	16	118	11	2	15	39	23	56
	7%	7%	6%	8%d	5%	6%	11%	8%	8%	4%	9%	5%	5%	6%	10%	7%	9%	5%	8%	9%	7%	6%
Net: ever use for ODO content	187	121	66	141	43	2	11	19	16	7	19	12	26	22	18	150	16	3	18	46	26	78
	9%	10%	8%	11%d	6%	6%	13%l	9%	9%	4%	10%	5%	10%	8%	11%	9%	13%	7%	10%	10%	7%	8%

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

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Absolutes/col percents

Table 29

Q12 - eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All respondents

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	2102	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	2102	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	1150	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
Every day	52	41	48	52	20	48	33	30	25	17	48	33	31	25	19	52	1	42	49	52
	2%	3%	3%	4%	2%	4%	4%	4%	5%	3%	3%	3%	3%	4%	3%	3%	*	3%	3%	3%
Several times a week	42	40	35	42	30	35	25	32	29	24	35	25	34	29	24	41	2	35	41	41
	2%	3%	2%	3%	4%	3%	3%	4%	6%ef	4%	2%	2%	4%	5%j	4%	2%	2%	2%	2%	2%
At least once a week	27	26	21	27	14	21	17	17	16	10	21	17	18	17	10	25	2	24	25	25
	1%	2%	1%	2%	2%	2%	2%	2%	3%	2%	1%	2%	2%	3%	2%	1%	2%	1%	1%	1%
At least once a month	24	18	15	24	15	14	13	12	17	10	15	13	14	17	10	23	1	23	22	23
	1%	1%	1%	2%	2%	1%	1%	2%	3%ef	2%	1%	1%	1%	3%j	2%	1%	*	1%	1%	1%
Less than once a month	41	37	34	41	26	28	19	23	11	19	33	22	31	25	19	32	9	26	30	32
	2%	2%	2%	3%	3%	2%	2%	3%	2%	3%	2%	2%	3%	4%	3%	2%	7%o	2%	2%	2%
Never	199	170	183	199	82	93	92	48	38	48	145	104	76	59	57	185	14	164	158	185
	9%	11%	11%	13%	10%	8%	10%g	6%	7%	9%	10%	10%	8%	9%	9%	9%	12%	10%	9%	9%
Don't know	7	6	7	7	5	4	4	2	2	1	5	4	3	2	3	7	-	6	7	7
	*	*	*	*	1%	*	*	*	*	*	*	*	*	*	*	*	-	*	*	*
Never use device	1710	1259	1307	1099	631	969	682	608	373	419	1168	788	736	461	465	1620	90	1339	1473	1620
	81%	79%c	79%c	74%	77%	80%h	77%	79%h	73%	76%	79%m	78%m	78%m	73%	77%	82%	76%	81%	82%	82%
Net: use for ODO content at least weekly	122	107	104	122	64	103	76	79	70	51	104	76	82	71	53	118	5	102	114	118
	6%	7%	6%	8%	8%	9%	9%	10%	14%ef	9%	7%	8%	9%	11%jk	9%	6%	4%	6%	6%	6%
Net: use for ODO content at least once a month	146	126	118	146	79	117	88	91	88	61	118	88	95	88	63	141	5	124	137	141
	7%	8%	7%	10%b	10%	10%	10%	12%	17%efgj	11%	8%	9%	10%	14%jk	10%	7%	4%	7%	8%	7%
Net: ever use for ODO content	187	163	152	187	106	145	107	114	99	79	152	110	126	113	82	173	14	151	167	173
	9%	10%	9%	13%b	13%b	12%	12%	15%	19%ef	14%	10%	11%	13%	18%jk	13%	9%	12%	9%	9%	9%

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 29

Q12 - eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All respondents

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
Every day	52	32	14	11	36	29	23	22	9	2	5	31	17	47	8	11	26	7	32	34
	2%	3%	3%	5%	2%	4%	2%	4%	3%	3%	1%	3%	3%	3%	2%	2%	3%	2%	2%	3%
Several times a week	42	31	2	8	32	18	24	13	6	1	7	20	16	35	8	9	26	7	32	25
	2%	3%b	*	4%b	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	1%	2%	3%	2%	2%	2%
At least once a week	27	15	4	5	21	12	15	10	-	2	3	10	14	24	4	6	12	7	20	18
	1%	1%	1%	2%	1%	2%	1%	2%	-	3%	1%	1%	2%	1%	1%	1%	1%	2%	2%	2%
At least once a month	24	17	5	4	20	9	15	7	3	-	2	15	7	22	8	8	10	4	14	11
	1%	2%	1%	2%	1%	1%	1%	1%	1%	-	*	1%	1%	1%	1%	1%	1%	1%	1%	1%
Less than once a month	41	20	4	-	39	17	24	11	6	2	3	26	13	38	8	8	26	7	33	21
	2%	2%	1%	-	2%	2%	2%	2%	2%	3%	1%	2%	2%	2%	1%	1%	3%	2%	3%	2%
Never	199	118	30	5	168	53	146	31	25	8	28	129	41	170	55	55	100	25	125	112
	9%	11%c	7%	2%	10%c	7%	11%	6%	8%	11%	7%	12%jl	6%	10%	10%	9%	11%	7%	10%	10%
Don't know	7	3	3	1	4	1	6	1	1	-	1	3	2	5	1	1	3	2	5	4
	*	*	1%	*	*	*	*	*	*	-	*	*	*	*	*	*	*	1%	*	*
Never use device	1710	859	389	180	1296	597	1113	395	254	55	351	805	548	1353	457	487	734	301	1035	946
	81%	78%	86%ad	84%	80%	81%	81%	81%	83%	78%	88%km	78%	83%k	80%	83%	83%	78%	84%	80%	81%
Net: use for ODO content at least weekly	122	79	20	24	88	59	63	46	15	6	15	60	47	107	21	25	64	20	84	77
	6%	7%	4%	11%bd	5%	8%	5%	9%	5%	8%	4%	6%	7%	6%	4%	4%	7%	6%	6%	7%
Net: use for ODO content at least once a month	146	96	24	28	108	68	78	53	18	6	17	75	54	129	29	34	74	24	98	88
	7%	9%	5%	13%bd	7%	9%	6%	11%	6%	8%	4%	7%	8%	8%	5%	6%	8%	7%	8%	8%
Net: ever use for ODO content	187	117	28	28	147	85	101	64	24	8	20	100	67	167	36	41	100	31	131	109
	9%	11%	6%	13%b	9%	12%l	7%	13%	8%	11%	5%	10%l	10%l	10%	7%	7%	11%	9%	10%	9%

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

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Absolutes/col percents

Table 29

Q12 - eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	2102	328	1662	112	258	70	270	58	67	852	360
Base	2102	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	1150	221	878	70	170	53	180	42	47	483	196
Every day	52	16	35	1	14	2	13	3	5	34	6
	2%	5%b	2%	1%	6%	4%	5%	6%	8%	4%	2%
Several times a week	42	16	25	2	14	2	14	3	3	29	3
	2%	5%b	1%	2%	6%	3%	5%	5%	5%	3%	1%
At least once a week	27	9	18	*	8	1	8	1	4	9	5
	1%	3%b	1%	*	3%	1%	3%	1%	7%	1%	2%
At least once a month	24	8	15	1	7	1	7	1	-	11	2
	1%	2%b	1%	1%	3%	2%	3%	2%	-	1%	*
Less than once a month	41	2	39	1	1	1	2	-	-	16	4
	2%	1%	2%	1%	*	1%	1%	-	-	2%	1%
Never	199	13	180	5	9	4	10	3	1	74	34
	9%	4%	11%a	5%	4%	7%	4%	6%	2%	9%	10%
Don't know	7	-	7	-	-	-	-	-	-	2	-
	*	-	*	-	-	-	-	-	-	*	-
Never use device	1710	240	1374	96	191	48	202	38	52	681	298
	81%	79%	81%	90%a	78%	82%	79%	79%	79%	80%	85%
Net: use for ODO content at least weekly	122	42	77	3	37	5	35	6	12	72	14
	6%	14%bc	5%	3%	15%	8%	14%	13%	19%	8%i	4%
Net: use for ODO content at least once a month	146	49	93	4	43	6	42	7	12	82	16
	7%	16%bc	5%	4%	18%	10%	16%	15%	19%	10%i	4%
Net: ever use for ODO content	187	51	131	5	44	7	44	7	12	99	20
	9%	17%bc	8%	4%	18%	11%	17%	15%	19%	12%i	6%

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

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Absolutes/col percents

Table 30

Q12 - Games console (e.g. Playstation/ Xbox/ Wii/ PS3)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**2102**	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	**2102**	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	**1150**	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
Every day	**80**	52	28	39	22	10	8	-	1	61	19	1	37	14	-	1	24	4	-	-	13	25	12	31	37	43
	4%	5%b	*3%*	10%defghjk	5%ghjk	2%k	*2%*	-	*	7%efghjk	2%k	*	10%mno	*3%*	-	*	5%q	*1%*	-	-	*2%*	*3%*	*3%*	7%tx	*3%*	*5%*
Several times a week	**118**	71	47	38	38	27	11	3	1	76	38	4	42	29	1	-	34	10	2	1	28	32	32	26	60	58
	6%	*7%*	*4%*	10%fghjk	9%fghjk	6%ghk	*3%*	*1%*	*	9%fghjk	5%hk	*1%*	11%no	7%o	*1%*	-	7%q	*2%*	*2%*	*1%*	*5%*	*4%*	*8%*	*6%*	*5%*	*7%*
At least once a week	**112**	68	43	42	29	26	11	3	1	71	36	4	43	22	2	1	28	14	1	*	28	41	17	26	69	43
	5%	*6%*	*4%*	10%fghjk	7%ghk	6%hk	*3%*	*1%*	*1%*	8%fghjk	4%hk	*1%*	12%mno	*5%*	*2%*	*	*6%*	*4%*	*1%*	*1%*	*5%*	*6%*	*4%*	*6%*	*5%*	*5%*
At least once a month	**90**	49	41	26	22	26	12	3	2	48	38	5	24	20	3	2	24	18	-	-	26	27	21	16	53	37
	4%	*5%*	*4%*	6%ghk	5%hk	6%ghk	*3%*	*1%*	*1%*	6%hk	5%k	*1%*	*7%*	*5%*	*2%*	*1%*	*5%*	*4%*	-	-	*5%*	*4%*	*6%*	*3%*	*4%*	*4%*
Less than once a month	**136**	65	72	37	36	36	22	2	4	72	58	6	27	33	1	3	45	24	2	1	29	51	32	24	80	57
	6%	*6%*	*7%*	9%ghk	8%ghk	9%ghk	5%k	*1%*	*2%*	9%ghk	7%ghk	*1%*	*7%*	*8%*	*1%*	*2%*	9%r	*6%*	*2%*	*1%*	*5%*	*7%*	*8%*	*5%*	*6%*	*7%*
Never	**251**	120	131	31	78	67	43	20	11	109	110	32	52	51	6	10	57	59	14	1	67	88	44	53	154	97
	12%	*11%*	*12%*	*8%*	18%cfghk	16%chk	*11%*	*9%*	*5%*	13%chk	13%chk	*7%*	*14%*	*12%*	*5%*	*8%*	12%s	15%s	14%s	*1%*	*13%*	*12%*	*12%*	*11%*	*12%*	*12%*
Don't know	**16**	7	9	8	3	5	-	1	-	11	5	1	4	2	1	-	7	2	-	-	5	4	1	6	9	8
	1%	*1%*	*1%*	2%k	*1%*	*1%*	-	*	-	*1%*	*1%*	*	*1%*	*1%*	*	-	*1%*	*1%*	-	-	*1%*	*	*	*1%*	*1%*	*1%*
Never use device	**1298**	618	680	179	213	223	293	199	191	392	516	390	138	249	117	115	254	267	82	76	329	471	221	278	799	499
	62%	*59%*	65%a	*45%*	*48%*	*53%*	73%cdeij	86%cdefij	91%cdefij	*47%*	63%cdei	88%cdefij	*37%*	59%l	90%lm	88%lm	*54%*	67%p	82%pq	96%pqr	*63%*	*64%*	*58%*	*60%*	*63%*	*59%*
Net: use for ODO content at least weekly	**310**	192	118	118	90	63	30	6	3	208	93	8	122	65	3	1	86	28	3	1	68	98	61	83	166	143
	15%	18%b	*11%*	30%defghjk	20%fghjk	15%fghk	7%hk	*2%*	*1%*	25%efghjk	11%ghk	*2%*	33%mno	16%no	*2%*	*1%*	18%qrs	*7%*	*3%*	*2%*	*13%*	*13%*	*16%*	*18%*	*13%*	*17%*
Net: use for ODO content at least once a month	**400**	241	159	144	112	90	41	9	4	256	131	13	146	86	6	3	110	45	3	1	94	126	82	99	219	181
	19%	23%b	*15%*	36%defghjk	25%fghjk	21%fghk	10%ghk	*4%*	*2%*	30%efghjk	16%ghk	*3%*	40%mno	20%no	*4%*	*2%*	23%qrs	*11%*	*3%*	*2%*	*18%*	*17%*	*22%*	*21%*	*17%*	*21%*
Net: ever use for ODO content	**536**	306	231	181	147	126	63	11	8	328	189	19	174	119	7	6	154	70	4	2	122	177	114	123	299	237
	26%	29%b	*22%*	45%defghjk	33%fghjk	30%fghk	16%ghk	*5%*	*4%*	39%efghjk	23%fghk	*4%*	47%mno	28%no	*5%*	*4%*	33%qrs	18%rs	*4%*	*3%*	*23%*	*24%*	*30%*	*27%*	*24%*	*28%*

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 30

Q12 - Games console (e.g. Playstation/ Xbox/ Wii/ PS3)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All respondents

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	2102	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	1150	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
Every day	80	47	32	30	50	-	6	5	2	2	13	2	11	15	17	72	3	-	5	13	14	44
	4%	4%	4%	2%	6%c	-	7%hik	3%	1%	1%	7%hk	1%	4%	5%h	10%ghikl	4%	2%	-	3%	3%	4%	5%
Several times a week	118	87	30	56	59	1	4	15	13	5	17	12	13	15	15	109	5	2	2	33	22	54
	6%	7%b	4%	4%	8%c	5%	5%	7%	8%	3%	9%	5%	5%	5%	9%	6%	4%	4%	1%	7%	6%	6%
At least once a week	112	78	33	71	35	3	5	17	7	4	12	10	17	17	9	97	5	2	8	28	17	52
	5%	6%	4%	6%	5%	11%	6%	8%	4%	3%	6%	4%	6%	6%	5%	6%	4%	5%	4%	6%	5%	6%
At least once a month	90	59	31	52	36	1	5	12	6	10	9	6	12	14	8	80	6	2	1	23	18	40
	4%	5%	4%	4%	5%	2%	6%	6%	3%	6%	5%	2%	4%	5%	5%	5%	5%	6%	1%	5%	5%	4%
Less than once a month	136	85	51	86	47	1	3	6	10	16	10	13	35	20	10	121	7	2	7	18	26	76
	6%	7%	6%	7%	6%	3%	4%	3%	6%	10%g	5%	6%	13%g	7%	6%	7%	5%	4%	4%	4%	7%	8%u
Never	251	175	77	147	98	4	12	20	28	15	18	33	27	37	12	203	16	10	22	60	33	110
	12%	14%b	9%	12%	13%	14%	14%	10%	17%h	9%	10%	14%	10%	14%	7%	12%	13%	24%g	12%	13%	9%	12%
Don't know	16	9	8	10	5	-	-	4	1	-	2	1	2	2	1	13	2	*	1	5	2	6
	1%	1%	1%	1%	1%	-	-	2%	1%	-	1%	*	1%	1%	1%	1%	1%	1%	*	1%	1%	1%
Never use device	1298	736	559	820	444	20	48	129	100	114	107	152	155	152	95	1052	82	24	140	278	221	554
	62%	58%	68%a	64%d	57%	65%	58%	62%	60%	68%	57%	67%	57%	56%	57%	60%	66%	57%	75%d	61%	62%	59%
Net: use for ODO content at least weekly	310	211	95	157	144	5	15	38	22	12	42	24	40	46	40	278	13	4	15	74	53	151
	15%	17%b	12%	12%	19%c	16%	18%l	18%l	13%	7%	22%lk	11%	15%	17%l	24%hikl	16%	10%	8%	8%	16%	15%	16%
Net: use for ODO content at least once a month	400	270	126	209	180	5	20	49	27	21	50	30	52	60	49	359	19	6	17	97	71	190
	19%	21%b	15%	16%	23%c	18%	24%	24%l	16%	13%	27%lk	13%	19%	22%	29%hik	21%l	15%	14%	9%	21%	20%	20%
Net: ever use for ODO content	536	355	177	295	227	6	23	55	37	37	60	42	87	79	58	479	25	8	24	115	98	267
	26%	28%b	22%	23%	29%c	21%	28%	26%	22%	22%	32%lk	18%	32%lk	29%	35%hik	27%l	20%	18%	13%	25%	28%	28%

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

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Absolutes/col percents

Table 30

Q12 - Games console (e.g. Playstation/ Xbox/ Wii/ PS3)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All respondents

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	2102	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	2102	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	1150	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
Every day	80	58	75	74	80	75	39	60	43	25	75	42	66	43	28	80	-	69	80	80
	4%	4%	5%	5%	10%abc	6%	4%	8%f	8%fi	5%	5%	4%	7%k	7%	5%	4%	-	4%	4%	4%
Several times a week	118	97	95	102	118	95	70	87	71	47	95	72	92	72	47	116	2	115	116	116
	6%	6%	6%	7%	14%abc	8%	8%	11%e	14%efi	9%	6%	7%	10%j	11%jk	8%	6%	1%	7%	6%	6%
At least once a week	112	91	90	102	112	88	57	85	66	43	89	57	89	68	45	110	1	109	109	110
	5%	6%	5%	7%	14%abc	7%	6%	11%ef	13%efi	8%	6%	6%	9%jk	11%jk	7%	6%	1%	7%	6%	6%
At least once a month	90	75	74	85	90	66	41	60	39	42	72	41	74	41	43	90	1	80	88	90
	4%	5%	4%	6%	11%abc	5%	5%	8%f	8%f	8%	5%	4%	8%jk	6%	7%k	5%	1%	5%	5%	5%
Less than once a month	136	112	117	118	136	89	74	73	32	44	116	78	94	61	50	127	10	109	121	127
	6%	7%	7%	8%	17%abc	7%	8%	9%	6%	8%	8%	8%	10%	10%	8%	6%	8%	7%	7%	6%
Never	251	199	227	212	251	112	112	46	35	37	168	128	80	58	44	234	17	188	220	234
	12%	12%	14%	14%	30%abc	9%g	13%eghi	6%	7%	7%	11%n	13%lm	9%	9%	7%	12%	14%	11%	12%	12%
Don't know	16	16	13	15	16	9	9	7	2	3	10	9	9	2	5	16	-	15	16	16
	1%	1%	1%	1%	2%d	1%	1%	1%	*	1%	1%	1%	1%	*	1%	1%	-	1%	1%	1%
Never use device	1298	950	957	784	20	678	483	355	225	307	844	580	438	290	346	1210	88	975	1054	1210
	62%	59%cd	58%cd	53%d	2%	56%gh	55%gh	46%	44%	56%gh	57%lm	58%lm	47%	46%	57%lm	61%	74%	59%	58%	61%
Net: use for ODO content at least weekly	310	245	261	277	310	258	167	232	179	115	260	171	247	183	119	307	3	293	305	307
	15%	15%	16%	19%	38%abc	21%	19%	30%efi	35%efi	21%	18%	17%	26%jkn	29%jkn	20%	15%p	3%	18%	17%	15%
Net: use for ODO content at least once a month	400	320	334	362	400	324	208	292	218	156	332	212	320	225	163	396	4	373	393	396
	19%	20%	20%	24%ab	49%abc	27%	23%	38%efi	43%efi	29%	23%	21%	34%jkn	35%jkn	27%k	20%p	3%	22%	22%	20%
Net: ever use for ODO content	536	432	451	480	536	413	282	365	250	200	448	290	414	285	212	523	13	481	514	523
	26%	27%	27%	32%ab	65%abc	34%	32%	47%efi	49%efi	37%	30%	29%	44%jkn	45%jkn	35%k	26%p	11%	29%	28%	26%

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 30

Q12 - Games console (e.g. Playstation/ Xbox/ Wii/ PS3)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All respondents

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
Every day	80	64	4	20	57	31	49	27	6	1	17	30	32	63	14	14	29	18	46	46
	4%	6%bd	*1%*	9%bd	*4%*	*4%*	*4%*	*6%*	*2%*	*1%*	*4%*	*3%*	*5%*	*4%*	*3%*	*2%*	*3%*	*5%*	*4%*	*4%*
Several times a week	118	95	4	13	93	61	57	45	31	7	10	54	54	108	22	26	56	25	82	75
	6%	9%bd	*1%*	6%b	6%b	8%j	*4%*	*9%*	*10%*	*10%*	*2%*	*5%*	8%j	6%j	*4%*	*4%*	*6%*	*7%*	*6%*	*6%*
At least once a week	112	82	7	18	80	59	53	46	22	4	10	46	56	102	18	22	58	24	82	75
	5%	8%bd	*2%*	8%b	5%b	8%j	*4%*	*9%*	*7%*	*5%*	*2%*	*4%*	8%jk	6%j	*3%*	*4%*	*6%*	*7%*	*6%*	6%n
At least once a month	90	60	11	10	77	49	42	34	18	9	5	43	40	82	33	35	30	15	45	46
	4%	*5%*	*3%*	*5%*	*5%*	7%j	*3%*	*7%*	*6%*	*12%*	*1%*	4%j	6%j	5%j	*6%*	*6%*	*3%*	*4%*	*3%*	*4%*
Less than once a month	136	75	22	8	126	76	60	48	38	4	13	71	52	123	28	31	74	18	91	78
	6%	*7%*	*5%*	*4%*	*8%*	10%j	*4%*	*10%*	*13%*	*5%*	*3%*	*7%*	8%j	7%j	*5%*	*5%*	*8%*	*5%*	*7%*	*7%*
Never	251	146	46	21	204	100	151	59	47	12	44	122	84	207	65	69	134	38	173	152
	12%	*13%*	*10%*	*10%*	*13%*	*14%*	*11%*	*12%*	*16%*	*17%*	*11%*	*12%*	*13%*	*12%*	*12%*	*12%*	*14%*	*11%*	*13%*	*13%*
Don't know	16	8	2	2	13	5	11	4	2	-	1	5	10	14	4	4	6	4	11	10
	1%	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
Never use device	1298	566	353	121	965	356	942	228	140	34	301	666	330	996	365	383	550	217	767	691
	62%	*52%*	78%acd	*57%*	60%a	*48%*	69%ai	*46%*	*46%*	*49%*	75%klm	64%lm	*50%*	59%l	67%prs	66%prs	*59%*	*60%*	*59%*	*59%*
Net: use for ODO content at least weekly	310	241	15	51	230	150	160	117	59	12	36	130	142	272	55	63	143	67	210	196
	15%	22%bd	*3%*	24%bd	14%b	20%j	*12%*	*24%*	*19%*	*17%*	*9%*	*13%*	22%jkm	16%j	*10%*	*11%*	15%n	19%no	16%no	17%no
Net: use for ODO content at least once a month	400	302	27	62	307	199	201	152	77	21	41	173	182	355	87	98	173	82	255	241
	19%	28%bd	*6%*	29%bd	19%b	27%j	*15%*	*31%*	*25%*	*29%*	*10%*	17%j	28%jkm	21%jk	*16%*	*17%*	*18%*	23%n	*20%*	*21%*
Net: ever use for ODO content	536	376	49	70	433	275	261	200	116	24	54	244	234	478	115	129	247	100	347	319
	26%	34%bd	*11%*	33%b	27%b	37%j	*19%*	*41%*	*38%*	*34%*	*14%*	24%j	36%jkm	28%jk	*21%*	*22%*	*26%*	*28%*	*27%*	27%n

Prepared by BDRC Continental

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

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Absolutes/col percents

Table 30

Q12 - Games console (e.g. Playstation/ Xbox/ Wii/ PS3)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	2102	328	1662	112	258	70	270	58	67	852	360
Base	2102	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	1150	221	878	70	170	53	180	42	47	483	196
Every day	80	34	45	1	29	5	31	3	11	34	19
	4%	11%bc	3%	1%	12%	8%	12%	6%	16%	4%	5%
Several times a week	118	33	80	5	25	8	25	8	5	44	20
	6%	11%bc	5%	5%	10%	13%	10%	17%	8%	5%	6%
At least once a week	112	22	86	3	20	2	20	2	3	49	13
	5%	7%	5%	3%	8%	4%	8%	5%	5%	6%	4%
At least once a month	90	17	66	7	13	4	17	1	2	43	13
	4%	6%	4%	6%	5%	7%	6%	1%	3%	5%	4%
Less than once a month	136	12	118	6	9	3	9	3	2	66	11
	6%	4%	7%	6%	4%	6%	4%	7%	2%	8%d	3%
Never	251	17	222	12	10	7	12	5	1	96	43
	12%	6%	13%a	12%	4%	11%	5%	10%	1%	11%	12%
Don't know	16	3	12	2	3	*	3	*	-	4	3
	1%	1%	1%	2%	1%	1%	1%	1%	-	*	1%
Never use device	1298	165	1064	69	135	30	139	26	41	521	231
	62%	54%	63%a	65%	55%	51%	54%	54%	63%	61%	65%
Net: use for ODO content at least weekly	310	89	210	10	74	15	76	13	19	127	53
	15%	29%bc	12%	10%	30%	25%	30%	28%	30%	15%	15%
Net: use for ODO content at least once a month	400	106	277	17	87	19	92	14	21	170	66
	19%	35%bc	16%	16%	36%	32%	36%	29%	33%	20%	19%
Net: ever use for ODO content	536	119	394	23	97	22	101	17	23	236	76
	26%	39%bc	23%	22%	40%	37%	40%	36%	35%	28%	22%

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

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Absolutes/col percents

Table 31

Q12 - Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**2102**	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	**2102**	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	**1150**	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
Every day	**8**	7	1	3	2	-	1	1	-	6	1	1	5	1	1	-	1	-	-	-	2	4	1	1	5	2
	*	*1%*	*	*1%*	*1%*	-	*	*	-	*1%*	*	*	*1%*	*	*	-	*	-	-	-	*	*	*	*	*	*
Several times a week	**12**	8	4	4	6	1	1	-	-	10	2	-	7	1	-	-	2	1	-	-	2	8	2	-	9	2
	1%	*1%*	*	*1%*	*1%*	*	*	-	-	*1%*	*	-	*2%*	*	-	-	*1%*	*	-	-	*	*1%*	*1%*	-	*1%*	*
At least once a week	**11**	6	6	3	2	3	1	1	-	6	4	1	2	3	1	-	4	2	-	-	3	6	1	2	9	2
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	-	*1%*	*1%*	*	*	*1%*	*1%*	-	*1%*	*	-	-	*1%*	*1%*	*	*	*1%*	*
At least once a month	**8**	5	3	2	1	3	1	2	-	3	4	2	1	3	2	-	2	1	-	-	3	4	-	1	8	1
	*	*1%*	*	*1%*	*	*1%*	*	*1%*	-	*	*	*	*	*1%*	*2%*	-	*	*	-	-	*1%*	*1%*	-	*	*1%*	*
Less than once a month	**7**	4	3	1	1	-	3	1	1	2	3	2	*	2	1	1	2	1	-	-	2	1	3	1	3	4
	*	*	*	*	*	-	*1%*	*	*	*	*	*	*	*1%*	*1%*	*	*	*	-	-	*	*	*	*1%*	*	*	*
Never	**8**	5	3	1	1	2	1	1	-	3	4	1	1	3	*	-	1	*	1	-	2	4	2	-	6	2
	*	*	*	*	*	*1%*	*	*1%*	-	*	*	*	*	*1%*	*	-	*	*	*1%*	-	*	*1%*	*1%*	-	*	*
Don't know	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never use device	**2049**	1016	1032	384	427	412	391	225	210	811	803	434	352	409	125	130	460	393	100	79	508	713	372	455	1221	827
	97%	*97%*	*98%*	*96%*	*97%*	*98%*	*98%*	*97%*	**100%c**	*97%*	*98%*	*98%*	*95%*	*97%*	*96%*	*100%*	*97%*	*99%*	*99%*	*100%*	*97%*	*97%*	*98%*	*99%*	*97%*	*98%*
Net: use for ODO content at least weekly	**30**	20	10	10	11	4	3	2	-	21	7	2	14	4	2	-	7	3	-	-	7	17	4	3	23	7
	1%	*2%*	*1%*	**3%k**	*2%*	*1%*	*1%*	*1%*	-	**3%jk**	*1%*	*	*4%*	*1%*	*1%*	-	*2%*	*1%*	-	-	*1%*	*2%*	*1%*	*1%*	*2%*	*1%*
Net: use for ODO content at least once a month	**39**	26	13	12	12	7	4	4	-	24	11	4	15	7	4	-	9	4	-	-	10	21	4	4	31	8
	2%	*2%*	*1%*	**3%h**	*3%*	*2%*	*1%*	*2%*	-	*3%*	*1%*	*1%*	*4%*	*2%*	*3%*	-	*2%*	*1%*	-	-	*2%*	**3%l**	*1%*	*1%*	*2%*	*1%*
Net: ever use for ODO content	**46**	30	16	14	13	7	7	5	1	27	13	6	15	9	5	1	11	5	-	-	12	22	7	5	34	12
	2%	*3%*	*1%*	*3%*	*3%*	*2%*	*2%*	*2%*	*	*3%*	*2%*	*1%*	*4%*	*2%*	*4%*	*	*2%*	*1%*	-	-	*2%*	*3%*	*2%*	*1%*	*3%*	*1%*

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

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Absolutes/col percents

Table 31

Q12 - Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All respondents

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**2102**	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	**2102**	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	**1150**	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
Every day	**8**	5	2	5	2	-	1	1	-	-	2	-	1	1	1	8	-	-	-	2	2	4
	*	*	*	*	*	-	1%	1%	-	-	1%	-	*	1%	1%	*	-	-	-	*	1%	*
Several times a week	**12**	11	1	10	2	-	*	2	1	-	1	2	-	4	2	11	-	1	-	3	1	7
	1%	1%	*	1%	*	-	1%	1%	1%	-	*	1%	-	1%	1%	1%	-	1%	-	1%	*	1%
At least once a week	**11**	7	3	8	3	-	-	2	2	1	1	-	1	2	1	9	-	-	2	4	2	4
	1%	1%	*	1%	*	-	-	1%	1%	*	*	-	*	1%	1%	1%	-	-	1%	1%	*	*
At least once a month	**8**	6	2	6	2	-	-	1	-	-	3	-	1	-	*	5	-	1	3	1	3	1
	*	*	*	*	*	-	-	*	-	-	2%	-	*	-	*	*	-	2%	1%	*	1%	*
Less than once a month	**7**	3	4	5	2	-	1	1	1	2	-	-	1	-	-	5	1	-	1	3	2	1
	*	*	*	*	*	-	1%	*	1%	1%	-	-	*	-	-	*	1%	-	*	1%	*	*
Never	**8**	5	3	5	3	-	*	2	-	-	-	-	-	1	1	5	*	2	1	3	-	2
	*	*	*	*	*	-	1%	1%	-	-	-	-	-	*	*	*	*	4%	1%	1%	-	*
Don't know	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never use device	**2049**	1236	805	1233	761	31	80	200	162	164	180	227	267	262	162	1705	124	39	181	442	344	919
	97%	97%	98%	97%	98%	100%	97%	96%	97%	99%	96%	99%	99%	97%	97%	98%	99%	93%	97%	97%	97%	98%
Net: use for ODO content at least weekly	**30**	24	6	23	6	-	1	5	3	1	4	2	2	7	3	28	-	1	2	9	5	14
	1%	2%	1%	2%	1%	-	1%	2%	2%	*	2%	1%	1%	3%	2%	2%	-	1%	1%	2%	1%	2%
Net: use for ODO content at least once a month	**39**	30	8	29	9	-	1	6	3	1	7	2	3	7	4	33	-	1	5	10	8	15
	2%	2%	1%	2%	1%	-	1%	3%	2%	*	4%	1%	1%	3%	2%	2%	-	3%	2%	2%	2%	2%
Net: ever use for ODO content	**46**	33	12	34	11	-	2	6	4	2	7	2	4	7	4	38	1	1	5	13	10	16
	2%	3%	1%	3%	1%	-	3%	3%	3%	1%	4%	1%	1%	3%	2%	2%	1%	3%	3%	3%	3%	2%

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

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Absolutes/col percents

Table 31

Q12 - Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All respondents

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	2102	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	2102	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	1150	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
Every day	8 *	6 *	7 *	7 *	8 1%	7 1%	5 1%	6 1%	5 1%	4 1%	7 *	6 1%	6 1%	5 1%	4 1%	8 *	- -	8 *	8 *	8 *
Several times a week	12 1%	11 1%	10 1%	9 1%	12 1%	10 1%	7 1%	8 1%	6 1%	6 1%	10 1%	7 1%	8 1%	6 1%	6 1%	12 1%	- -	11 1%	12 1%	12 1%
At least once a week	11 1%	11 1%	9 1%	11 1%	11 1%	6 *	3 *	9 1%	7 1%	9 2%	9 1%	3 *	10 1%	8 1%	9 1%	11 1%	- -	11 1%	11 1%	11 1%
At least once a month	8 *	6 *	8 1%	6 *	8 1%	5 *	1 *	2 *	5 1%f	2 *	6 *	3 *	6 1%	5 1%	2 *	8 *	- -	6 *	8 *	8 *
Less than once a month	7 *	6 *	4 *	4 *	7 1%	2 *	2 *	1 *	2 *	3 *	3 *	3 *	3 *	4 1%	3 1%	7 *	- -	7 *	7 *	7 *
Never	8 *	5 *	7 *	7 *	8 1%	5 *	* *	2 *	1 *	2 *	6 *	* *	2 *	3 *	3 1%	6 *	2 2%	6 *	6 *	6 *
Don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Never use device	2049 97%	1554 97%d	1603 97%d	1447 97%d	770 94%	1176 97%	867 98%hi	745 96%	486 95%	523 95%	1428 97%	983 98%m	905 96%	605 95%	579 96%	1932 97%	116 98%	1610 97%	1752 97%	1932 97%
Net: use for ODO content at least weekly	30 1%	28 2%	26 2%	27 2%	30 4%abc	23 2%	15 2%	23 3%	18 3%	19 3%	26 2%	17 2%	24 3%	19 3%	19 3%	30 2%	- -	29 2%	30 2%	30 2%
Net: use for ODO content at least once a month	39 2%	33 2%	34 2%	33 2%	39 5%abc	28 2%	16 2%	25 3%	23 4%ef	21 4%	32 2%	20 2%	30 3%	24 4%	21 3%	39 2%	- -	36 2%	39 2%	39 2%
Net: ever use for ODO content	46 2%	39 2%	38 2%	37 2%	46 6%abc	30 2%	19 2%	26 3%	25 5%ef	23 4%	36 2%	23 2%	33 4%	28 4%jk	24 4%	46 2%	- -	43 3%	46 3%	46 2%

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

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Absolutes/col percents

Table 31

Q12 - Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All respondents

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
Every day	8	6	1	3	5	6	2	4	3	-	-	5	2	7	-	-	4	2	6	6
	*	1%	*	1%	*	1%	*	1%	1%	-	-	*	*	*	-	-	*	1%	1%	1%
Several times a week	12	9	*	2	9	1	11	1	-	-	2	9	1	10	*	*	9	2	10	10
	1%	1%	*	1%	1%	*	1%	*	-	-	*	1%	*	1%	*	*	1%	*	1%	1%
At least once a week	11	9	1	-	11	2	9	2	1	-	2	5	5	9	5	7	4	1	4	6
	1%	1%	*	-	1%	*	1%	1%	*	-	*	*	1%	1%	1%	1%	*	*	*	1%
At least once a month	8	8	1	1	8	1	7	1	1	-	1	4	3	7	2	2	2	1	3	3
	*	1%	*	*	*	*	1%	*	*	-	*	*	*	*	*	*	*	*	*	*
Less than once a month	7	4	3	-	7	2	5	1	1	1	2	5	-	5	3	3	3	-	3	3
	*	*	1%	-	*	*	*	*	*	1%	1%	*	-	*	1%	1%	*	-	*	*
Never	8	7	*	-	7	2	5	*	1	1	1	5	1	6	2	2	4	*	4	2
	*	1%	*	-	*	*	*	*	*	1%	*	*	*	*	*	*	*	*	*	*
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never use device	2049	1053	445	208	1568	720	1328	481	298	69	391	1006	645	1650	535	569	911	354	1265	1142
	97%	96%	99%	97%	97%	98%	97%	98%	98%	98%	98%	97%	98%	97%	98%	97%	97%	98%	98%	97%
Net: use for ODO content at least weekly	30	24	2	5	25	9	21	7	4	-	3	18	8	26	6	7	16	4	21	22
	1%	2%	*	2%	2%	1%	2%	1%	1%	-	1%	2%	1%	2%	1%	1%	2%	1%	2%	2%
Net: use for ODO content at least once a month	39	32	3	5	33	11	28	8	4	-	5	22	11	33	8	9	18	5	24	25
	2%	3%	1%	3%	2%	1%	2%	2%	1%	-	1%	2%	2%	2%	1%	2%	2%	2%	2%	2%
Net: ever use for ODO content	46	36	5	5	40	13	33	9	6	1	7	27	11	38	11	13	22	5	27	28
	2%	3%	1%	3%	2%	2%	2%	2%	2%	1%	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%

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

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Absolutes/col percents

Table 31

Q12 - Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**2102**	328	1662	112	258	70	270	58	67	852	360
Base	**2102**	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	**1150**	221	878	70	170	53	180	42	47	483	196
Every day	**8**	4	2	1	4	-	4	-	2	4	4
	*	1%b	*	1%	2%	-	2%	-	3%	*	1%
Several times a week	**12**	5	6	*	4	2	4	1	1	5	3
	1%	2%b	*	*	1%	3%	2%	3%	1%	1%	1%
At least once a week	**11**	4	6	1	3	1	3	1	1	4	2
	1%	1%b	*	1%	1%	2%	1%	2%	1%	*	1%
At least once a month	**8**	1	6	1	1	-	1	-	-	1	1
	*	*	*	1%	*	-	*	-	-	*	*
Less than once a month	**7**	2	5	-	2	*	2	*	-	3	1
	*	1%	*	-	1%	1%	1%	1%	-	*	*
Never	**8**	-	8	-	-	-	-	-	-	*	3
	*	-	*	-	-	-	-	-	-	*	1%
Don't know	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Never use device	**2049**	287	1659	103	231	56	241	46	62	839	341
	97%	95%	98%a	97%	94%	95%	95%	95%	94%	98%	97%
Net: use for ODO content at least weekly	**30**	14	14	2	11	2	12	2	4	13	8
	1%	5%b	1%	2%	5%	4%	5%	5%	6%	2%	2%
Net: use for ODO content at least once a month	**39**	15	21	4	12	2	12	2	4	14	9
	2%	5%b	1%	3%	5%	4%	5%	5%	6%	2%	2%
Net: ever use for ODO content	**46**	17	26	4	14	3	14	3	4	17	9
	2%	5%b	2%	3%	6%	5%	5%	5%	6%	2%	3%

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

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Absolutes/col percents

Table 32
Q12 Summary - use for ODO content
Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	2102	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	2102	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	1150	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	1006	538	469	191	199	191	215	120	91	389	407	211	169	230	74	65	220	177	46	26	266	367	175	199	633	374
	48%	51%b	*45%*	*48%*	*45%*	*45%*	*54%*	*52%*	*43%*	*46%*	*50%*	*48%*	*46%*	*55%*	*57%*	*50%*	*47%*	*44%*	*45%*	*33%*	*51%*	*50%*	*46%*	*43%*	*50%*	*44%*
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	606	296	310	115	128	133	97	51	82	243	230	133	108	115	23	49	135	115	28	33	178	175	127	127	353	253
	29%	*28%*	*30%*	*29%*	*29%*	*32%*	*24%*	*22%*	39%cfgjl	*29%*	*28%*	*30%*	*29%*	*27%*	*18%*	38%h	*28%*	*29%*	*28%*	*41%*	34%uix	*24%*	33%u	*28%*	*28%*	30%u
Smart TV	308	168	141	75	74	60	49	28	23	149	109	51	65	64	17	22	84	44	11	*	108	101	53	46	209	99
	15%	*16%*	*13%*	19%hjk	*17%*	*14%*	*12%*	*12%*	*11%*	18%k	*13%*	*11%*	*18%*	*15%*	*13%*	*17%*	18%qs	11%s	11%s	*1%*	21%uvwy	*14%*	*14%*	*10%*	17%wy	*12%*
Smartphone	940	455	486	281	241	213	131	38	37	522	344	75	226	186	22	22	296	158	16	15	232	356	176	176	588	353
	45%	*43%*	*46%*	70%defghij k	55%fghjk	51%fghjk	33%ghk	*16%*	*18%*	62%defghjk	42%fghk	*17%*	61%mno	44%no	*17%*	*16%*	63%qrs	40%rs	*16%*	*19%*	*44%*	48%w	*46%*	*38%*	47%w	*42%*
PC/Mac/laptop	1470	754	715	320	317	314	273	125	119	638	587	245	277	326	77	74	360	261	49	46	354	551	250	314	905	565
	70%	*72%*	*68%*	80%defghjk	72%ghk	75%ghk	68%ghk	*54%*	*57%*	76%fghk	72%ghk	*55%*	75%no	77%no	*59%*	*56%*	76%qrs	65%r	*48%*	*58%*	*68%*	75%tvy	*66%*	*68%*	*72%*	*67%*
Tablet computer (e.g. iPad)	636	313	322	156	157	148	88	43	44	313	236	87	144	111	27	31	169	124	16	12	184	227	110	115	411	225
	30%	*30%*	*31%*	39%fghjk	36%fghk	35%fghk	*22%*	*19%*	*21%*	37%fghjk	29%gk	*20%*	39%mno	*26%*	*20%*	*24%*	36%rs	31%rs	*16%*	*16%*	35%wy	*31%*	*29%*	*25%*	33%wy	*27%*
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	187	81	106	42	32	45	25	14	29	75	70	42	31	25	7	17	43	45	6	12	63	56	41	26	119	67
	9%	*8%*	*10%*	*11%*	*7%*	*11%*	*6%*	*6%*	14%l	*9%*	*8%*	*10%*	*9%*	*6%*	*6%*	*13%*	*9%*	*11%*	*6%*	*15%*	12%uw	*8%*	*11%*	*6%*	*9%*	*8%*
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	536	306	231	181	147	126	63	11	8	328	189	19	174	119	7	6	154	70	4	2	122	177	114	123	299	237
	26%	29%b	*22%*	45%defghjk	33%fghjk	30%fghk	16%ghk	*5%*	*4%*	39%efghjk	23%fghk	*4%*	47%mno	28%no	*5%*	*4%*	33%qrs	18%rs	*4%*	*3%*	*23%*	*24%*	*30%*	*27%*	*24%*	*28%*
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	46	30	16	14	13	7	7	5	1	27	13	6	15	9	5	1	11	5	-	-	12	22	7	5	34	12
	2%	*3%*	*1%*	*3%*	*3%*	*2%*	*2%*	*2%*	*	*3%*	*2%*	*1%*	*4%*	*2%*	*4%*	*	*2%*	*1%*	-	-	*2%*	*3%*	*2%*	*1%*	*3%*	*1%*

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

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Absolutes/col percents

Table 32
Q12 Summary - use for ODO content
Base: All respondents

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	2102	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	1150	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	1006	650	352	649	328	22	39	103	80	76	99	104	114	129	74	817	71	21	97	222	174	421
	48%	51%b	43%	51%d	42%	72%	47%	50%	48%	45%	53%	45%	42%	48%	44%	47%	57%	51%	52%	49%	49%	45%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	606	341	262	386	201	5	19	61	50	49	58	60	106	71	48	522	26	11	48	130	108	285
	29%	27%	32%	30%	26%	18%	22%	29%	30%	30%	31%	26%	39%fm	26%	29%	30%	21%	26%	26%	28%	30%	30%
Smart TV	308	218	90	202	94	5	9	25	29	23	34	34	31	49	32	266	18	5	19	64	57	146
	15%	17%b	11%	16%	12%	16%	11%	12%	17%	14%	18%	15%	12%	18%	19%	15%	14%	11%	10%	14%	16%	16%
Smartphone	940	602	332	535	378	12	43	91	82	76	86	81	128	128	86	801	47	16	76	216	162	423
	45%	47%b	41%	42%	49%c	38%	51%	44%	49%	46%	46%	36%	47%	47%	52%k	46%	38%	39%	41%	47%	46%	45%
PC/Mac/laptop	1470	899	565	873	565	15	60	151	119	113	127	138	186	204	125	1225	77	24	143	331	240	654
	70%	71%	69%	69%	73%	50%	72%	73%	72%	68%	68%	60%	69%	76%k	75%k	70%	62%	57%	76%gn	72%	68%	70%
Tablet computer (e.g. iPad)	636	406	225	391	223	9	29	66	54	45	53	64	79	94	60	545	27	13	51	149	98	297
	30%	32%	27%	31%	29%	31%	35%	32%	32%	27%	28%	28%	29%	35%	36%	31%	22%	31%	27%	33%	28%	32%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	187	121	66	141	43	2	11	19	16	7	19	12	26	22	18	150	16	3	18	46	26	78
	9%	10%	8%	11%d	6%	6%	13%l	9%	9%	4%	10%	5%	10%	8%	11%	9%	13%	7%	10%	10%	7%	8%
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	536	355	177	295	227	6	23	55	37	37	60	42	87	79	58	479	25	8	24	115	98	267
	26%	28%b	22%	23%	29%c	21%	28%	26%	22%	22%	32%jk	18%	32%k	29%	35%hik	27%r	20%	18%	13%	25%	28%	28%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	46	33	12	34	11	-	2	6	4	2	7	2	4	7	4	38	1	1	5	13	10	16
	2%	3%	1%	3%	1%	-	3%	3%	3%	1%	4%	1%	1%	3%	2%	2%	1%	3%	3%	3%	3%	2%

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

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Absolutes/col percents

Table 32
Q12 Summary - use for ODO content
Base: All respondents

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	2102	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	2102	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	1150	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	1006	1006	763	743	432	529	886	398	252	152	642	1006	471	316	169	941	65	842	821	941
	48%	63%bcd	46%	50%	53%b	44%l	100%eghi	52%el	49%l	28%	44%n	100%jlmn	50%jn	50%jn	28%	47%	55%	51%r	46%	47%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	606	606	481	441	270	384	155	267	186	548	449	169	320	226	606	565	41	463	531	565
	29%	38%bc	29%	30%	33%	32%l	18%	35%l	36%l	100%efgh	31%k	17%	34%k	36%k	100%klm	28%	35%	28%	29%	28%
Smart TV	308	221	243	308	160	196	151	181	151	102	230	155	203	169	107	301	7	282	289	301
	15%	14%	15%	21%ab	19%ab	16%	17%	23%ef	30%efgi	19%	16%	15%	22%jk	27%jkn	18%	15%	6%	17%	16%	15%
Smartphone	940	715	775	940	513	684	431	772	360	298	759	471	940	414	320	921	20	784	901	921
	45%	45%	47%	63%ab	62%ab	56%l	49%	100%efhi	70%efl	54%	52%	47%	100%jkmn	65%jkn	53%	46%p	17%	47%	50%	46%
PC/Mac/laptop	1470	1080	1470	1120	636	1212	576	623	376	417	1470	642	759	464	449	1431	38	1247	1350	1431
	70%	68%	89%acd	75%a	77%a	100%fghi	65%	81%fh	73%f	76%f	100%klmn	64%	81%kmn	73%k	74%k	72%p	33%	75%	75%	72%
Tablet computer (e.g. iPad)	636	482	478	547	356	389	297	342	512	216	464	316	414	636	226	621	14	555	597	621
	30%	30%	29%	37%ab	43%abc	32%	34%	44%ef	100%efgi	39%ef	32%	31%	44%jkn	100%jkln	37%	31%p	12%	33%	33%	31%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	187	163	152	187	106	145	107	114	99	79	152	110	126	113	82	173	14	151	167	173
	9%	10%	9%	13%b	13%b	12%	12%	15%	19%efl	14%	10%	11%	13%	18%jk	13%	9%	12%	9%	9%	9%
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	536	432	451	480	536	413	282	365	250	200	448	290	414	285	212	523	13	481	514	523
	26%	27%	27%	32%ab	65%abc	34%	32%	47%efi	49%efl	37%	30%	29%	44%jkn	45%jkn	35%k	26%p	11%	29%	28%	26%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	46	39	38	37	46	30	19	26	25	23	36	23	33	28	24	46	-	43	46	46
	2%	2%	2%	2%	6%abc	2%	2%	3%	5%efl	4%	2%	2%	4%	4%jk	4%	2%	-	3%	3%	2%

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 32
Q12 Summary - use for ODO content
Base: All respondents

	Total	Tech savvy: Keep up with new Tech (agree) (a)	Tech savvy: Keep up with new Tech (disagree) (b)	Tech savvy: Computers confuse me (agree) (c)	Tech savvy: Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	Age of Children: 0-10 (g)	Age of Children: 11-16 (h)	Age of Children: 17 (i)	HH size: Single (j)	HH size: 2-3 (k)	HH size: 4+ (l)	HH size: 2+ (m)	TV access: Freeview only (n)	TV access: Freeview (any) (o)	TV access: Sat (p)	TV access: Cab (q)	TV access: Sat/Cab (r)	TV access: Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	1006	563	197	114	769	405	601	256	188	38	153	496	353	849	29	37	611	309	920	908
	48%	51%	44%	53%	48%	55%j	44%	52%	62%	54%	38%	48%j	54%j	50%j	5%	6%	65%no	86%noprs	71%nop	78%nopr
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	606	342	119	53	495	213	393	158	81	19	105	321	176	497	262	281	200	59	259	202
	29%	31%	26%	25%	31%	29%	29%	32%	26%	27%	26%	31%	27%	29%	48%pqrs	48%pqrs	21%	16%	20%	17%
Smart TV	308	226	37	37	243	137	171	106	55	12	41	145	121	266	67	75	156	51	207	190
	15%	21%bd	8%	17%b	15%b	19%j	13%	22%	18%	17%	10%	14%	18%j	16%j	12%	13%	17%	14%	16%	16%
Smartphone	940	612	128	97	760	393	547	289	144	32	120	443	372	815	226	249	430	147	577	549
	45%	56%bcd	28%	45%b	47%b	53%j	40%	59%h	47%	45%	30%	43%j	57%jkm	48%jk	41%	43%	46%	41%	44%	47%
PC/Mac/laptop	1470	828	287	123	1195	502	967	342	206	42	295	706	461	1167	398	425	630	233	863	779
	70%	76%bc	64%	58%	74%bc	68%	71%	70%	67%	60%	74%	68%	70%	69%	72%	73%qrs	67%	65%	67%	67%
Tablet computer (e.g. iPad)	636	422	72	69	495	268	368	204	102	19	79	318	237	555	143	160	300	96	396	367
	30%	39%bd	16%	32%b	31%b	36%j	27%	42%	33%	28%	20%	31%j	36%j	33%j	26%	27%	32%	27%	31%	31%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	187	117	28	28	147	85	101	64	24	8	20	100	67	167	36	41	100	31	131	109
	9%	11%	6%	13%b	9%	12%j	7%	13%	8%	11%	5%	10%j	10%j	10%j	7%	7%	11%	9%	10%	9%
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	536	376	49	70	433	275	261	200	116	24	54	244	234	478	115	129	247	100	347	319
	26%	34%bd	11%	33%b	27%b	37%j	19%	41%	38%	34%	14%	24%j	36%jkm	28%jk	21%	22%	26%	28%	27%	27%h
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	46	36	5	5	40	13	33	9	6	1	7	27	11	38	11	13	22	5	27	28
	2%	3%	1%	3%	2%	2%	2%	2%	2%	1%	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%

Prepared by BDRC Continental

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 32
Q12 Summary - use for ODO content
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**2102**	328	1662	112	258	70	270	58	67	852	360
Base	**2102**	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	**1150**	221	878	70	170	53	180	42	47	483	196
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	**1006**	150	817	39	118	32	125	25	28	431	168
	48%	*49%*	*48%*	*37%*	*48%*	*54%*	*49%*	*52%*	*44%*	*50%*	*48%*
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	**606**	97	472	37	80	17	81	16	27	248	98
	29%	*32%*	*28%*	*34%*	*33%*	*29%*	*32%*	*33%*	*42%*	*29%*	*28%*
Smart TV	**308**	79	216	14	68	11	69	10	25	142	45
	15%	*26%bc*	*13%*	*13%*	*28%*	*19%*	*27%*	*21%*	*38%*	*17%*	*13%*
Smartphone	**940**	188	695	58	150	37	157	31	40	385	136
	45%	*62%b*	*41%*	*54%b*	*62%*	*63%*	*62%*	*64%*	*61%*	*45%*	*38%*
PC/Mac/laptop	**1470**	220	1180	70	168	52	179	41	53	581	260
	70%	*72%*	*70%*	*66%*	*69%*	*88%d*	*70%*	*84%*	*81%*	*68%*	*74%*
Tablet computer (e.g. iPad)	**636**	150	455	31	124	26	131	19	33	307	107
	30%	*50%bc*	*27%*	*29%*	*51%*	*44%*	*51%*	*39%*	*50%*	*36%*	*30%*
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	**187**	51	131	5	44	7	44	7	12	99	20
	9%	*17%bc*	*8%*	*4%*	*18%*	*11%*	*17%*	*15%*	*19%*	*12%b*	*6%*
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	**536**	119	394	23	97	22	101	17	23	236	76
	26%	*39%bc*	*23%*	*22%*	*40%*	*37%*	*40%*	*36%*	*35%*	*28%*	*22%*
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	**46**	17	26	4	14	3	14	3	4	17	9
	2%	*5%b*	*2%*	*3%*	*6%*	*5%*	*5%*	*5%*	*6%*	*2%*	*3%*

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

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Absolutes/col percents

Table 33

Q12 - TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All ever use

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**1098**	547	551	205	263	217	181	121	111	468	398	232	204	205	67	71	264	193	54	40	311	393	185	209	704	394
Base	**1062**	567	496	199	214	202	226*	126*	97*	413	427	222	182	240	77**	68*	231	187	48**	29*	276	394	184	208	670	392
Effective Base	**611**	289	335	162	148	141	92	53	62	308	217	110	151	104	28	37	159	122	28	32	195	184	120	132	364	252
Every day	**361**	207	154	78	90	54	72	36	31	168	126	67	77	83	22	25	91	43	14	6	76	129	74	83	205	157
	34%	*37%*	*31%*	39%ej	42%ej	*27%*	*32%*	*29%*	*32%*	41%ej	*29%*	*30%*	*42%*	*35%*	*29%*	*37%*	39%qs	*23%*	*29%*	*20%*	*27%*	*33%*	40%t	40%t	*31%*	40%tx
Several times a week	**247**	135	111	53	46	58	42	27	21	99	100	48	42	61	16	15	57	39	11	5	86	84	31	45	171	76
	23%	*24%*	*22%*	*27%*	*21%*	*29%*	*18%*	*22%*	*21%*	*24%*	*23%*	*22%*	*23%*	*25%*	*21%*	*23%*	*24%*	*21%*	*22%*	*18%*	31%uvy	*21%*	*17%*	*21%*	*25%*	*19%*
At least once a week	**178**	78	100	33	29	46	36	20	14	62	82	34	30	30	12	6	32	52	8	8	53	57	31	37	110	68
	17%	*14%*	20%ei	*16%*	*14%*	23%di	*16%*	*16%*	*15%*	*15%*	*19%*	*15%*	*17%*	*12%*	*15%*	*9%*	*14%*	28%p	*16%*	29%p	*19%*	*15%*	*17%*	*18%*	*16%*	*17%*
At least once a month	**99**	45	54	15	16	16	24	16	12	31	40	29	8	17	10	9	23	23	6	3	26	36	20	17	62	37
	9%	*8%*	*11%*	*8%*	*7%*	*8%*	*11%*	*13%*	*13%*	*7%*	*9%*	*13%*	*5%*	*7%*	*13%*	*14%*	*10%*	*12%*	*12%*	*10%*	*10%*	*9%*	*11%*	*8%*	*9%*	*9%*
Less than once a month	**121**	71	49	11	18	17	41	20	13	30	58	33	11	38	13	9	18	20	7	4	25	60	19	17	85	36
	11%	*13%*	*10%*	*6%*	*9%*	*9%*	18%cdei	16%ci	*14%*	*7%*	14%ci	15%ci	*6%*	16%l	*17%*	*13%*	*8%*	*11%*	*14%*	*14%*	*9%*	*15%*	*10%*	*8%*	*13%*	*9%*
Never	**41**	20	21	5	14	6	10	3	4	19	16	7	9	5	3	3	10	10	-	1	6	26	6	4	31	10
	4%	*4%*	*4%*	*3%*	*6%*	*3%*	*4%*	*2%*	*4%*	*5%*	*4%*	*3%*	*5%*	*2%*	*4%*	*4%*	*4%*	*6%*	-	*3%*	*2%*	7%fy	*3%*	*2%*	*5%*	*3%*
Don't know	**15**	9	6	3	2	5	-	3	2	5	5	5	4	5	1	-	1	-	3	2	4	2	3	5	6	9
	1%	*2%*	*1%*	*1%*	*1%*	*2%*	-	*3%*	*2%*	*1%*	*1%*	*2%*	*2%*	*2%*	*1%*	-	*	-	*5%*	6%pq	*1%*	*1%*	*2%*	*3%*	*1%*	*2%*
Net: use for ODO content at least weekly	**786**	421	365	164	165	158	150	83	66	329	308	149	150	174	51	47	179	134	33	19	215	271	136	165	485	301
	74%	*74%*	*74%*	83%ghjk	*77%*	78%jk	*67%*	*66%*	*68%*	80%ghjk	*72%*	*67%*	*82%*	*73%*	*65%*	*69%*	*77%*	*72%*	*68%*	*67%*	78%u	*69%*	*74%*	79%u	*72%*	*77%*
Net: use for ODO content at least once a month	**886**	466	419	179	180	174	174	100	78	360	348	178	158	191	61	56	202	157	39	22	241	307	156	182	548	338
	83%	*82%*	*85%*	90%fgjk	*84%*	*86%*	*77%*	*79%*	*81%*	87%l	*81%*	*80%*	*87%*	*80%*	*79%*	*82%*	*87%*	*84%*	*80%*	*77%*	87%u	*78%*	*85%*	88%u	*82%*	86%u
Net: ever use for ODO content	**1006**	538	469	191	199	191	215	120	91	389	407	211	169	230	74	65	220	177	46	26	266	367	175	199	633	374
	95%	*95%*	*95%*	*96%*	*93%*	*95%*	*96%*	*95%*	*94%*	*94%*	*95%*	*95%*	*93%*	*96%*	*96%*	*96%*	*95%*	*94%*	*95%*	*91%*	*97%*	*93%*	*95%*	*96%*	*94%*	*95%*

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

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Absolutes/col percents

Table 33

Q12 - TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All ever use

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**1098**	692	401	711	354	21	53	122	107	78	115	60	95	143	131	904	88	32	74	282	193	429
Base	**1062**	683	374	686	346	23**	41*	109*	81*	83*	101*	106*	116*	136*	79	852	74*	26**	111*	231	184	437
Effective Base	**611**	380	229	387	206	12	42	86	68	46	68	35	58	93	105	521	51	17	40	193	113	234
Every day	**361**	230	128	219	132	7	20	41	27	26	38	20	49	49	32	301	23	7	30	88	63	149
	34%	*34%*	*34%*	*32%*	*38%*	*31%*	*48%k*	*38%k*	*34%*	*31%*	*37%*	*19%*	*42%k*	*36%*	*40%k*	*35%*	*31%*	*26%*	*27%*	*38%*	*34%*	*34%*
Several times a week	**247**	172	73	157	83	4	7	26	18	29	22	26	23	34	19	204	18	4	20	52	51	101
	23%	*25%*	*20%*	*23%*	*24%*	*20%*	*17%*	*24%*	*23%*	*35%*	*22%*	*24%*	*19%*	*25%*	*24%*	*24%*	*25%*	*16%*	*18%*	*22%*	*28%*	*23%*
At least once a week	**178**	114	64	121	53	4	5	22	18	12	19	20	18	15	14	144	13	2	20	45	31	67
	17%	*17%*	*17%*	*18%*	*15%*	*19%*	*13%*	*20%*	*23%*	*14%*	*19%*	*19%*	*15%*	*11%*	*18%*	*17%*	*17%*	*7%*	*18%*	*20%*	*17%*	*15%*
At least once a month	**99**	54	46	72	26	-	5	5	7	6	10	11	15	16	6	82	10	1	5	17	17	49
	9%	*8%*	*12%*	*10%*	*8%*	-	*12%*	*4%*	*9%*	*7%*	*10%*	*11%*	*13%*	*12%*	*8%*	*10%*	*14%*	*6%*	*5%*	*7%*	*9%*	*11%*
Less than once a month	**121**	80	41	81	33	6	3	9	8	3	9	26	11	15	3	87	6	7	21	20	12	55
	11%	*12%*	*11%*	*12%*	*10%*	*27%*	*6%*	*8%*	*10%*	*4%*	*9%*	*25%fgljn*	*9%*	*11%*	*4%*	*10%*	*9%*	*26%*	*19%*	*9%*	*7%*	*12%*
Never	**41**	26	14	29	12	1	2	3	1	3	2	2	1	7	5	26	2	2	12	5	5	16
	4%	*4%*	*4%*	*4%*	*3%*	*2%*	*4%*	*3%*	*1%*	*4%*	*2%*	*2%*	*1%*	*5%*	*6%*	*3%*	*3%*	*7%*	*10%o*	*2%*	*3%*	*4%*
Don't know	**15**	7	8	8	6	-	-	3	1	4	1	-	*	-	-	9	1	3	2	3	5	*
	1%	*1%*	*2%*	*1%*	*2%*	-	-	*3%*	*1%*	*5%m*	*1%*	-	*	-	-	*1%*	*1%*	*12%*	*2%*	*1%*	*3%u*	*
Net: use for ODO content at least weekly	**786**	516	266	497	268	16	32	90	64	66	79	66	89	98	65	648	54	13	71	185	145	317
	74%	*75%*	*71%*	*72%*	*78%*	*70%*	*78%*	*82%k*	*79%*	*80%*	*78%*	*62%*	*76%*	*72%*	*82%k*	*76%*	*73%*	*50%*	*64%*	*80%*	*79%*	*73%*
Net: use for ODO content at least once a month	**886**	570	311	569	294	16	37	94	71	72	90	77	104	115	71	731	64	14	76	202	162	366
	83%	*83%*	*83%*	*83%*	*85%*	*70%*	*90%*	*87%*	*88%*	*87%*	*88%*	*73%*	*89%*	*84%*	*90%k*	*86%r*	*87%r*	*56%*	*69%*	*88%*	*88%*	*84%*
Net: ever use for ODO content	**1006**	650	352	649	328	22	39	103	80	76	99	104	114	129	74	817	71	21	97	222	174	421
	95%	*95%*	*94%*	*95%*	*95%*	*98%*	*96%*	*95%*	*99%*	*91%*	*97%*	*98%*	*98%*	*95%*	*94%*	*96%r*	*96%*	*82%*	*88%*	*96%*	*95%*	*96%*

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

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Absolutes/col percents

Table 33

Q12 - TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All ever use

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	1098	1098	862	812	512	626	928	443	320	181	760	1039	534	393	202	1052	46	990	941	1052
Base	1062	1062	817	778	456	557	886	412	258	157	684	1006	489	329	175	994	69**	883	869	994
Effective Base	611	611	489	460	346	367	572	257	267	134	447	582	317	291	150	609	21	662	543	609
Every day	361	361	272	299	180	222	361	195	117	69	243	361	211	130	72	350	12	304	312	350
	34%	*34%*	*33%*	*38%*	*39%*	*40%*	*41%*	*47%*	*45%*	*44%*	*35%*	*36%*	43%jk	*40%*	*41%*	*35%*	*17%*	*34%*	*36%*	*35%*
Several times a week	247	247	187	172	126	142	247	101	78	50	171	247	116	94	51	243	4	235	214	243
	23%	*23%*	*23%*	*22%*	*28%*	*26%*	*28%*	*24%*	*30%*	*32%*	*25%*	*25%*	*24%*	*29%*	*29%*	*24%*	*5%*	*27%*	*25%*	*24%*
At least once a week	178	178	135	131	63	81	178	54	33	18	102	178	67	47	20	162	16	156	140	162
	17%	*17%*	*17%*	*17%*	*14%*	*15%*	20%eghi	*13%*	*13%*	*12%*	*15%*	*18%*	*14%*	*14%*	*12%*	*16%*	*23%*	*18%*	*16%*	*16%*
At least once a month	99	99	77	64	38	45	99	25	19	10	61	99	38	26	12	90	9	82	76	90
	9%	*9%*	*9%*	*8%*	*8%*	*8%*	11%g	*6%*	*7%*	*7%*	*9%*	*10%*	*8%*	*8%*	*7%*	*9%*	*13%*	*9%*	*9%*	*9%*
Less than once a month	121	121	92	77	25	39	-	23	6	4	65	121	39	18	13	96	25	64	78	96
	11%	11%d	11%d	10%d	*6%*	7%fh	-	6%f	2%f	2%f	*10%*	12%m	*8%*	*6%*	*8%*	*10%*	*36%*	*7%*	*9%*	*10%*
Never	41	41	39	30	16	25	-	13	4	3	38	-	17	10	4	41	1	36	36	41
	4%	*4%*	*5%*	*4%*	*4%*	5%f	-	3%f	2%f	2%f	6%k	-	3%k	3%k	2%k	*4%*	*1%*	*4%*	*4%*	*4%*
Don't know	15	15	15	4	7	3	-	1	1	2	5	-	1	3	2	11	3	5	11	11
	1%	*1%*	*2%*	*1%*	*2%*	*1%*	-	*	1%f	1%f	1%k	-	*	1%k	1%k	*1%*	*5%*	*1%*	*1%*	*1%*
Net: use for ODO content at least weekly	786	786	595	601	369	446	786	350	227	138	515	786	393	271	143	755	31	695	667	755
	74%	*74%*	*73%*	*77%*	81%ab	*80%*	89%e	*85%*	88%e	88%e	*75%*	*78%*	*80%*	82%	*82%*	*76%*	*45%*	*79%*	*77%*	*76%*
Net: use for ODO content at least once a month	886	886	672	666	407	490	886	375	246	148	576	886	431	297	155	845	40	778	743	845
	83%	*83%*	*82%*	*86%*	89%ab	*88%*	100%eghi	*91%*	95%e	94%e	*84%*	*88%*	*88%*	90%	*89%*	*85%*	*58%*	*88%*	*86%*	*85%*
Net: ever use for ODO content	1006	1006	763	743	432	529	886	398	252	152	642	1006	471	316	169	941	65	842	821	941
	95%	*95%*	*93%*	*96%*	*95%*	*95%*	100%eghi	*97%*	*98%*	*97%*	*94%*	100%ijlmn	*96%*	*96%*	*96%*	*95%*	*95%*	*95%*	*95%*	*95%*

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

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Absolutes/col percents

Table 33

Q12 - TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All ever use

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	1098	652	174	118	862	365	733	248	167	29	151	585	356	941	33	42	639	353	992	986
Base	1062	592	205*	122*	811	418	644	265	191*	40**	162*	525	371	896	32**	40*	649	317	966	953
Effective Base	611	427	78	76	488	205	418	161	93	14	87	337	190	521	23	31	336	215	542	545
Every day	361	228	62	42	282	146	215	103	60	10	60	170	130	300	8	13	237	92	329	326
	34%	*38%*	*30%*	*34%*	*35%*	*35%*	*33%*	*39%*	*31%*	*25%*	*37%*	*32%*	*35%*	*33%*	*25%*	*32%*	*36%*	*29%*	*34%*	*34%*
Several times a week	247	143	45	33	187	105	142	68	56	8	29	125	92	217	9	10	138	90	228	223
	23%	*24%*	*22%*	*27%*	*23%*	*25%*	*22%*	*26%*	*29%*	*20%*	*18%*	*24%*	*25%*	*24%*	*28%*	*25%*	*21%*	*29%*	*24%*	*23%*
At least once a week	178	98	30	26	129	70	108	49	33	5	31	90	54	145	6	7	102	56	158	158
	17%	*17%*	*15%*	*22%*	*16%*	*17%*	*17%*	*18%*	*17%*	*13%*	*19%*	*17%*	*15%*	*16%*	*19%*	*18%*	*16%*	*18%*	*16%*	*17%*
At least once a month	99	44	24	8	80	33	67	15	17	5	14	59	26	85	2	2	62	30	92	88
	9%	*7%*	*12%*	*7%*	*10%*	*8%*	*10%*	*6%*	*9%*	*12%*	*8%*	*11%*	*7%*	*9%*	*7%*	*5%*	*10%*	*9%*	*10%*	*9%*
Less than once a month	121	50	36	5	91	51	70	22	23	11	19	52	50	102	4	4	72	40	112	113
	11%	*8%*	*17%ac*	*4%*	*11%*	*12%*	*11%*	*8%*	*12%*	*26%*	*12%*	*10%*	*13%*	*11%*	*13%*	*10%*	*11%*	*13%*	*12%*	*12%*
Never	41	25	4	5	34	11	31	7	3	2	7	23	11	34	2	3	28	5	33	36
	4%	*4%*	*2%*	*4%*	*4%*	*3%*	*5%*	*3%*	*1%*	*4%*	*5%*	*4%*	*3%*	*4%*	*6%*	*8%d*	*4%*	*2%*	*3%*	*4%*
Don't know	15	4	4	2	8	2	12	2	-	-	1	6	7	13	*	*	10	3	13	9
	1%	*1%*	*2%*	*2%*	*1%*	*1%*	*2%*	*1%*	-	-	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*
Net: use for ODO content at least weekly	786	469	137	101	598	321	465	219	149	23	121	385	277	662	23	30	476	239	715	708
	74%	*79%b*	*67%*	*83%b*	*74%*	*77%*	*72%*	*83%*	*78%*	*58%*	*75%*	*73%*	*75%*	*74%*	*72%*	*75%*	*73%*	*75%*	*74%*	*74%*
Net: use for ODO content at least once a month	886	513	161	109	678	354	532	234	166	28	134	444	303	747	25	32	539	268	807	795
	83%	*87%*	*79%*	*90%*	*84%*	*85%*	*83%*	*88%*	*87%*	*70%*	*83%*	*85%*	*82%*	*83%*	*79%*	*80%*	*83%*	*85%*	*84%*	*83%*
Net: ever use for ODO content	1006	563	197	114	769	405	601	256	188	38	153	496	353	849	29	37	611	309	920	908
	95%	*95%*	*96%*	*94%*	*95%*	*97%*	*93%*	*97%*	*99%*	*96%*	*95%*	*94%*	*95%*	*95%*	*92%*	*91%*	*94%*	*97%*	*95%*	*95%*

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

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Absolutes/col percents

Table 33

Q12 - TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All ever use

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	1098	181	867	50	137	44	146	35	35	462	191
Base	1062	154	863	45*	122*	32*	129	25*	30*	458	175
Effective Base	611	130	466	31	95	39	103	30	32	258	125
Every day	361	65	283	14	51	13	51	13	16	163	60
	34%	42%	33%	30%	42%	42%	40%	52%	52%	36%	35%
Several times a week	247	55	179	12	44	12	49	6	7	115	38
	23%	36%b	21%	27%	36%	37%	38%	25%	23%	25%	22%
At least once a week	178	19	156	3	16	3	17	2	6	65	30
	17%	13%	18%	7%	13%	10%	13%	9%	19%	14%	17%
At least once a month	99	9	88	2	6	3	6	3	-	37	20
	9%	6%	10%	4%	5%	9%	5%	12%	-	8%	11%
Less than once a month	121	2	111	8	1	1	1	1	-	50	20
	11%	1%	13%a	18%ab	1%	2%	1%	2%	-	11%	12%
Never	41	3	37	2	2	1	3	-	1	21	4
	4%	2%	4%	4%	2%	2%	2%	-	2%	5%	2%
Don't know	15	1	9	4	1	-	1	-	1	7	3
	1%	1%	1%	9%ab	1%	-	1%	-	5%	1%	1%
Net: use for ODO content at least weekly	786	139	618	29	111	28	117	22	28	344	128
	74%	90%bc	72%	65%	91%	88%	91%	86%	94%	75%	73%
Net: use for ODO content at least once a month	886	148	706	31	117	31	123	25	28	381	148
	83%	96%bc	82%	69%	96%	97%	96%	98%	94%	83%	85%
Net: ever use for ODO content	1006	150	817	39	118	32	125	25	28	431	168
	95%	97%c	95%	87%	97%	98%	97%	100%	94%	94%	96%

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

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Absolutes/col percents

Table 34

Q12 - TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All ever use

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	778	361	417	145	178	154	120	94	87	323	274	181	132	129	46	54	191	145	48	33	247	257	123	151	504	274
Base	741	347	394	138	151	166*	122*	74*	90*	289	287	164*	124*	138*	30*	54**	165	149*	44**	36**	209	217	149*	165*	427	314
Effective Base	456	215	242	128	108	78	75	52	43	231	151	92	88	73	38	30	146	78	24	15	169	158	67	87	326	153
Every day	291	145	146	51	65	75	41	23	37	115	116	59	56	52	11	27	60	64	12	10	61	85	67	78	146	145
	39%	42%	37%	37%	43%	45%	34%	31%	41%	40%	40%	36%	45%	37%	36%	49%	36%	43%	27%	27%	29%	39%	45%l	47%lx	34%	46%lx
Several times a week	131	57	74	37	32	27	18	8	8	69	46	16	27	20	2	7	41	25	6	1	49	40	22	19	90	41
	18%	17%	19%	27%ghjk	21%k	17%	15%	11%	9%	24%ghk	16%	10%	22%	15%	8%	13%	25%	17%	14%	2%	24%wy	19%	15%	12%	21%wy	13%
At least once a week	83	40	43	13	14	18	19	7	12	27	37	19	10	23	3	4	17	14	4	8	35	22	12	14	57	26
	11%	12%	11%	10%	9%	11%	16%	9%	13%	9%	13%	11%	8%	17%	11%	7%	11%	10%	9%	22%	17%y	10%	8%	9%	13%	8%
At least once a month	43	25	19	7	5	6	14	4	8	12	19	12	5	12	3	5	7	7	2	3	18	12	6	7	30	13
	6%	7%	5%	5%	3%	3%	11%dl	6%	9%	4%	7%	8%	4%	9%	9%	10%	4%	5%	4%	8%	9%	6%	4%	4%	7%	4%
Less than once a month	58	29	29	7	13	7	5	9	17	20	12	26	11	8	4	6	9	4	5	11	14	16	20	8	30	28
	8%	8%	7%	5%	8%	4%	4%	12%g	19%cefij	7%	4%	16%cefij	9%	6%	14%	11%	6%	3%	11%	31%	7%	7%	13%	5%	7%	9%
Never	117	47	70	21	19	28	23	17	9	40	52	25	14	20	7	5	26	32	10	3	30	37	21	30	66	51
	16%	13%	18%	15%	13%	17%	19%	23%	9%	14%	18%	15%	12%	15%	23%	10%	15%	21%	22%	9%	14%	17%	14%	18%	16%	16%
Don't know	17	4	14	2	4	4	1	6	-	6	5	6	1	3	-	-	5	2	6	-	2	5	1	9	7	10
	2%	1%	3%	2%	3%	2%	1%	8%cfhij	-	2%	2%	4%	1%	2%	-	-	3%	1%	14%	-	1%	2%	1%	5%	2%	3%
Net: use for ODO content at least weekly	505	242	263	101	110	121	78	38	56	212	199	94	93	95	16	38	119	104	22	18	145	147	101	112	292	213
	68%	70%	67%	73%gk	73%gk	73%gk	64%	51%	62%	73%gk	69%g	57%	75%kl	69%	54%	70%	72%	70%	49%	51%	69%	68%	68%	68%	69%	68%
Net: use for ODO content at least once a month	548	267	281	108	115	127	92	42	64	223	218	107	98	107	19	43	125	111	23	21	163	159	107	119	323	226
	74%	77%	71%	78%gk	76%g	76%g	75%g	57%	71%	77%gk	76%g	65%	79%	77%	63%	79%	76%	75%	53%	59%	78%	73%	72%	72%	76%	72%
Net: ever use for ODO content	606	296	310	115	128	133	97	51	82	243	230	133	108	115	23	49	135	115	28	33	178	175	127	127	353	253
	82%	85%	79%	83%g	85%g	81%	80%	69%	91%g	84%g	80%	81%	88%	83%	77%	90%	81%	77%	64%	91%	85%	81%	85%	77%	83%	81%

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

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Absolutes/col percents

Table 34

Q12 - TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All ever use

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	778	446	330	512	242	9	32	86	82	52	76	57	96	105	88	674	41	16	47	200	128	346
Base	741	413	325	471	249	7**	26**	74*	67*	57**	67*	82*	129*	78*	58*	637	32**	13**	59*	166	125*	346
Effective Base	456	272	185	286	152	8	17	62	56	25	43	40	55	94	55	389	28	11	32	133	65	201
Every day	291	160	130	189	94	2	8	26	25	27	31	19	63	34	18	252	16	6	17	59	58	135
	39%	39%	40%	40%	38%	30%	33%	36%	37%	47%	46%k	23%	49%k	44%k	32%	40%	49%	45%	29%	36%	47%	39%
Several times a week	131	85	45	75	49	3	4	18	12	9	8	16	18	13	17	115	3	2	11	34	18	64
	18%	20%	14%	16%	20%	43%	15%	24%	18%	17%	12%	19%	14%	17%	29%gl	18%	9%	19%	18%	20%	14%	18%
At least once a week	83	48	36	56	26	-	2	9	7	7	10	5	13	9	6	67	3	1	12	18	17	32
	11%	12%	11%	12%	10%	-	8%	13%	11%	12%	14%	6%	10%	11%	10%	11%	8%	11%	21%	11%	13%	9%
At least once a month	43	20	23	28	14	1	2	4	3	4	2	8	4	8	4	39	2	1	2	10	5	24
	6%	5%	7%	6%	5%	8%	10%	6%	5%	6%	2%	10%	3%	10%	6%	6%	6%	5%	3%	6%	4%	7%
Less than once a month	58	29	29	39	19	-	2	3	3	2	8	12	8	7	3	49	3	*	6	8	10	31
	8%	7%	9%	8%	8%	-	7%	4%	5%	4%	11%	15%	7%	9%	5%	8%	9%	3%	10%	5%	8%	9%
Never	117	68	50	72	44	1	7	13	12	8	8	19	16	6	10	99	5	2	11	32	16	51
	16%	16%	15%	15%	17%	19%	28%	17%	18%	14%	12%	23%m	12%	8%	17%	16%	17%	13%	18%	19%	13%	15%
Don't know	17	5	13	12	5	-	-	-	4	-	1	3	7	1	-	15	1	*	1	4	1	10
	2%	1%	4%n	3%	2%	-	-	-	7%q	-	1%	3%	5%	1%	-	2%	3%	3%	1%	3%	1%	3%
Net: use for ODO content at least weekly	505	292	210	320	169	5	14	53	44	43	49	40	93	56	41	434	21	10	40	112	92	230
	68%	71%	65%	68%	68%	73%	55%	72%k	66%	76%	73%k	48%	72%k	73%k	71%k	68%	65%	75%	68%	67%	74%	67%
Net: use for ODO content at least once a month	548	312	234	348	182	5	17	58	47	47	51	48	98	64	45	473	23	10	42	121	98	254
	74%	76%	72%	74%	73%	81%	65%	78%k	70%	82%	75%	59%	76%	83%k	77%	74%	71%	80%	71%	73%	78%	74%
Net: ever use for ODO content	606	341	262	386	201	5	19	61	50	49	58	60	106	71	48	522	26	11	48	130	108	285
	82%	83%	81%	82%	81%	81%	72%	83%	75%	86%	86%	74%	82%	91%hk	83%	82%	81%	84%	81%	78%	86%	82%

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

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Absolutes/col percents

Table 34

Q12 - TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All ever use

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**778**	778	650	561	348	512	204	300	233	570	611	225	363	284	634	745	33	674	691	745
Base	**741**	741	607	529	327	463	175	284	203	548	559	194	350	250	606	698	43**	562	649	698
Effective Base	**456**	456	381	340	205	321	153	191	180	336	368	169	220	181	370	450	15	511	409	450
Every day	**291**	291	226	209	134	187	48	133	89	291	209	50	149	106	291	262	29	189	250	262
	39%	*39%*	*37%*	*39%*	*41%*	*40%l*	*27%*	*47%l*	*44%l*	*53%efh*	*37%k*	*26%*	*42%k*	*43%k*	*48%jk*	*38%*	*67%*	*34%*	*39%*	*38%*
Several times a week	**131**	131	111	103	68	98	50	77	60	131	109	51	85	66	131	129	2	120	122	129
	18%	*18%*	*18%*	*19%*	*21%*	*21%*	*29%*	*27%*	*29%e*	*24%*	*20%*	*26%*	*24%*	*26%*	*22%*	*19%*	*4%*	*21%*	*19%*	*19%*
At least once a week	**83**	83	68	62	34	52	33	37	22	83	64	33	49	28	83	82	1	77	77	82
	11%	*11%*	*11%*	*12%*	*10%*	*11%*	*19%gh*	*13%*	*11%*	*15%*	*12%*	*17%*	*14%*	*11%*	*14%*	*12%*	*3%*	*14%*	*12%*	*12%*
At least once a month	**43**	43	37	33	14	24	17	12	10	43	34	17	15	16	43	42	1	38	38	42
	6%	*6%*	*6%*	*6%*	*4%*	*5%*	*9%g*	*4%*	*5%*	*8%*	*6%*	*9%*	*4%*	*7%*	*7%*	*6%*	*3%*	*7%*	*6%*	*6%*
Less than once a month	**58**	58	40	35	21	22	7	9	6	-	32	17	22	10	58	49	9	38	44	49
	8%	*8%*	*7%*	*7%*	*6%*	*5%l*	*4%l*	*3%l*	*3%l*	-	*6%*	*9%*	*6%*	*4%*	*10%m*	*7%*	*20%*	*7%*	*7%*	*7%*
Never	**117**	117	111	78	46	75	19	12	14	-	103	24	25	20	-	116	1	91	101	116
	16%	*16%*	*18%*	*15%*	*14%*	*16%ghi*	*11%gi*	*4%i*	*7%i*	-	*19%lmn*	*12%n*	*7%n*	*8%n*	-	*17%*	*2%*	*16%*	*16%*	*17%*
Don't know	**17**	17	14	9	10	5	1	4	3	-	6	1	5	3	-	17	1	8	17	17
	2%	*2%*	*2%*	*2%*	*3%*	*1%i*	*1%*	*1%i*	*1%i*	-	*1%n*	*1%*	*1%n*	*1%n*	-	*2%*	*2%*	*1%*	*3%*	*2%*
Net: use for ODO content at least weekly	**505**	505	405	373	236	337	131	247	171	505	383	134	282	200	505	474	31	386	449	474
	68%	*68%*	*67%*	*71%*	*72%*	*73%*	*75%*	*87%ef*	*84%ef*	*92%efh*	*69%*	*69%*	*81%jk*	*80%jk*	*83%jk*	*68%*	*73%*	*69%*	*69%*	*68%*
Net: use for ODO content at least once a month	**548**	548	442	407	249	361	148	259	180	548	417	152	298	216	548	516	33	425	487	516
	74%	*74%*	*73%*	*77%*	*76%*	*78%*	*84%*	*91%e*	*89%e*	*100%efgh*	*75%*	*78%*	*85%j*	*87%jk*	*90%jk*	*74%*	*76%*	*76%*	*75%*	*74%*
Net: ever use for ODO content	**606**	606	481	441	270	384	155	267	186	548	449	169	320	226	606	565	41	463	531	565
	82%	*82%*	*79%*	*83%*	*83%*	*83%*	*89%*	*94%e*	*92%e*	*100%efgh*	*80%*	*87%*	*92%j*	*91%j*	*100%jklm*	*81%*	*96%*	*82%*	*82%*	*81%*

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

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Absolutes/col percents

Table 34

Q12 - TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All ever use

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	778	445	146	66	630	219	559	147	93	22	130	431	215	646	334	357	261	77	338	274
Base	741	397	153*	64*	600	243	498	170*	93*	26**	139*	389	209	598	330	350	246	70*	316	236
Effective Base	456	296	78	45	365	131	329	84	61	15	76	237	146	381	181	197	151	54	204	204
Every day	291	158	62	19	245	99	192	77	31	8	57	159	74	232	154	164	78	17	94	71
	39%	*40%*	*40%*	*30%*	*41%*	*41%*	*39%*	*45%*	*33%*	*31%*	*41%*	*41%*	*35%*	*39%*	47%pqrs	47%pqrs	*32%*	*23%*	*30%*	*30%*
Several times a week	131	90	18	17	105	61	70	48	26	4	16	63	52	115	42	46	52	18	71	57
	18%	23%b	*12%*	26%b	*18%*	25%f	*14%*	*28%*	*28%*	*16%*	*11%*	*16%*	25%jk	*19%*	*13%*	*13%*	21%no	26%no	22%no	24%no
At least once a week	83	47	13	11	61	31	52	21	13	5	15	40	25	65	27	29	32	11	43	37
	11%	*12%*	*8%*	*17%*	*10%*	*13%*	*10%*	*12%*	*13%*	*17%*	*11%*	*10%*	*12%*	*11%*	*8%*	*8%*	*13%*	*15%*	*14%*	16%no
At least once a month	43	23	6	2	37	10	33	4	5	2	7	22	14	36	12	15	17	7	24	20
	6%	*6%*	*4%*	*4%*	*6%*	*4%*	*7%*	*2%*	*6%*	*6%*	*5%*	*6%*	*7%*	*6%*	*4%*	*4%*	*7%*	*9%*	*8%*	8%o
Less than once a month	58	25	20	4	47	12	46	9	6	1	10	37	11	48	26	27	20	7	27	17
	8%	*6%*	*13%*	*7%*	*8%*	*5%*	*9%*	*5%*	*6%*	*2%*	*7%*	*10%*	*5%*	*8%*	*8%*	*8%*	*8%*	*10%*	*9%*	*7%*
Never	117	52	32	5	95	27	90	11	11	7	26	63	28	91	62	63	36	10	46	34
	16%	*13%*	*21%*	*7%*	*16%*	*11%*	*18%*	*6%*	*12%*	*28%*	*19%*	*16%*	*13%*	*15%*	*19%*	*18%*	*15%*	*15%*	*15%*	*14%*
Don't know	17	3	3	6	10	3	15	1	1	-	8	4	5	9	6	6	10	1	11	1
	2%	*1%*	*2%*	9%abd	*2%*	*1%*	*3%*	*1%*	*1%*	-	6%km	*1%*	*2%*	*2%*	*2%*	*2%*	4%s	*2%*	4%s	*1%*
Net: use for ODO content at least weekly	505	294	92	47	411	191	314	145	70	17	88	262	151	413	224	239	162	46	208	165
	68%	74%b	*60%*	*73%*	*68%*	79%f	*63%*	*85%*	*75%*	*64%*	*63%*	*67%*	*72%*	*69%*	*68%*	*68%*	*66%*	*65%*	*66%*	*70%*
Net: use for ODO content at least once a month	548	317	99	49	448	201	347	149	75	18	95	284	165	449	236	254	180	52	232	184
	74%	80%b	*64%*	*77%*	*75%*	83%f	*70%*	*87%*	*81%*	*70%*	*68%*	*73%*	*79%*	*75%*	*71%*	*72%*	*73%*	*74%*	*73%*	*78%*
Net: ever use for ODO content	606	342	119	53	495	213	393	158	81	19	105	321	176	497	262	281	200	59	259	202
	82%	*86%*	*77%*	*84%*	*82%*	88%f	*79%*	*93%*	*87%*	*72%*	*75%*	*83%*	*84%*	*83%*	*79%*	*80%*	*81%*	*84%*	*82%*	*85%*

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

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Absolutes/col percents

Table 34

Q12 - TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All ever use

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	778	124	609	45	100	24	104	20	30	314	137
Base	741	107	589	45**	86*	21**	89*	17**	28*	301	116*
Effective Base	456	101	340	29	80	21	83	17	25	190	88
Every day	291	38	240	13	31	7	32	6	11	121	47
	39%	36%	41%	29%	36%	35%	36%	36%	41%	40%	40%
Several times a week	131	31	91	8	25	6	25	7	11	53	22
	18%	29%b	15%	19%	30%	29%	28%	38%	39%	18%	19%
At least once a week	83	17	62	4	15	3	16	2	3	36	14
	11%	16%	11%	9%	17%	12%	17%	11%	9%	12%	12%
At least once a month	43	7	34	3	5	1	5	1	2	20	8
	6%	6%	6%	6%	6%	6%	6%	8%	9%	7%	7%
Less than once a month	58	4	46	9	4	-	4	-	-	19	8
	8%	4%	8%	19%	4%	-	4%	-	-	6%	7%
Never	117	8	104	4	5	4	7	1	1	45	16
	16%	8%	18%b	10%	6%	18%	8%	8%	2%	15%	14%
Don't know	17	1	13	4	1	-	1	-	-	8	2
	2%	1%	2%	9%	1%	-	1%	-	-	3%	2%
Net: use for ODO content at least weekly	505	87	393	25	71	16	72	14	25	209	83
	68%	82%b	67%	56%	83%	76%	81%	84%	89%	70%	71%
Net: use for ODO content at least once a month	548	94	427	28	76	17	78	16	27	229	90
	74%	88%b	72%	62%	89%	82%	87%	92%	98%	76%	78%
Net: ever use for ODO content	606	97	472	37	80	17	81	16	27	248	98
	82%	91%b	80%	81%	93%	82%	91%	92%	98%	82%	84%

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

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Absolutes/col percents

Table 36

Q12 - Smartphone (i.e. a phone on which you can easily access emails, download files and applications, and generally surf the internet, e.g. BlackBerry, iPhone and Android phones such as the Samsung Galaxy)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All ever use

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	369	195	174	79	95	75	52	39	29	174	127	68	76	69	22	28	98	58	17	1	138	124	57	50	262	107
Base	332	182	150	76*	77*	65*	54*	29*	32**	152	118*	61*	66*	67*	18**	32**	86*	51*	12**	***	118	104*	56*	54*	222	110*
Effective Base	265	137	130	67	78	59	34	33	14	145	89	38	68	50	18	14	77	40	15	1	102	96	40	33	198	72
Every day	86	49	37	29	25	16	12	2	1	55	28	3	24	21	2	1	30	7	-	-	24	31	17	15	55	32
	26%	27%	25%	39%gjk	33%gk	24%k	23%k	8%	3%	36%gk	24%k	6%	37%	31%	14%	3%	35%q	14%	-	-	20%	30%	30%	28%	25%	29%
Several times a week	38	21	17	11	10	11	4	-	2	21	15	2	8	11	-	2	13	4	-	-	17	7	10	4	23	14
	11%	11%	11%	14%g	13%g	17%gk	8%	-	5%	14%g	13%g	3%	13%	16%	-	5%	15%	9%	-	-	14%	6%	18%kl	8%	10%	13%
At least once a week	42	25	17	15	17	3	3	3	1	32	6	4	16	5	3	1	16	1	-	-	14	21	4	3	35	7
	13%	14%	11%	20%ejk	22%efjk	4%	6%	10%	2%	21%efjk	5%	6%	25%m	8%	17%	2%	18%q	2%	-	-	12%	20%wy	7%	6%	16%y	6%
At least once a month	19	6	13	8	3	2	5	1	*	11	7	1	3	3	-	*	8	4	1	-	6	5	3	5	11	8
	6%	3%	8%	10%	4%	4%	9%	2%	1%	7%	6%	2%	4%	5%	-	1%	10%	7%	6%	-	5%	4%	6%	9%	5%	8%
Less than once a month	24	14	10	3	2	11	3	3	1	5	14	5	3	7	2	1	2	7	1	-	8	10	2	3	19	5
	7%	8%	7%	4%	3%	17%cdi	7%	12%	3%	3%	12%di	7%	5%	11%	13%	4%	2%	14%p	10%	-	7%	10%	4%	6%	8%	5%
Never	32	15	17	1	7	8	6	5	5	7	15	10	2	5	2	5	6	9	2	-	11	7	6	8	18	14
	10%	8%	12%	1%	9%c	13%c	12%c	16%ci	16%	5%	12%ci	16%ci	2%	8%	14%	16%	7%	18%	20%	-	10%	7%	11%	14%	8%	13%
Don't know	1	-	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	1	-	-	1	-	-	-	1	-
	*	-	1%	-	-	1%	-	-	-	-	1%	-	-	-	-	-	-	2%	-	-	1%	-	-	-	*	-
Never use device	91	53	38	9	12	13	19	15	22	22	32	37	10	14	8	22	12	18	8	*	38	24	13	16	61	29
	27%	29%	25%	12%	16%	20%	35%cdi	51%cdeij	69%	14%	27%ci	60%cdefij	15%	21%	43%	68%	14%	35%p	64%	100%	32%	23%	24%	30%	28%	27%
Net: use for ODO content at least weekly	166	95	71	55	52	29	20	5	3	108	49	9	49	37	5	3	59	12	-	-	54	59	31	22	113	53
	50%	52%	47%	73%efgjk	68%efgjk	46%gk	37%k	19%	10%	71%efgjk	42%gk	14%	74%m	55%	31%	11%	68%q	24%	-	-	46%	56%	55%	41%	51%	48%
Net: use for ODO content at least once a month	185	101	84	63	55	32	25	6	4	118	56	10	52	40	5	4	67	16	1	-	60	63	34	27	123	61
	56%	55%	56%	83%efgjk	72%efgjk	49%gk	46%gk	21%	12%	78%efgjk	48%gk	16%	78%m	60%	31%	12%	77%q	31%	6%	-	51%	61%	61%	50%	55%	56%
Net: ever use for ODO content	209	115	94	66	57	43	28	10	5	123	71	14	55	47	8	5	69	23	2	-	68	74	36	30	142	67
	63%	63%	63%	87%efgjk	75%fgjk	66%gk	53%k	33%	15%	81%efgjk	60%gk	23%	83%	71%	44%	15%	79%q	46%	16%	-	58%	71%	65%	56%	64%	61%

Prepared by BDRC Continental

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

Table 36

Q12 - Smartphone (i.e. a phone on which you can easily access emails, download files and applications, and generally surf the internet, e.g. BlackBerry, iPhone and Android phones such as the Samsung Galaxy)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All ever use

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	369	251	117	246	111	5	15	35	33	26	39	24	30	63	52	317	24	10	18	83	65	169
Base	332	225	107*	214	106*	5**	9**	31**	30**	25**	34**	35**	37**	54*	33*	286	19**	6**	21**	69*	59*	159
Effective Base	265	197	72	178	79	4	14	27	24	15	24	22	25	51	32	223	21	9	16	62	38	125
Every day	86	59	27	48	34	-	2	8	3	6	15	9	7	17	10	77	3	2	4	13	21	43
	26%	26%	25%	22%	32%	-	21%	26%	11%	25%	44%	27%	18%	31%	31%	27%	17%	31%	19%	19%	36%	27%
Several times a week	38	30	8	27	9	2	1	8	6	4	4	5	2	3	2	35	1	1	1	14	8	12
	11%	13%	7%	13%	8%	43%	6%	25%	20%	16%	13%	15%	5%	5%	6%	12%	7%	13%	5%	20%d	14%	8%
At least once a week	42	36	6	28	14	-	3	4	6	2	3	7	4	4	4	38	1	-	3	14	5	19
	13%	16%b	6%	13%	13%	-	34%	15%	21%	10%	8%	21%	11%	7%	12%	13%	5%	-	13%	20%	9%	12%
At least once a month	19	9	10	10	6	2	*	1	1	-	1	2	6	3	2	16	1	1	2	2	1	13
	6%	4%	9%	5%	6%	32%	5%	2%	3%	-	2%	5%	17%	5%	7%	5%	3%	16%	9%	3%	1%	8%
Less than once a month	24	16	8	20	4	-	*	1	1	3	1	2	5	3	2	19	2	1	2	1	4	13
	7%	7%	8%	9%	4%	-	3%	2%	2%	11%	4%	7%	15%	6%	7%	7%	10%	23%	9%	2%	7%	8%
Never	32	20	11	20	12	-	1	1	5	1	3	2	6	4	3	26	3	*	3	7	3	15
	10%	9%	11%	9%	11%	-	9%	3%	19%	4%	8%	4%	16%	8%	10%	9%	16%	5%	14%	10%	6%	10%
Don't know	1	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
	*	*	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	5%	-	-	-	-	-
Never use device	91	54	36	62	26	1	2	8	7	8	7	7	7	20	8	76	7	1	7	18	16	43
	27%	24%	34%	29%	25%	25%	21%	27%	25%	34%	22%	21%	19%	38%	26%	27%	39%	11%	32%	25%	27%	27%
Net: use for ODO content at least weekly	166	125	41	103	57	2	6	20	15	12	22	22	13	23	16	150	5	3	8	41	35	74
	50%	55%b	38%	48%	53%	43%	62%	66%	52%	51%	65%	63%	35%	43%	50%	52%	28%	44%	37%	59%	59%	47%
Net: use for ODO content at least once a month	185	134	51	112	63	4	6	21	16	12	23	24	19	26	19	166	6	4	10	43	35	87
	56%	59%	48%	53%	59%	75%	66%	68%	55%	51%	67%	68%	51%	48%	57%	58%	31%	60%	46%	62%	60%	55%
Net: ever use for ODO content	209	149	59	132	67	4	6	21	17	15	24	26	24	29	21	184	8	5	12	44	39	101
	63%	66%	55%	62%	63%	75%	70%	70%	57%	62%	71%	75%	66%	54%	64%	64%	41%	84%	54%	64%	67%	63%

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

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Absolutes/col percents

Table 36

Q12 - Smartphone (i.e. a phone on which you can easily access emails, download files and applications, and generally surf the internet, e.g. BlackBerry, iPhone and Android phones such as the Samsung Galaxy)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All ever use

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	369	266	296	369	190	237	174	200	176	119	283	183	232	197	125	360	9	344	346	360
Base	332	240	256	332	169	205	156	185	153	109*	243	163	209	172	113	324	8**	301	312	324
Effective Base	265	192	214	265	146	185	122	159	148	96	209	128	183	150	101	261	5	261	250	261
Every day	86	71	76	86	62	74	52	86	59	31	76	53	86	59	34	86	-	81	86	86
	26%	*30%*	*29%*	*26%*	36%c	*36%*	*33%*	47%efi	*39%*	*29%*	*31%*	*33%*	41%	*34%*	*30%*	*27%*	-	*27%*	*28%*	*27%*
Several times a week	38	28	29	38	26	28	20	38	25	15	29	21	38	25	15	37	1	36	36	37
	11%	*11%*	*11%*	*11%*	*15%*	*14%*	*13%*	*20%*	*16%*	*14%*	*12%*	*13%*	*18%*	*15%*	*13%*	*11%*	*6%*	*12%*	*12%*	*11%*
At least once a week	42	32	30	42	28	29	16	42	26	21	30	16	42	27	21	42	-	42	42	42
	13%	*13%*	*12%*	*13%*	*16%*	*14%*	*11%*	23%ef	*17%*	*19%*	*12%*	*10%*	20%jk	*16%*	*18%*	*13%*	-	*14%*	*13%*	*13%*
At least once a month	19	14	15	19	12	15	13	19	8	5	15	13	19	8	5	19	-	17	19	19
	6%	*6%*	*6%*	*6%*	*7%*	*7%*	*8%*	*10%*	*6%*	*4%*	*6%*	*8%*	*9%*	*5%*	*4%*	*6%*	-	*6%*	*6%*	*6%*
Less than once a month	24	14	21	24	14	9	8	-	7	5	21	9	24	14	7	24	*	23	22	24
	7%	*6%*	*8%*	*7%*	*8%*	4%g	5%g	-	5%g	5%g	*8%*	*6%*	*11%*	*8%*	*6%*	*7%*	*4%*	*8%*	*7%*	*7%*
Never	32	24	25	32	10	10	13	-	3	5	18	15	-	7	5	27	5	26	26	27
	10%	*10%*	*10%*	*10%*	*6%*	5%g	9%gh	-	*2%*	5%g	7%l	9%l	-	4%l	5%l	*8%*	*55%*	*9%*	*8%*	*8%*
Don't know	1	1	1	1	1	-	1	-	-	-	1	1	-	-	-	1	-	1	1	1
	*	*	*	*	*1%*	-	*1%*	-	-	-	*	*1%*	-	-	-	*	-	*	*	*
Never use device	91	56	60	91	16	40	33	-	24	27	54	34	-	31	28	88	3	75	80	88
	27%	23%d	23%d	27%d	*9%*	19%g	21%g	-	15%g	25%g	22%l	21%l	-	18%l	24%l	*27%*	*35%*	*25%*	*26%*	*27%*
Net: use for ODO content at least weekly	166	131	135	166	116	131	89	166	110	67	135	91	166	111	69	165	1	159	164	165
	50%	*54%*	*53%*	*50%*	68%abc	*64%*	*57%*	90%efhi	72%l	*61%*	*55%*	*56%*	79%jkmn	*65%*	*61%*	*51%*	*6%*	*53%*	*53%*	*51%*
Net: use for ODO content at least once a month	185	145	150	185	128	146	101	185	118	71	150	103	185	120	74	184	1	176	183	184
	56%	*60%*	*58%*	*56%*	76%abc	*71%*	*65%*	100%efhi	78%kl	*66%*	*62%*	*63%*	89%jkmn	*70%*	*65%*	*57%*	*6%*	*59%*	*59%*	*57%*
Net: ever use for ODO content	209	159	171	209	142	155	109	185	126	76	170	113	209	133	80	208	1	199	205	208
	63%	*66%*	*67%*	*63%*	84%abc	*75%*	*70%*	100%efhi	82%kl	*70%*	*70%*	*69%*	100%jkmn	*78%*	*71%*	*64%*	*10%*	*66%*	*66%*	*64%*

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

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Absolutes/col percents

Table 36

Q12 - Smartphone (i.e. a phone on which you can easily access emails, download files and applications, and generally surf the internet, e.g. BlackBerry, iPhone and Android phones such as the Samsung Galaxy)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All ever use

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	369	267	42	45	286	146	223	107	58	16	43	190	134	324	81	91	192	53	245	224
Base	332	238	45**	37*	261	148	185	109*	59*	17**	42**	160	128	288	74*	82*	168	54*	222	204
Effective Base	265	199	25	40	199	116	149	82	44	14	23	143	103	246	58	65	142	34	174	156
Every day	86	75	5	11	68	41	45	32	16	2	9	37	40	77	15	16	42	20	63	61
	26%	32%	12%	29%	26%	28%	25%	29%	27%	14%	22%	23%	31%	27%	20%	19%	25%	38%o	28%	30%
Several times a week	38	30	4	5	31	20	18	15	6	5	2	19	17	36	3	5	20	8	28	24
	11%	13%	9%	15%	12%	14%	9%	14%	11%	28%	5%	12%	13%	12%	4%	6%	12%	16%	13%	12%
At least once a week	42	32	1	10	28	22	19	20	9	1	4	16	21	37	8	11	20	7	27	26
	13%	14%	2%	27%ad	11%	15%	11%	19%	15%	4%	10%	10%	16%	13%	11%	13%	12%	12%	12%	13%
At least once a month	19	9	4	-	17	7	12	7	-	-	2	9	8	17	3	3	12	*	13	12
	6%	4%	8%	-	7%	5%	6%	7%	-	-	4%	6%	6%	6%	5%	4%	7%	1%	6%	6%
Less than once a month	24	17	3	1	21	10	14	8	7	1	2	9	13	22	6	7	13	2	16	16
	7%	7%	8%	2%	8%	7%	8%	7%	12%	3%	5%	6%	10%	8%	8%	8%	8%	4%	7%	8%
Never	32	22	4	1	29	14	18	5	7	2	3	21	7	29	11	11	17	3	20	18
	10%	9%	10%	3%	11%	9%	10%	4%	12%	15%	7%	13%	6%	10%	15%	13%	10%	6%	9%	9%
Don't know	1	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	1	1
	*	-	2%	-	-	-	*	-	-	-	-	-	-	-	-	-	1%	-	*	*
Never use device	91	52	22	9	68	34	57	22	13	6	20	48	22	70	28	30	44	12	55	45
	27%	22%	49%	25%	26%	23%	31%	20%	23%	36%	47%	30%l	18%	24%	38%o	37%o	26%	22%	25%	22%
Net: use for ODO content at least weekly	166	138	10	26	126	83	82	67	31	8	16	73	77	150	26	31	82	35	117	111
	50%	58%	23%	70%d	48%	57%	45%	62%	53%	46%	37%	45%	61%k	52%	36%	38%	49%	66%no	53%no	55%no
Net: use for ODO content at least once a month	185	147	14	26	144	91	94	74	31	8	17	82	85	167	30	35	94	36	130	124
	56%	62%	31%	70%	55%	61%	51%	68%	53%	46%	41%	51%	67%k	58%	40%	42%	56%n	67%no	59%no	61%no
Net: ever use for ODO content	209	164	17	27	164	100	108	82	38	8	19	91	98	189	35	41	107	38	145	140
	63%	69%	39%	72%	63%	68%	59%	75%	65%	50%	46%	57%	77%km	66%	48%	50%	64%n	71%no	66%no	69%no

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

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Absolutes/col percents

Table 36

Q12 - Smartphone (i.e. a phone on which you can easily access emails, download files and applications, and generally surf the internet, e.g. BlackBerry, iPhone and Android phones such as the Samsung Galaxy)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All ever use

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	369	92	260	17	79	13	80	12	24	166	62
Base	332	80*	238	14**	69*	11**	70*	10**	25*	154	51*
Effective Base	265	82	175	14	71	11	72	10	22	111	48
Every day	86	22	57	8	18	3	18	3	7	42	10
	26%	*27%*	*24%*	*54%*	*26%*	*31%*	*26%*	*33%*	*29%*	*27%*	*19%*
Several times a week	38	18	19	1	16	1	17	1	5	19	7
	11%	*22%b*	*8%*	*4%*	*24%*	*12%*	*24%*	*7%*	*22%*	*12%*	*13%*
At least once a week	42	19	22	2	18	1	17	1	6	16	6
	13%	*23%b*	*9%*	*12%*	*26%*	*8%*	*25%*	*12%*	*25%*	*11%*	*12%*
At least once a month	19	2	15	3	1	1	1	*	-	7	1
	6%	*2%*	*6%*	*18%*	*1%*	*8%*	*2%*	*4%*	-	*5%*	*2%*
Less than once a month	24	3	20	*	2	1	2	1	-	12	5
	7%	*4%*	*9%*	*2%*	*3%*	*11%*	*3%*	*11%*	-	*8%*	*10%*
Never	32	-	32	-	-	-	-	-	-	12	2
	10%	-	*13%b*	-	-	-	-	-	-	*8%*	*4%*
Don't know	1	-	1	-	-	-	-	-	-	-	-
	*	-	*	-	-	-	-	-	-	-	-
Never use device	91	17	72	2	14	3	14	3	6	45	21
	27%	*21%*	*30%*	*10%*	*20%*	*30%*	*20%*	*32%*	*24%*	*29%*	*40%*
Net: use for ODO content at least weekly	166	58	98	10	52	6	52	5	19	77	23
	50%	*72%b*	*41%*	*70%*	*76%*	*51%*	*75%*	*52%*	*76%*	*50%*	*44%*
Net: use for ODO content at least once a month	185	60	112	13	53	6	54	6	19	84	24
	56%	*74%b*	*47%*	*88%*	*77%*	*59%*	*77%*	*57%*	*76%*	*55%*	*46%*
Net: ever use for ODO content	209	63	133	13	55	8	56	7	19	97	28
	63%	*79%b*	*56%*	*90%*	*80%*	*70%*	*80%*	*68%*	*76%*	*63%*	*56%*

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

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Absolutes/col percents

Table 37

Q12 - PC/Mac/laptop

How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?

Base: All ever use

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**1691**	821	870	342	400	326	283	183	157	742	609	340	312	313	100	96	430	296	83	61	463	630	257	341	1093	598
Base	**1649**	836	813	338	347	341	323	154*	145*	685	664	299	296	362	89*	89*	390	302	65*	55*	400	598	283	368	998	651
Effective Base	**936**	431	515	267	219	169	150	83	84	479	318	167	202	156	41	51	277	167	45	33	306	333	137	188	624	324
Every day	**467**	262	205	143	93	93	69	24	45	236	162	69	118	105	11	27	118	57	12	18	92	189	80	106	281	186
	28%	31%b	*25%*	42%defgijk	27%g	27%g	*21%*	*15%*	31%g	34%dfgijk	*24%*	*23%*	40%mn	29%n	*13%*	31%n	30%q	*19%*	*19%*	*32%*	*23%*	32%l	*28%*	*29%*	*28%*	*29%*
Several times a week	**290**	174	116	85	66	65	48	23	2	151	113	25	71	85	17	1	80	28	6	1	76	91	53	69	167	123
	18%	21%b	*14%*	25%hjk	19%hk	19%hk	15%h	15%h	*1%*	22%hk	17%hk	8%h	24%o	23%o	20%o	*1%*	21%qs	*9%*	*9%*	*2%*	*19%*	*15%*	*19%*	*19%*	*17%*	*19%*
At least once a week	**242**	122	121	42	60	46	55	22	17	103	101	39	42	45	21	14	61	56	1	3	61	98	35	49	159	83
	15%	*15%*	*15%*	*12%*	*17%*	*13%*	*17%*	*14%*	*12%*	*15%*	*15%*	*13%*	*14%*	*12%*	*23%*	*16%*	16%r	19%rs	*2%*	*5%*	*15%*	*16%*	*12%*	*13%*	*16%*	*13%*
At least once a month	**213**	93	120	35	43	51	36	29	19	78	87	48	23	43	18	8	54	44	11	11	55	79	32	47	134	79
	13%	*11%*	*15%*	*10%*	*12%*	*15%*	*11%*	19%c	*13%*	*11%*	*13%*	*16%*	*8%*	*12%*	21%l	*9%*	*14%*	*14%*	*16%*	*20%*	*14%*	*13%*	*11%*	*13%*	*13%*	*12%*
Less than once a month	**258**	103	154	15	55	60	65	27	36	70	124	63	23	48	9	23	47	76	18	13	70	94	50	43	164	94
	16%	*12%*	19%a	*4%*	16%ci	17%ci	20%ci	17%c	25%ci	10%c	19%ci	21%ci	*8%*	*13%*	*10%*	26%lmn	*12%*	25%p	26%p	*24%*	*17%*	*16%*	*18%*	*12%*	*16%*	*14%*
Never	**160**	75	86	13	28	23	49	22	24	41	72	47	16	31	11	16	25	41	11	9	45	43	32	41	87	73
	10%	*9%*	*11%*	*4%*	*8%*	*7%*	15%cdei	15%cei	17%cdei	*6%*	11%ci	16%cdei	*6%*	*9%*	*13%*	18%l	*6%*	13%p	17%p	*15%*	*11%*	*7%*	*11%*	*11%*	*9%*	*11%*
Don't know	**19**	7	12	4	2	4	1	7	1	6	5	8	2	4	1	-	4	1	6	1	2	4	1	12	6	13
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*	4%dfij	*1%*	*1%*	*1%*	*3%*	*1%*	*1%*	*1%*	-	*1%*	*	9%pq	*2%*	*	*1%*	*	3%tuvx	*1%*	*2%*
Net: use for ODO content at least weekly	**999**	558	442	271	219	204	172	69	64	490	376	133	231	235	50	42	259	141	20	22	230	377	168	224	607	392
	61%	67%b	*54%*	80%defghij k	63%ghk	60%ghk	*53%*	*45%*	*44%*	72%defghijk	57%hk	*44%*	78%mno	65%o	*56%*	*47%*	67%qrs	47%r	*30%*	*39%*	*57%*	*63%*	*59%*	*61%*	*61%*	*60%*
Net: use for ODO content at least once a month	**1212**	651	561	305	262	255	208	98	83	568	463	181	254	278	68	50	314	185	30	33	284	457	200	271	741	471
	73%	78%b	*69%*	90%defghij k	75%ghk	75%hk	*65%*	*64%*	*57%*	83%defghijk	70%hk	*61%*	86%mo	77%o	76%o	*56%*	80%qrs	*61%*	*46%*	*59%*	*71%*	*76%*	*71%*	*74%*	*74%*	*72%*
Net: ever use for ODO content	**1470**	754	715	320	317	314	273	125	119	638	587	245	277	326	77	74	360	261	49	46	354	551	250	314	905	565
	89%	*90%*	*88%*	95%ghjk	91%ghk	92%ghk	*85%*	*81%*	*82%*	93%ghjk	88%hk	*82%*	94%o	*90%*	*86%*	*82%*	92%qr	*86%*	*74%*	*83%*	*88%*	92%wy	*88%*	*85%*	91%w	*87%*

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

* small base

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Absolutes/col percents

Table 37

Q12 - PC/Mac/laptop

How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?

Base: All ever use

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	1691	1006	678	1038	604	27	77	183	164	119	163	99	161	245	206	1417	119	45	110	424	282	711
Base	1649	998	645	983	623	26**	67*	163	126	124*	146*	168*	211*	219	136	1361	92*	36**	160*	356	271	734
Effective Base	936	547	387	570	338	15	43	125	103	65	94	59	98	173	124	805	67	25	60	269	158	395
Every day	467	258	208	255	200	5	22	48	33	36	40	39	59	64	54	395	20	5	47	104	76	215
	28%	26%	32%e	26%	32%c	18%	33%	30%	26%	29%	27%	23%	28%	29%	40%hk	29%	22%	15%	29%	29%	28%	29%
Several times a week	290	194	93	150	133	4	9	32	26	28	28	32	26	44	20	244	17	4	24	67	56	122
	18%	19%b	14%	15%	21%c	14%	13%	20%	21%	22%	19%	19%	12%	20%	14%	18%	19%	12%	15%	19%	21%	17%
At least once a week	242	170	73	153	85	1	10	37	19	7	18	23	36	30	22	203	11	9	20	67	25	111
	15%	17%b	11%	16%	14%	4%	15%	23%ljm	15%	6%	12%	14%	17%l	14%	16%l	15%	12%	24%	12%	19%t	9%	15%
At least once a month	213	117	95	140	67	4	7	16	21	15	19	14	40	29	19	180	11	3	20	44	34	102
	13%	12%	15%	14%	11%	16%	11%	10%	16%	12%	13%	8%	19%	13%	14%	13%	12%	8%	12%	12%	12%	14%
Less than once a month	258	161	96	176	81	2	12	18	20	26	24	30	25	37	12	204	18	2	33	49	50	105
	16%	16%	15%	18%	13%	6%	18%	11%	16%	21%n	16%	18%	12%	17%n	9%	15%	20%	7%	21%	14%	18%	14%
Never	160	96	65	99	51	11	7	10	6	8	19	27	19	14	10	119	14	12	16	23	27	69
	10%	10%	10%	10%	8%	41%	10%	6%	5%	6%	13%h	16%ghm	9%	6%	7%	9%	15%	33%	10%	6%	10%	9%
Don't know	19	3	15	11	7	-	-	2	1	4	-	3	6	1	*	17	1	*	1	2	4	11
	1%	*	2%a	1%	1%	-	-	1%	*	3%	-	2%	3%	*	*	1%	1%	1%	*	1%	2%	1%
Net: use for ODO content at least weekly	999	622	374	558	417	10	41	118	79	71	85	94	121	138	95	842	48	19	90	238	156	448
	61%	62%	58%	57%	67%c	37%	62%	72%ljkl	63%	57%	58%	56%	57%	63%	70%	62%	52%	51%	57%	67%	58%	61%
Net: use for ODO content at least once a month	1212	738	469	698	484	14	49	134	100	86	104	108	161	167	114	1021	59	21	110	282	190	549
	73%	74%	73%	71%	78%c	53%	73%	82%ijk	79%k	69%	71%	64%	76%	76%	84%ijk	75%p	64%	59%	69%	79%t	70%	75%
Net: ever use for ODO content	1470	899	565	873	565	15	60	151	119	113	127	138	186	204	125	1225	77	24	143	331	240	654
	89%	90%	88%	89%	91%	59%	90%	93%k	95%k	91%	87%	82%	88%	93%k	92%	90%	84%	66%	90%	93%	89%	89%

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

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

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Absolutes/col percents

Table 37

Q12 - PC/Mac/laptop

How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?

Base: All ever use

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	1691	1303	1691	1276	758	1287	720	650	450	466	1555	806	806	555	515	1639	52	1510	1523	1639
Base	1649	1246	1649	1250	705	1212	672	630	381	442	1470	763	775	478	481	1584	65**	1357	1464	1584
Effective Base	936	730	936	719	462	730	452	375	335	269	879	461	464	361	302	928	21	965	849	928
Every day	467	336	467	362	220	467	176	289	145	160	467	198	308	152	169	457	10	382	446	457
	28%	27%	28%	29%	31%	39%fi	26%	46%efhi	38%fi	36%fi	32%k	26%	40%jkm	32%	35%k	29%	16%	28%	30%	29%
Several times a week	290	206	290	238	139	290	133	165	104	82	290	136	177	107	87	287	3	266	282	287
	18%	17%	18%	19%	20%	24%	20%	26%fi	27%fi	19%	20%	18%	23%	22%	18%	18%	4%	20%	19%	18%
At least once a week	242	178	242	183	97	242	102	104	64	69	242	108	126	82	74	233	9	220	223	233
	15%	14%	15%	15%	14%	20%fi	15%	16%	17%	16%	16%	14%	16%	17%	15%	15%	15%	16%	15%	15%
At least once a month	213	161	213	146	87	213	80	43	39	50	213	88	72	49	53	211	2	180	189	211
	13%	13%	13%	12%	12%	18%ghi	12%g	7%	10%	11%g	14%fi	11%	9%	10%	11%	13%	3%	13%	13%	13%
Less than once a month	258	199	258	191	92	-	86	23	24	56	258	113	75	75	66	244	14	198	210	244
	16%	16%	16%	15%	13%	-	13%egh	4%e	6%e	13%egh	18%fi	15%fi	10%	16%fi	14%	15%	22%	15%	14%	15%
Never	160	150	160	123	58	-	94	8	5	24	-	120	16	14	32	135	25	106	96	135
	10%	12%d	10%	10%	8%	-	14%eghi	1%e	1%e	6%egh	-	16%jlmn	2%j	3%j	7%jlm	9%	39%	8%	7%	9%
Don't know	19	16	19	7	11	-	1	-	-	-	-	1	-	-	-	18	1	4	18	18
	1%	1%	1%	1%	2%	-	*	-	-	-	-	*	-	-	-	1%	1%	*	1%q	1%q
Net: use for ODO content at least weekly	999	720	999	782	457	999	410	557	313	311	999	441	612	340	331	977	23	869	952	977
	61%	58%	61%	63%	65%a	82%fi	61%	88%efhi	82%fi	70%f	68%k	58%	79%jkmn	71%k	69%k	62%	35%	64%	65%	62%
Net: use for ODO content at least once a month	1212	881	1212	929	543	1212	490	600	352	361	1212	529	684	389	384	1188	24	1049	1141	1188
	73%	71%	73%	74%	77%a	100%fghi	73%	95%fi	92%fi	82%f	82%k	69%	88%jkmn	81%k	80%k	75%	37%	77%	78%	75%
Net: ever use for ODO content	1470	1080	1470	1120	636	1212	576	623	376	417	1470	642	759	464	449	1431	38	1247	1350	1431
	89%	87%	89%	90%	90%	100%fghi	86%	99%fi	99%fi	94%f	100%klmn	84%	98%kn	97%kn	93%k	90%	59%	92%	92%	90%

Prepared by BDRC Continental

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

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 37

Q12 - PC/Mac/laptop

How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?

Base: All ever use

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	1691	985	296	145	1379	472	1219	318	205	41	299	890	494	1384	444	476	723	309	1032	952
Base	1649	910	323	141*	1332	560	1089	376	234	48**	324	795	522	1316	421	448	741	271	1012	911
Effective Base	936	624	139	93	763	258	702	178	108	29	173	483	280	760	247	268	371	209	560	535
Every day	467	262	96	42	384	137	330	101	53	7	96	212	156	368	139	151	177	59	236	219
	28%	*29%*	*30%*	*30%*	*29%*	*24%*	*30%*	*27%*	*23%*	*14%*	*30%*	*27%*	*30%*	*28%*	33%pqrs	34%pqrs	*24%*	*22%*	*23%*	*24%*
Several times a week	290	201	35	30	236	110	180	76	43	12	50	125	111	237	61	66	123	57	180	165
	18%	22%bd	*11%*	21%b	18%b	*20%*	*17%*	*20%*	*19%*	*25%*	*15%*	*16%*	*21%*	*18%*	*15%*	*15%*	*17%*	*21%*	*18%*	*18%*
At least once a week	242	143	26	26	200	90	153	56	38	6	47	131	65	196	54	58	124	39	163	137
	15%	16%b	*8%*	19%b	15%b	*16%*	*14%*	*15%*	*16%*	*13%*	*14%*	*16%*	*12%*	*15%*	*13%*	*13%*	*17%*	*14%*	*16%*	*15%*
At least once a month	213	107	54	15	171	72	141	49	25	9	45	105	62	167	76	79	88	33	122	112
	13%	*12%*	*17%*	*11%*	*13%*	*13%*	*13%*	*13%*	*11%*	*19%*	*14%*	*13%*	*12%*	*13%*	18%prs	18%prs	*12%*	*12%*	*12%*	*12%*
Less than once a month	258	116	77	10	205	94	164	60	47	8	57	133	67	200	68	71	118	44	162	146
	16%	*13%*	24%acd	*7%*	15%c	*17%*	*15%*	*16%*	*20%*	*17%*	*17%*	*17%*	*13%*	*15%*	*16%*	*16%*	*16%*	*16%*	*16%*	*16%*
Never	160	81	34	11	132	58	103	34	28	6	21	86	53	139	19	19	99	36	135	129
	10%	*9%*	*11%*	*8%*	*10%*	*10%*	*9%*	*9%*	*12%*	*12%*	*7%*	*11%*	*10%*	*11%*	*4%*	*4%*	13%no	13%no	13%no	14%no
Don't know	19	1	2	7	5	-	19	-	-	-	9	3	7	10	4	4	12	2	14	2
	1%	*	*1%*	5%abd	*	-	2%e	-	-	-	3%klm	*	*1%*	*1%*	*1%*	*1%*	2%e	*1%*	*1%*	*
Net: use for ODO content at least weekly	999	606	156	98	819	337	662	233	134	25	193	468	332	800	254	275	424	155	579	521
	61%	67%b	*48%*	70%b	62%b	*60%*	*61%*	*62%*	*57%*	*52%*	*59%*	*59%*	*64%*	*61%*	*60%*	*61%*	*57%*	*57%*	*57%*	*57%*
Net: use for ODO content at least once a month	1212	712	210	113	990	408	804	282	159	34	238	573	394	967	330	354	512	189	701	633
	73%	78%b	*65%*	81%b	74%b	*73%*	*74%*	*75%*	*68%*	*71%*	*73%*	*72%*	*75%*	*73%*	78%pqrs	79%pqrs	*69%*	*70%*	*69%*	*70%*
Net: ever use for ODO content	1470	828	287	123	1195	502	967	342	206	42	295	706	461	1167	398	425	630	233	863	779
	89%	*91%*	*89%*	*88%*	*90%*	*90%*	*89%*	*91%*	*88%*	*88%*	*91%*	*89%*	*88%*	*89%*	95%pqrs	95%pqrs	*85%*	*86%*	*85%*	*86%*

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

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 37

Q12 - PC/Mac/laptop

How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?

Base: All ever use

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	1691	251	1357	83	190	61	203	48	53	675	306
Base	1649	225	1343	81*	173	52*	185	41*	53*	656	283
Effective Base	936	179	722	54	133	46	145	34	36	396	175
Every day	467	95	342	29	72	23	76	19	22	188	97
	28%	*42%b*	*26%*	*36%*	*42%*	*45%*	*41%*	*48%*	*41%*	*29%*	*34%*
Several times a week	290	65	209	15	49	16	51	14	23	107	66
	18%	*29%b*	*16%*	*19%*	*29%*	*30%*	*28%*	*34%*	*44%*	*16%*	*23%h*
At least once a week	242	33	197	13	29	3	33	-	4	84	39
	15%	*15%*	*15%*	*16%*	*17%*	*7%*	*18%g*	-	*8%*	*13%*	*14%*
At least once a month	213	19	189	5	14	6	14	5	3	87	35
	13%	*9%*	*14%*	*6%*	*8%*	*11%*	*8%*	*13%*	*7%*	*13%*	*12%*
Less than once a month	258	7	243	8	3	4	5	2	-	114	22
	16%	*3%*	*18%a*	*10%a*	*2%*	*7%*	*3%*	*5%*	-	*17%d*	*8%*
Never	160	5	151	4	5	-	5	-	-	68	21
	10%	*2%*	*11%a*	*5%*	*3%*	-	*3%*	-	-	*10%*	*8%*
Don't know	19	-	12	6	-	-	-	-	-	8	2
	1%	-	*1%*	*8%ab*	-	-	-	-	-	*1%*	*1%*
Net: use for ODO content at least weekly	999	193	748	57	151	43	160	33	49	380	203
	61%	*86%bc*	*56%*	*71%b*	*87%*	*82%*	*87%*	*82%*	*93%*	*58%*	*72%h*
Net: use for ODO content at least once a month	1212	213	937	62	164	48	174	38	53	466	238
	73%	*94%bc*	*70%*	*77%*	*95%*	*93%*	*94%*	*95%*	*100%*	*71%*	*84%h*
Net: ever use for ODO content	1470	220	1180	70	168	52	179	41	53	581	260
	89%	*98%bc*	*88%*	*87%*	*97%*	*100%*	*97%*	*100%*	*100%*	*88%*	*92%*

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

* small base

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Absolutes/col percents

Table 38

Q12 - Tablet computer (e.g. iPad)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All ever use

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	807	396	411	173	219	172	101	75	67	392	273	142	172	128	49	47	220	145	26	20	254	304	120	129	558	249
Base	738	363	375	175	179	172*	100*	57*	54*	354	273	111*	166	125*	33*	39**	189	148*	24**	15**	224	260	120*	134*	484	253
Effective Base	506	251	255	139	131	94	64	51	38	270	158	89	110	84	41	25	165	76	16	16	161	212	66	79	371	145
Every day	139	63	76	44	33	33	15	6	9	77	48	15	31	23	5	5	46	25	1	4	44	54	16	26	97	42
	19%	*17%*	*20%*	*25%gk*	*18%*	*19%*	*14%*	*10%*	*16%*	*22%*	*18%*	*13%*	*19%*	*18%*	*15%*	*12%*	*24%*	*17%*	*3%*	*27%*	*19%*	*21%*	*14%*	*19%*	*20%*	*17%*
Several times a week	169	101	68	53	53	33	20	5	4	106	53	9	56	37	4	4	50	16	1	1	44	54	36	33	99	70
	23%	*28%b*	*18%*	*30%ghjk*	*30%ghjk*	*19%k*	*20%k*	*9%*	*8%*	*30%eghjk*	*19%k*	*8%*	*34%n*	*29%n*	*12%*	*9%*	*27%q*	*11%*	*5%*	*4%*	*20%*	*21%*	*30%*	*25%*	*20%*	*28%*
At least once a week	116	59	57	33	35	22	12	8	6	68	34	14	35	14	6	4	33	20	2	1	32	43	19	22	75	41
	16%	*16%*	*15%*	*19%*	*19%*	*13%*	*12%*	*15%*	*10%*	*19%*	*12%*	*13%*	*21%*	*11%*	*18%*	*11%*	*17%*	*14%*	*10%*	*9%*	*14%*	*16%*	*16%*	*16%*	*15%*	*16%*
At least once a month	89	41	48	11	14	28	11	14	10	25	39	24	10	17	6	8	15	23	8	2	30	33	10	15	64	25
	12%	*11%*	*13%*	*6%*	*8%*	*16%cl*	*11%*	*25%cdl*	*18%cl*	*7%*	*14%cl*	*22%cdl*	*6%*	*13%*	*19%l*	*21%*	*8%*	*15%*	*33%*	*12%*	*13%*	*13%*	*8%*	*11%*	*13%*	*10%*
Less than once a month	124	50	74	16	22	32	29	9	15	37	62	25	12	22	5	11	25	40	4	5	34	42	28	19	76	47
	17%	*14%*	*20%*	*9%*	*12%*	*19%ci*	*29%cdl*	*16%*	*28%cdl*	*11%*	*23%cdi*	*22%cdl*	*7%*	*17%l*	*16%*	*27%*	*13%*	*27%p*	*17%*	*33%*	*15%*	*16%*	*24%*	*14%*	*16%*	*19%*
Never	97	48	49	16	22	23	13	13	10	38	36	23	21	14	6	8	17	22	7	2	39	31	10	17	70	27
	13%	*13%*	*13%*	*9%*	*12%*	*14%*	*13%*	*23%cl*	*19%*	*11%*	*13%*	*21%cl*	*13%*	*11%*	*17%*	*20%*	*9%*	*15%*	*31%*	*15%*	*18%*	*12%*	*8%*	*13%*	*15%*	*11%*
Don't know	4	1	3	2	1	1	-	1	-	3	1	1	1	-	1	-	2	1	-	-	1	2	-	1	3	1
	1%	*	*1%*	*1%*	*	*	-	*1%*	-	*1%*	*	*1%*	*	-	*2%*	-	*1%*	*1%*	-	-	*	*1%*	-	*1%*	*1%*	*1%*
Net: use for ODO content at least weekly	423	223	201	130	121	88	47	19	19	251	135	38	122	73	15	13	129	62	4	6	120	151	72	81	271	153
	57%	*61%*	*54%*	*74%efghjk*	*67%efghjk*	*51%k*	*47%*	*34%*	*34%*	*71%efghjk*	*49%k*	*34%*	*74%mn*	*59%*	*46%*	*32%*	*68%q*	*42%*	*18%*	*40%*	*53%*	*58%*	*60%*	*61%*	*56%*	*60%*
Net: use for ODO content at least once a month	512	264	248	141	135	116	58	33	28	276	174	62	132	90	21	21	144	84	12	8	150	184	81	96	334	178
	69%	*73%*	*66%*	*81%efghjk*	*75%ghjk*	*67%*	*58%*	*59%*	*53%*	*78%efghjk*	*64%*	*56%*	*80%*	*72%*	*65%*	*53%*	*77%q*	*57%*	*51%*	*52%*	*67%*	*71%*	*68%*	*72%*	*69%*	*70%*
Net: ever use for ODO content	636	313	322	156	157	148	88	43	44	313	236	87	144	111	27	31	169	124	16	12	184	227	110	115	411	225
	86%	*86%*	*86%*	*89%gk*	*87%g*	*86%*	*87%*	*75%*	*81%*	*88%gk*	*86%*	*78%*	*87%*	*89%*	*80%*	*80%*	*90%*	*84%*	*69%*	*85%*	*82%*	*87%*	*92%*	*86%*	*85%*	*89%*

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 38

Q12 - Tablet computer (e.g. iPad)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All ever use

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	807	517	286	525	254	13	41	90	68	53	84	46	70	133	105	690	45	23	49	199	137	354
Base	738	475	258	461	249	15**	32**	75*	56*	52**	63*	76*	86*	114	65*	618	37**	21**	62*	162	115*	340
Effective Base	506	344	161	338	155	6	27	72	49	27	72	31	44	107	76	441	23	11	34	147	86	218
Every day	139	97	40	81	53	*	5	15	7	7	16	17	12	24	17	121	5	1	12	28	23	70
	19%	20%	15%	18%	21%	2%	17%	20%	13%	13%	25%	23%	14%	21%	27%	20%	14%	4%	20%	17%	20%	21%
Several times a week	169	115	52	87	76	3	10	20	8	12	13	17	30	24	19	152	4	2	11	37	26	89
	23%	24%	20%	19%	31%c	22%	31%	26%	14%	23%	21%	22%	35%h	21%	29%	25%	10%	11%	17%	23%	22%	26%
At least once a week	116	64	52	69	44	-	6	15	16	7	7	9	8	21	12	99	6	2	8	37	14	49
	16%	14%	20%	15%	18%	-	19%	20%	28%jl	13%	11%	12%	9%	19%	18%	16%	17%	8%	14%	23%u	12%	14%
At least once a month	89	56	32	67	19	1	3	6	11	4	10	6	13	12	6	70	6	2	11	20	13	36
	12%	12%	12%	15%d	8%	6%	8%	9%	20%	7%	15%	7%	15%	10%	10%	11%	16%	8%	18%	13%	12%	11%
Less than once a month	124	73	51	86	31	5	5	11	11	16	7	15	18	14	5	102	6	7	9	27	23	52
	17%	15%	20%	19%	12%	31%	16%	14%	20%	30%	12%	20%	21%	12%	8%	17%	16%	32%	15%	16%	20%	15%
Never	97	68	30	67	25	5	3	8	2	7	9	11	6	20	4	70	10	7	10	13	16	41
	13%	14%	12%	15%	10%	34%	9%	11%	4%	13%	14%	14%	7%	17%hn	7%	11%	26%	36%	17%	8%	14%	12%
Don't know	4	2	3	3	1	1	-	-	-	-	-	1	1	1	1	3	1	*	-	-	1	2
	1%	*	1%	1%	*	4%	-	-	-	-	-	1%	1%	1%	1%	1%	2%	2%	-	-	1%	1%
Net: use for ODO content at least weekly	423	276	143	237	173	4	21	49	31	26	36	43	49	69	48	372	15	5	31	102	62	209
	57%	58%	55%	51%	70%c	25%	67%	66%	56%	50%	58%	57%	57%	60%	74%kl	60%	41%	23%	51%	63%	54%	61%
Net: use for ODO content at least once a month	512	332	175	305	192	5	24	56	43	30	46	48	62	81	54	443	21	6	42	122	75	245
	69%	70%	68%	66%	77%c	31%	75%	75%	76%	57%	73%	64%	72%	70%	84%klm	72%	57%	30%	68%	75%	65%	72%
Net: ever use for ODO content	636	406	225	391	223	9	29	66	54	45	53	64	79	94	60	545	27	13	51	149	98	297
	86%	85%	87%	85%	90%	62%	91%	89%	96%jm	87%	85%	84%	93%	83%	92%	88%	72%	62%	83%	92%	86%	87%

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

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Absolutes/col percents

Table 38

Q12 - Tablet computer (e.g. iPad)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All ever use

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	807	652	646	690	462	492	406	392	575	261	603	439	485	704	276	787	20	732	754	787
Base	738	570	571	632	414	420	354	351	512	230	519	380	433	636	241	709	29**	629	674	709
Effective Base	506	436	417	442	296	336	291	276	402	163	399	310	325	440	174	521	7	548	499	521
Every day	139	108	113	127	81	108	69	107	139	56	112	70	107	139	58	138	1	129	134	138
	19%	19%	20%	20%	20%	26%	19%	30%f	27%f	24%	22%	19%	25%	22%	24%	19%	5%	21%	20%	19%
Several times a week	169	124	127	150	106	120	82	122	169	64	126	82	135	169	65	169	-	159	167	169
	23%	22%	22%	24%	26%	29%	23%	35%f	33%f	28%	24%	21%	31%jk	27%	27%	24%	-	25%	25%	24%
At least once a week	116	83	76	91	66	72	52	59	116	35	75	55	71	116	35	116	-	101	113	116
	16%	15%	13%	14%	16%	17%	15%	17%	23%fl	15%	15%	14%	16%	18%	15%	16%	-	16%	17%	16%
At least once a month	89	65	65	77	41	52	44	34	89	26	62	46	47	89	28	88	1	75	81	88
	12%	11%	11%	12%	10%	12%	12%	10%	17%gl	11%	12%	12%	11%	14%	12%	12%	3%	12%	12%	12%
Less than once a month	124	101	97	101	61	37	51	19	-	36	88	63	54	124	40	112	12	91	102	112
	17%	18%	17%	16%	15%	9%h	14%egh	6%h	-	16%egh	17%	17%	12%	19%l	17%	16%	41%	14%	15%	16%
Never	97	84	89	81	55	30	56	9	-	13	54	64	19	-	14	83	14	70	73	83
	13%	15%	16%	13%	13%	7%gh	16%eghi	3%h	-	6%h	10%lm	17%jlmn	4%m	-	6%m	12%	50%	11%	11%	12%
Don't know	4	4	4	4	3	1	1	1	-	-	1	1	1	-	-	4	-	4	4	4
	1%	1%	1%	1%	1%	*	*	*	-	-	*	*	*	-	-	1%	-	1%	1%	1%
Net: use for ODO content at least weekly	423	315	316	369	253	300	202	288	423	154	314	207	313	423	158	422	1	389	414	422
	57%	55%	55%	58%	61%	71%l	57%	82%efi	83%efi	67%l	60%	54%	72%jk	67%jk	66%jk	60%	5%	62%	61%	60%
Net: use for ODO content at least once a month	512	381	381	446	294	352	246	322	512	180	376	252	360	512	186	510	2	464	495	510
	69%	67%	67%	71%	71%	84%l	70%	92%efi	100%efgl	79%l	72%	66%	83%jk	81%jk	77%jk	72%	8%	74%	73%	72%
Net: ever use for ODO content	636	482	478	547	356	389	297	342	512	216	464	316	414	636	226	621	14	555	597	621
	86%	85%	84%	87%	86%	93%l	84%	97%ef	100%efgl	94%l	90%jk	83%	96%jk	100%jkln	94%jk	88%	50%	88%	89%	88%

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 38

Q12 - Tablet computer (e.g. iPad)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All ever use

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	807	568	82	76	656	293	514	212	126	24	88	435	282	717	174	195	392	128	520	490
Base	738	485	89*	73*	584	307	430	227	125	25**	96*	358	283	641	156*	176	357	117*	474	445
Effective Base	506	429	48	59	425	194	314	130	105	22	46	282	191	470	99	114	242	94	334	331
Every day	139	105	16	21	97	61	78	47	23	4	14	69	56	125	29	34	62	17	79	81
	19%	*22%*	*18%*	*29%d*	*17%*	*20%*	*18%*	*21%*	*18%*	*17%*	*15%*	*19%*	*20%*	*19%*	*19%*	*20%*	*17%*	*15%*	*17%*	*18%*
Several times a week	169	119	14	20	136	83	86	65	32	11	16	70	83	153	32	37	77	26	103	97
	23%	*25%*	*16%*	*27%*	*23%*	*27%*	*20%*	*29%*	*26%*	*43%*	*16%*	*20%*	*29%k*	*24%*	*20%*	*21%*	*22%*	*22%*	*22%*	*22%*
At least once a week	116	76	9	15	83	45	71	35	14	2	15	58	43	100	27	32	56	17	73	66
	16%	*16%*	*11%*	*21%*	*14%*	*15%*	*17%*	*15%*	*11%*	*8%*	*16%*	*16%*	*15%*	*16%*	*18%*	*18%*	*16%*	*14%*	*15%*	*15%*
At least once a month	89	54	19	8	74	33	55	25	13	1	18	48	22	70	28	29	37	16	53	48
	12%	*11%*	*21%a*	*11%*	*13%*	*11%*	*13%*	*11%*	*10%*	*3%*	*19%jl*	*14%l*	*8%*	*11%*	*18%*	*16%*	*10%*	*14%*	*11%*	*11%*
Less than once a month	124	68	13	5	104	46	78	31	20	2	17	73	34	107	26	28	68	20	88	75
	17%	*14%*	*15%*	*7%*	*18%c*	*15%*	*18%*	*14%*	*16%*	*9%*	*17%*	*20%k*	*12%*	*17%*	*17%*	*16%*	*19%*	*17%*	*19%*	*17%*
Never	97	62	17	4	87	39	58	23	23	5	16	39	43	82	11	14	56	20	76	77
	13%	*13%*	*19%c*	*6%*	*15%*	*13%*	*14%*	*10%*	*19%*	*21%*	*16%*	*11%*	*15%*	*13%*	*7%*	*8%*	*16%n*	*17%no*	*16%no*	*17%no*
Don't know	4	1	1	-	3	-	4	-	-	-	1	1	3	4	2	2	1	1	2	1
	1%	*	*1%*	-	*1%*	-	*1%*	-	-	-	*1%*	*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*	*
Net: use for ODO content at least weekly	423	300	39	56	316	188	235	148	69	17	45	197	181	378	89	103	195	60	255	244
	57%	*62%bd*	*44%*	*77%abcd*	*54%*	*61%*	*55%*	*65%*	*55%*	*68%*	*47%*	*55%*	*64%jk*	*59%*	*57%*	*58%*	*55%*	*51%*	*54%*	*55%*
Net: use for ODO content at least once a month	512	354	58	64	391	222	290	173	82	17	63	245	203	448	117	132	232	76	308	292
	69%	*73%*	*66%*	*88%abcd*	*67%*	*72%*	*67%*	*76%*	*66%*	*71%*	*66%*	*69%*	*72%*	*70%*	*75%*	*75%*	*65%*	*65%*	*65%*	*66%*
Net: ever use for ODO content	636	422	72	69	495	268	368	204	102	19	79	318	237	555	143	160	300	96	396	367
	86%	*87%*	*80%*	*94%bd*	*85%*	*87%*	*85%*	*90%*	*81%*	*79%*	*83%*	*89%*	*84%*	*87%*	*92%qrs*	*91%s*	*84%*	*82%*	*84%*	*83%*

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

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Absolutes/col percents

Table 38

Q12 - Tablet computer (e.g. iPad)

How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?

Base: All ever use

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**807**	168	597	42	139	29	147	21	28	369	122
Base	**738**	157	547	34*	129*	27**	136	20**	33*	343	117*
Effective Base	**506**	120	358	35	99	20	106	14	18	247	64
Every day	**139**	45	85	9	40	5	41	4	15	71	22
	19%	29%b	*16%*	*27%*	*31%*	*17%*	*30%*	*20%*	*45%*	*21%*	*19%*
Several times a week	**169**	59	102	8	47	11	48	10	10	80	25
	23%	37%b	*19%*	*23%*	*37%*	*41%*	*35%*	*51%*	*31%*	*23%*	*21%*
At least once a week	**116**	29	80	7	24	5	26	3	5	51	25
	16%	*18%*	*15%*	*19%*	*18%*	*19%*	*19%*	*17%*	*14%*	*15%*	*21%*
At least once a month	**89**	10	77	2	9	*	10	-	1	45	15
	12%	*6%*	14%a	*6%*	*7%*	*2%*	*7%*	-	*4%*	*13%*	*13%*
Less than once a month	**124**	8	111	5	3	4	7	1	2	59	20
	17%	*5%*	20%a	15%a	*3%*	*16%*	*5%*	*6%*	*6%*	*17%*	*17%*
Never	**97**	5	90	2	4	1	4	1	-	35	9
	13%	*4%*	16%a	*6%*	*3%*	*5%*	*3%*	*7%*	-	*10%*	*8%*
Don't know	**4**	1	2	1	1	-	1	-	-	-	*
	1%	*1%*	*	3%a	*1%*	-	*1%*	-	-	-	*
Net: use for ODO content at least weekly	**423**	133	268	23	111	21	115	18	29	203	72
	57%	85%bc	*49%*	69%b	*86%*	*77%*	*84%*	*87%*	*90%*	*59%*	*62%*
Net: use for ODO content at least once a month	**512**	142	344	25	121	22	125	18	31	248	87
	69%	91%bc	*63%*	*76%*	*94%*	*79%*	*92%*	*87%*	*94%*	*72%*	*75%*
Net: ever use for ODO content	**636**	150	455	31	124	26	131	19	33	307	107
	86%	96%b	*83%*	*91%*	*96%*	*95%*	*96%*	*93%*	*100%*	*90%*	*92%*

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

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

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Absolutes/col percents

Table 39

Q12 - eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All ever use

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	441	190	251	70	95	70	77	62	67	165	147	129	57	59	33	41	108	88	29	26	161	164	61	55	325	116
Base	392	163	228	71*	72*	69**	71*	45*	65*	143	140*	110*	49*	53*	23**	39**	94*	87*	22**	26**	136	130	69**	57**	266	126*
Effective Base	248	123	130	55	58	28	46	51	35	113	70	76	48	34	28	23	67	38	23	13	107	107	27	29	214	55
Every day	52	31	21	8	6	15	7	4	13	14	22	17	9	14	1	7	5	8	3	6	9	22	16	5	32	21
	13%	19%b	9%	11%	8%	21%	10%	8%	20%	10%	16%	15%	18%	26%	4%	19%	5%	9%	13%	22%	7%	17%d	23%	8%	12%	16%
Several times a week	42	16	26	12	10	8	5	2	6	21	13	8	9	3	1	3	12	10	2	3	18	10	3	11	28	14
	11%	10%	11%	17%	13%	12%	7%	5%	9%	15%	9%	7%	19%	6%	4%	8%	13%	11%	7%	10%	13%	8%	4%	20%	11%	11%
At least once a week	27	13	15	11	6	1	5	1	2	17	7	3	7	4	1	1	10	3	*	1	10	8	6	3	18	9
	7%	8%	6%	16%gjk	8%	2%	8%	3%	3%	12%k	5%	3%	15%	7%	4%	2%	10%	4%	2%	4%	7%	6%	8%	6%	7%	7%
At least once a month	24	4	20	7	5	7	1	1	2	12	8	4	1	2	-	1	11	7	1	1	12	7	3	1	20	4
	6%	2%	9%a	9%	7%	10%	2%	3%	4%	8%	6%	3%	2%	3%	-	4%	12%	8%	7%	3%	9%	6%	4%	3%	7%	3%
Less than once a month	41	17	24	5	6	14	6	5	5	11	20	10	5	3	5	4	6	17	-	1	14	8	14	5	22	19
	10%	10%	11%	7%	9%	20%	8%	11%	8%	8%	14%	9%	10%	6%	21%	10%	7%	19%	-	5%	10%	6%	20%	9%	8%	15%
Never	199	80	119	26	39	23	45	30	36	65	68	66	16	27	15	22	48	41	15	15	70	72	27	30	142	57
	51%	49%	52%	36%	55%	33%	64%cl	66%cl	56%	45%	49%	60%cl	34%	50%	65%	56%	51%	48%	68%	56%	51%	55%	39%	53%	53%	45%
Don't know	7	3	4	3	-	1	1	1	-	3	2	1	1	1	1	-	2	1	1	-	3	2	1	1	5	2
	2%	2%	2%	4%	-	2%	1%	3%	-	2%	2%	1%	2%	2%	3%	-	2%	1%	4%	-	2%	2%	1%	1%	2%	1%
Net: use for ODO content at least weekly	122	60	62	31	21	24	17	7	21	52	42	28	26	20	2	12	26	21	5	9	37	40	25	20	78	44
	31%	37%	27%	43%gjk	30%	35%	25%	16%	32%	37%kl	30%	26%	53%	38%	11%	30%	28%	25%	22%	36%	28%	31%	36%	34%	29%	35%
Net: use for ODO content at least once a month	146	64	82	37	26	31	19	9	23	64	50	32	27	22	2	13	37	28	6	10	50	48	27	21	97	48
	37%	39%	36%	53%fgjk	37%	45%	27%	20%	36%	45%fgjk	36%	29%	54%	41%	11%	34%	40%	32%	29%	39%	37%	37%	40%	37%	37%	38%
Net: ever use for ODO content	187	81	106	42	32	45	25	14	29	75	70	42	31	25	7	17	43	45	6	12	63	56	41	26	119	67
	48%	49%	46%	60%fgjk	45%	65%	35%	31%	44%	53%fg	50%g	38%	64%	47%	32%	44%	46%	51%	29%	44%	47%	43%	60%	46%	45%	53%

Prepared by BDRC Continental

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

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Absolutes/col percents

Table 39

Q12 - eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All ever use

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	441	264	177	324	108	6	23	52	45	21	41	16	33	61	57	349	48	11	33	120	62	167
Base	392	228	164*	284	101*	5**	17**	42*	32**	19**	32**	28**	46**	49*	35*	301	35*	6**	50**	92*	51*	158*
Effective Base	248	155	95	178	64	5	21	45	29	13	28	10	15	55	44	206	30	10	18	94	41	87
Every day	52	33	19	46	7	-	3	4	1	2	5	-	6	3	8	31	8	2	12	7	7	17
	13%	15%	12%	16%	6%	-	16%	8%	2%	10%	16%	-	13%	7%	22%m	10%	22%	32%	23%	7%	14%	11%
Several times a week	42	28	15	29	13	*	2	9	3	1	5	4	6	5	5	40	2	-	1	14	6	19
	11%	12%	9%	10%	13%	8%	11%	21%	10%	7%	16%	13%	12%	11%	14%	13%	5%	-	2%	15%	13%	12%
At least once a week	27	20	8	18	9	-	2	2	3	2	4	2	-	6	3	25	1	-	1	8	6	11
	7%	9%	5%	6%	9%	-	15%	5%	9%	9%	12%	8%	-	12%	9%	8%	4%	-	3%	8%	11%	7%
At least once a month	24	13	10	15	7	1	2	3	6	2	2	5	*	2	1	23	-	-	1	11	4	8
	6%	6%	6%	5%	7%	30%	13%	7%	18%	9%	6%	16%	1%	4%	3%	8%	-	-	2%	12%	8%	5%
Less than once a month	41	27	14	34	6	-	2	2	3	1	2	1	14	5	1	32	5	1	3	7	3	22
	10%	12%	8%	12%	6%	-	11%	5%	10%	4%	6%	5%	30%	10%	4%	11%	14%	14%	7%	8%	5%	14%
Never	199	101	97	139	56	3	6	21	16	11	14	16	19	27	16	146	17	3	32	43	25	78
	51%	45%	59%ab	49%	56%	62%	34%	51%	49%	61%	43%	57%	42%	54%	45%	49%	50%	54%	64%	47%	50%	49%
Don't know	7	5	2	3	2	-	-	2	1	-	-	-	1	1	1	5	2	-	-	2	-	3
	2%	2%	1%	1%	2%	-	-	4%	2%	-	-	-	2%	2%	3%	2%	4%	-	-	3%	-	2%
Net: use for ODO content at least weekly	122	81	41	92	29	*	7	14	7	5	14	6	12	15	15	95	11	2	14	28	19	48
	31%	35%	25%	33%	29%	8%	42%	34%	21%	26%	44%	21%	26%	30%	45%	32%	31%	32%	28%	31%	37%	30%
Net: use for ODO content at least once a month	146	94	52	107	36	2	9	17	13	7	16	10	12	17	16	118	11	2	15	39	23	56
	37%	41%	32%	38%	36%	38%	55%	41%	39%	35%	51%	37%	26%	34%	47%	39%	31%	32%	29%	43%	45%	35%
Net: ever use for ODO content	187	121	66	141	43	2	11	19	16	7	19	12	26	22	18	150	16	3	18	46	26	78
	48%	53%ab	40%	50%	42%	38%	66%	46%	49%	39%	57%	43%	57%	44%	52%	50%	46%	46%	36%	50%	50%	49%

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

Table 39

Q12 - eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All ever use

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	441	383	384	441	223	289	227	179	178	137	350	250	232	217	154	422	19	390	386	422
Base	392	339	341	392	193	243	204	164	139	129*	302	219	205	174	141*	364	28**	320	331	364
Effective Base	248	215	210	248	132	165	137	105	147	68	197	152	135	138	78	266	6	270	237	266
Every day	52	41	48	52	20	48	33	30	25	17	48	33	31	25	19	52	1	42	49	52
	13%	12%	14%	13%	10%	20%	16%	19%	18%	13%	16%	15%	15%	14%	13%	14%	2%	13%	15%	14%
Several times a week	42	40	35	42	30	35	25	32	29	24	35	25	34	29	24	41	2	35	41	41
	11%	12%	10%	11%	15%	14%	12%	19%	21%d	18%	12%	12%	16%	17%	17%	11%	6%	11%	12%	11%
At least once a week	27	26	21	27	14	21	17	17	16	10	21	17	18	17	10	25	2	24	25	25
	7%	8%	6%	7%	8%	9%	8%	10%	12%	8%	7%	8%	9%	10%	7%	7%	8%	8%	7%	7%
At least once a month	24	18	15	24	15	14	13	12	17	10	15	13	14	17	10	23	1	23	22	23
	6%	5%	4%	6%	8%	6%	6%	7%	12%d	8%	5%	6%	7%	10%	7%	6%	2%	7%	7%	6%
Less than once a month	41	37	34	41	26	28	19	23	11	19	33	22	31	25	19	32	9	26	30	32
	10%	11%	10%	10%	14%	12%	9%	14%	8%	14%	11%	10%	15%	14%	14%	9%	32%	8%	9%	9%
Never	199	170	183	199	82	93	92	48	38	48	145	104	76	59	57	185	14	164	158	185
	51%	50%	53%	51%	43%	38%h	45%gh	29%	28%	38%	48%lm	48%m	37%	34%	40%	51%	50%	51%	48%	51%
Don't know	7	6	7	7	5	4	4	2	2	1	5	4	3	2	3	7	-	6	7	7
	2%	2%	2%	2%	3%	2%	2%	1%	1%	1%	2%	2%	1%	1%	2%	2%	-	2%	2%	2%
Net: use for ODO content at least weekly	122	107	104	122	64	103	76	79	70	51	104	76	82	71	53	118	5	102	114	118
	31%	32%	30%	31%	33%	42%	37%	48%	51%d	39%	34%	35%	40%	41%	37%	32%	16%	32%	35%	32%
Net: use for ODO content at least once a month	146	126	118	146	79	117	88	91	88	61	118	88	95	88	63	141	5	124	137	141
	37%	37%	35%	37%	41%	48%	43%	55%	63%efi	47%	39%	40%	47%	50%j	44%	39%	18%	39%	41%	39%
Net: ever use for ODO content	187	163	152	187	106	145	107	114	99	79	152	110	126	113	82	173	14	151	167	173
	48%	48%	45%	48%	55%	60%	53%	70%f	71%ef	61%	50%	50%	62%j	65%jk	58%	47%	50%	47%	50%	47%

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

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Absolutes/col percents

Table 39

Q12 - eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All ever use

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	441	283	62	36	373	126	315	85	53	13	57	265	117	382	112	118	210	77	287	264
Base	392	237	61*	34**	319	138*	253	95*	50*	15**	49*	233	109*	342	92*	97*	203	58*	262	225
Effective Base	248	190	31	29	213	70	187	42	45	9	40	131	83	209	67	73	107	65	156	174
Every day	52	32	14	11	36	29	23	22	9	2	5	31	17	47	8	11	26	7	32	34
	13%	14%	22%	32%	11%	21%j	9%	23%	17%	13%	10%	13%	15%	14%	9%	11%	13%	11%	12%	15%
Several times a week	42	31	2	8	32	18	24	13	6	1	7	20	16	35	8	9	26	7	32	25
	11%	13%	3%	25%	10%	13%	10%	14%	13%	10%	14%	8%	14%	10%	9%	9%	13%	11%	12%	11%
At least once a week	27	15	4	5	21	12	15	10	-	2	3	10	14	24	4	6	12	7	20	18
	7%	6%	7%	15%	7%	9%	6%	11%	-	14%	7%	4%	13%k	7%	4%	6%	6%	12%	7%	8%
At least once a month	24	17	5	4	20	9	15	7	3	-	2	15	7	22	8	8	10	4	14	11
	6%	7%	8%	12%	6%	6%	6%	8%	6%	-	4%	6%	6%	6%	9%	8%	5%	7%	5%	5%
Less than once a month	41	20	4	-	39	17	24	11	6	2	3	26	13	38	8	8	26	7	33	21
	10%	8%	7%	-	12%	12%	9%	12%	12%	14%	6%	11%	11%	11%	8%	8%	13%	12%	13%	9%
Never	199	118	30	5	168	53	146	31	25	8	28	129	41	170	55	55	100	25	125	112
	51%	50%	49%	13%	53%	38%	58%ej	32%	50%	50%	58%lj	56%lj	37%	50%	60%	57%	49%	43%	48%	50%
Don't know	7	3	3	1	4	1	6	1	1	-	1	3	2	5	1	1	3	2	5	4
	2%	1%	5%	3%	1%	*	2%	1%	1%	-	1%	1%	2%	1%	1%	1%	2%	3%	2%	2%
Net: use for ODO content at least weekly	122	79	20	24	88	59	63	46	15	6	15	60	47	107	21	25	64	20	84	77
	31%	33%	32%	72%	28%	43%j	25%	48%	30%	37%	31%	26%	43%k	31%	23%	26%	31%	35%	32%	34%
Net: use for ODO content at least once a month	146	96	24	28	108	68	78	53	18	6	17	75	54	129	29	34	74	24	98	88
	37%	41%	39%	84%	34%	49%j	31%	55%	36%	37%	35%	32%	49%k	38%	31%	34%	36%	42%	37%	39%
Net: ever use for ODO content	187	117	28	28	147	85	101	64	24	8	20	100	67	167	36	41	100	31	131	109
	48%	49%	46%	84%	46%	62%j	40%	67%	48%	50%	41%	43%	61%lk	49%	40%	42%	49%	53%	50%	48%

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

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Absolutes/col percents

Table 39

Q12 - eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All ever use

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	441	77	351	13	63	14	62	15	14	189	70
Base	392	64*	318	10**	53*	11**	54*	10**	14*	175	54*
Effective Base	248	60	187	11	48	13	48	13	11	112	52
Every day	52	16	35	1	14	2	13	3	5	34	6
	13%	26%b	11%	9%	26%	22%	25%	30%	37%	19%	10%
Several times a week	42	16	25	2	14	2	14	3	3	29	3
	11%	26%b	8%	16%	27%	17%	26%	25%	22%	16%	6%
At least once a week	27	9	18	*	8	1	8	1	4	9	5
	7%	14%b	6%	5%	16%	5%	16%	6%	32%	5%	10%
At least once a month	24	8	15	1	7	1	7	1	-	11	2
	6%	12%b	5%	10%	12%	9%	12%	9%	-	6%	3%
Less than once a month	41	2	39	1	1	1	2	-	-	16	4
	10%	3%	12%b	6%	2%	8%	3%	-	-	9%	8%
Never	199	13	180	5	9	4	10	3	1	74	34
	51%	20%	57%b	54%	16%	39%	18%	30%	9%	42%	63%b
Don't know	7	-	7	-	-	-	-	-	-	2	-
	2%	-	2%	-	-	-	-	-	-	1%	-
Net: use for ODO content at least weekly	122	42	77	3	37	5	35	6	12	72	14
	31%	65%b	24%	30%	70%	44%	66%	61%	91%	41%	26%
Net: use for ODO content at least once a month	146	49	93	4	43	6	42	7	12	82	16
	37%	77%b	29%	40%	82%	53%	78%	70%	91%	47%	29%
Net: ever use for ODO content	187	51	131	5	44	7	44	7	12	99	20
	48%	80%b	41%	46%	84%	61%	82%	70%	91%	56%	37%

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

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Absolutes/col percents

Table 40

Q12 - Games console (e.g. Playstation/ Xbox/ Wii/ PS3)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All ever use

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**849**	448	401	228	270	188	102	37	24	498	290	61	248	163	19	18	250	127	18	6	221	302	150	176	523	326
Base	**804**	433	371	220	229	198*	106*	32**	19**	449	304	51*	230	173*	14**	16**	218	131*	18**	3**	194	268	160*	182*	462	342
Effective Base	**504**	285	220	190	139	99	64	17	19	319	161	33	167	96	16	14	152	65	7	6	159	174	85	100	328	185
Every day	**80**	52	28	39	22	10	8	-	1	61	19	1	37	14	-	1	24	4	-	-	13	25	12	31	37	43
	10%	*12%*	*8%*	18%deijk	*10%*	*5%*	*8%*	-	*3%*	14%ejk	*6%*	*1%*	*16%*	*8%*	-	*3%*	*11%*	*3%*	-	-	*6%*	*9%*	*7%*	17%ix	*8%*	*12%*
Several times a week	**118**	71	47	38	38	27	11	3	1	76	38	4	42	29	1	-	34	10	2	1	28	32	32	26	60	58
	15%	*17%*	*13%*	*17%*	*17%*	*14%*	*10%*	*8%*	*4%*	*17%*	*13%*	*7%*	*18%*	*16%*	*6%*	-	*16%*	*7%*	*10%*	*26%*	*14%*	*12%*	*20%*	*14%*	*13%*	*17%*
At least once a week	**112**	68	43	42	29	26	11	3	1	71	36	4	43	22	2	1	28	14	1	*	28	41	17	26	69	43
	14%	*16%*	*12%*	*19%*	*13%*	*13%*	*10%*	*9%*	*6%*	*16%*	*12%*	*8%*	*19%*	*13%*	*15%*	*4%*	*13%*	*11%*	*6%*	*15%*	*14%*	*15%*	*10%*	*14%*	*15%*	*12%*
At least once a month	**90**	49	41	26	22	26	12	3	2	48	38	5	24	20	3	2	24	18	-	-	26	27	21	16	53	37
	11%	*11%*	*11%*	*12%*	*10%*	*13%*	*11%*	*9%*	*9%*	*11%*	*13%*	*9%*	*10%*	*12%*	*22%*	*10%*	*11%*	*13%*	-	-	*13%*	*10%*	*13%*	*9%*	*12%*	*11%*
Less than once a month	**136**	65	72	37	36	36	22	2	4	72	58	6	27	33	1	3	45	24	2	1	29	51	32	24	80	57
	17%	*15%*	*19%*	*17%*	*16%*	*18%*	*20%*	*8%*	*20%*	*16%*	*19%*	*12%*	*12%*	*19%*	*7%*	*18%*	*20%*	*19%*	*9%*	*28%*	*15%*	*19%*	*20%*	*13%*	*17%*	*17%*
Never	**251**	120	131	31	78	67	43	20	11	109	110	32	52	51	6	10	57	59	14	1	67	88	44	53	154	97
	31%	*28%*	*35%*	*14%*	34%ci	34%c	41%ci	*64%*	*58%*	24%c	36%ci	62%cdeij	*23%*	*30%*	*46%*	*64%*	*26%*	45%p	*76%*	*31%*	*34%*	*33%*	*28%*	*29%*	*33%*	*28%*
Don't know	**16**	7	9	8	3	5	-	1	-	11	5	1	4	2	1	-	7	2	-	-	5	4	1	6	9	8
	2%	*2%*	*3%*	*4%*	*1%*	*2%*	-	*2%*	-	*2%*	*2%*	*1%*	*2%*	*1%*	*4%*	-	*3%*	*2%*	-	-	*3%*	*1%*	*1%*	*4%*	*2%*	*2%*
Net: use for ODO content at least weekly	**310**	192	118	118	90	63	30	6	3	208	93	8	122	65	3	1	86	28	3	1	68	98	61	83	166	143
	39%	44%b	*32%*	54%defjk	39%k	*32%*	*28%*	*18%*	*13%*	46%efjk	*31%*	*16%*	53%m	*38%*	*21%*	*7%*	39%q	*21%*	*15%*	*41%*	*35%*	*37%*	*38%*	*45%*	*36%*	*42%*
Net: use for ODO content at least once a month	**400**	241	159	144	112	90	41	9	4	256	131	13	146	86	6	3	110	45	3	1	94	126	82	99	219	181
	50%	56%b	*43%*	66%defjk	49%k	45%k	*39%*	*27%*	*22%*	57%efjk	*43%*	*25%*	64%m	*50%*	*43%*	*18%*	50%q	*35%*	*15%*	*41%*	*48%*	*47%*	*51%*	*54%*	*47%*	*53%*
Net: ever use for ODO content	**536**	306	231	181	147	126	63	11	8	328	189	19	174	119	7	6	154	70	4	2	122	177	114	123	299	237
	67%	71%b	*62%*	82%defijk	64%k	64%k	59%k	*35%*	*42%*	73%efjk	62%k	*37%*	*75%*	*69%*	*50%*	*36%*	71%q	*53%*	*24%*	*69%*	*63%*	*66%*	*72%*	*68%*	*65%*	*69%*

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

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Absolutes/col percents

Table 40

Q12 - Games console (e.g. Playstation/ Xbox/ Wii/ PS3)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All ever use

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	849	561	284	492	329	15	40	94	85	58	89	47	81	129	115	738	52	24	35	219	147	372
Base	804	538	261	452	330	11**	35**	79*	66*	53*	80*	77*	116*	118	72*	696	43**	18**	47**	180	133*	383
Effective Base	504	335	166	300	187	13	21	78	52	33	57	31	46	102	78	439	29	17	23	145	90	215
Every day	80	47	32	30	50	-	6	5	2	2	13	2	11	15	17	72	3	-	5	13	14	44
	10%	*9%*	*12%*	*7%*	15%c	-	*17%*	*7%*	*3%*	*3%*	16%h	*3%*	*9%*	*12%*	23%ghikl	*10%*	*7%*	-	*10%*	*7%*	*11%*	*12%*
Several times a week	118	87	30	56	59	1	4	15	13	5	17	12	13	15	15	109	5	2	2	33	22	54
	15%	*16%*	*11%*	*12%*	*18%*	*14%*	*13%*	*20%*	*20%*	*10%*	*21%*	*16%*	*11%*	*12%*	*21%*	*16%*	*12%*	*9%*	*4%*	*18%*	*17%*	*14%*
At least once a week	112	78	33	71	35	3	5	17	7	4	12	10	17	17	9	97	5	2	8	28	17	52
	14%	*14%*	*13%*	*16%*	*11%*	*31%*	*13%*	*21%*	*10%*	*8%*	*15%*	*12%*	*15%*	*14%*	*12%*	*14%*	*11%*	*11%*	*18%*	*16%*	*12%*	*14%*
At least once a month	90	59	31	52	36	1	5	12	6	10	9	6	12	14	8	80	6	2	1	23	18	40
	11%	*11%*	*12%*	*11%*	*11%*	*6%*	*14%*	*15%*	*8%*	*18%*	*11%*	*7%*	*10%*	*12%*	*12%*	*12%*	*15%*	*13%*	*3%*	*13%*	*14%*	*10%*
Less than once a month	136	85	51	86	47	1	3	6	10	16	10	13	35	20	10	121	7	2	7	18	26	76
	17%	*16%*	*20%*	*19%*	*14%*	*9%*	*9%*	*7%*	*14%*	31%gjn	*12%*	*17%*	30%gjn	*17%*	*13%*	*17%*	*15%*	*9%*	*16%*	*10%*	20%s	20%s
Never	251	175	77	147	98	4	12	20	28	15	18	33	27	37	12	203	16	10	22	60	33	110
	31%	*32%*	*29%*	*32%*	*30%*	*40%*	*34%*	*25%*	42%ljn	*29%*	*22%*	43%n	*24%*	31%n	*17%*	*29%*	*37%*	*55%*	*48%*	*33%*	*25%*	*29%*
Don't know	16	9	8	10	5	-	-	4	1	-	2	1	2	2	1	13	2	*	1	5	2	6
	2%	*2%*	*3%*	*2%*	*2%*	-	-	*5%*	*2%*	-	*3%*	*1%*	*2%*	*2%*	*2%*	*2%*	*4%*	*2%*	*2%*	*3%*	*2%*	*2%*
Net: use for ODO content at least weekly	310	211	95	157	144	5	15	38	22	12	42	24	40	46	40	278	13	4	15	74	53	151
	39%	*39%*	*36%*	*35%*	*44%*	*45%*	*43%*	48%l	*33%*	*22%*	52%l	*32%*	*35%*	*39%*	56%ghiklm	*40%*	*29%*	*20%*	*32%*	*41%*	*40%*	*39%*
Net: use for ODO content at least once a month	400	270	126	209	180	5	20	49	27	21	50	30	52	60	49	359	19	6	17	97	71	190
	50%	*50%*	*48%*	*46%*	*55%*	*51%*	*57%*	63%ghik	*41%*	*40%*	62%hik	*39%*	*45%*	*50%*	68%ghiklm	*52%*	*44%*	*33%*	*35%*	*54%*	*54%*	*50%*
Net: ever use for ODO content	536	355	177	295	227	6	23	55	37	37	60	42	87	79	58	479	25	8	24	115	98	267
	67%	*66%*	*68%*	*65%*	*69%*	*60%*	*66%*	*70%*	*56%*	*71%*	75%h	*55%*	75%h	*67%*	81%hkm	*69%*	*59%*	*42%*	*51%*	*64%*	*73%*	*70%*

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 40

Q12 - Games console (e.g. Playstation/ Xbox/ Wii/ PS3)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All ever use

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**849**	700	742	748	849	596	443	442	329	260	692	472	531	397	282	830	19	783	808	830
Base	**804**	648	692	707	804	534	403	417	287	241	625	426	503	346	261	774	30**	684	750	774
Effective Base	**504**	426	451	455	504	379	298	266	236	155	428	319	319	258	171	512	8	584	498	512
Every day	**80**	58	75	74	80	75	39	60	43	25	75	42	66	43	28	80	-	69	80	80
	10%	*9%*	*11%*	*10%*	*10%*	*14%*	*10%*	*14%*	*15%*	*10%*	*12%*	*10%*	*13%*	*13%*	*11%*	*10%*	*-*	*10%*	*11%*	*10%*
Several times a week	**118**	97	95	102	118	95	70	87	71	47	95	72	92	72	47	116	2	115	116	116
	15%	*15%*	*14%*	*14%*	*15%*	*18%*	*17%*	*21%*	*25%efi*	*19%*	*15%*	*17%*	*18%*	*21%*	*18%*	*15%*	*6%*	*17%*	*15%*	*15%*
At least once a week	**112**	91	90	102	112	88	57	85	66	43	89	57	89	68	45	110	1	109	109	110
	14%	*14%*	*13%*	*14%*	*14%*	*17%*	*14%*	*20%*	*23%f*	*18%*	*14%*	*13%*	*18%*	*20%k*	*17%*	*14%*	*4%*	*16%*	*15%*	*14%*
At least once a month	**90**	75	74	85	90	66	41	60	39	42	72	41	74	41	43	90	1	80	88	90
	11%	*12%*	*11%*	*12%*	*11%*	*12%*	*10%*	*14%*	*14%*	*17%l*	*12%*	*10%*	*15%*	*12%*	*17%k*	*12%*	*3%*	*12%*	*12%*	*12%*
Less than once a month	**136**	112	117	118	136	89	74	73	32	44	116	78	94	61	50	127	10	109	121	127
	17%	*17%*	*17%*	*17%*	*17%*	*17%*	*18%h*	*17%h*	*11%*	*18%*	*19%*	*18%*	*19%*	*18%*	*19%*	*16%*	*32%*	*16%*	*16%*	*16%*
Never	**251**	199	227	212	251	112	112	46	35	37	168	128	80	58	44	234	17	188	220	234
	31%	*31%*	*33%*	*30%*	*31%*	*21%gh*	*28%eghi*	*11%*	*12%*	*15%*	*27%lmn*	*30%lmn*	*16%*	*17%*	*17%*	*30%*	*55%*	*27%*	*29%*	*30%*
Don't know	**16**	16	13	15	16	9	9	7	2	3	10	9	9	2	5	16	-	15	16	16
	2%	*3%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*1%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*-*	*2%*	*2%*	*2%*
Net: use for ODO content at least weekly	**310**	245	261	277	310	258	167	232	179	115	260	171	247	183	119	307	3	293	305	307
	39%	*38%*	*38%*	*39%*	*39%*	*48%*	*41%*	*56%f*	*62%efi*	*48%*	*42%*	*40%*	*49%jk*	*53%jk*	*46%*	*40%*	*10%*	*43%*	*41%*	*40%*
Net: use for ODO content at least once a month	**400**	320	334	362	400	324	208	292	218	156	332	212	320	225	163	396	4	373	393	396
	50%	*49%*	*48%*	*51%*	*50%*	*61%f*	*52%*	*70%ef*	*76%efi*	*65%f*	*53%*	*50%*	*64%jk*	*65%jk*	*62%jk*	*51%*	*13%*	*54%*	*52%*	*51%*
Net: ever use for ODO content	**536**	432	451	480	536	413	282	365	250	200	448	290	414	285	212	523	13	481	514	523
	67%	*67%*	*65%*	*68%*	*67%*	*77%f*	*70%*	*88%ef*	*87%ef*	*83%f*	*72%*	*68%*	*82%jk*	*83%jk*	*81%jk*	*68%*	*45%*	*70%*	*69%*	*68%*

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 40

Q12 - Games console (e.g. Playstation/ Xbox/ Wii/ PS3)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All ever use

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	849	584	96	91	697	338	511	236	150	29	85	435	323	758	189	208	401	162	563	530
Base	804	530	97*	93*	650	380	424	263	165*	36**	99*	371	328	699	184	201	388	142	530	481
Effective Base	504	394	47	61	418	208	305	143	94	20	39	262	218	479	101	113	230	126	345	358
Every day	80	64	4	20	57	31	49	27	6	1	17	30	32	63	14	14	29	18	46	46
	10%	*12%*	*4%*	*21%bd*	*9%*	*8%*	*12%*	*10%*	*4%*	*3%*	*17%*	*8%*	*10%*	*9%*	*8%*	*7%*	*7%*	*12%*	*9%*	*10%*
Several times a week	118	95	4	13	93	61	57	45	31	7	10	54	54	108	22	26	56	25	82	75
	15%	*18%b*	*4%*	*14%*	*14%b*	*16%*	*14%*	*17%*	*19%*	*20%*	*10%*	*15%*	*16%*	*15%*	*12%*	*13%*	*15%*	*18%*	*15%*	*16%*
At least once a week	112	82	7	18	80	59	53	46	22	4	10	46	56	102	18	22	58	24	82	75
	14%	*16%*	*8%*	*20%*	*12%*	*15%*	*12%*	*17%*	*13%*	*11%*	*10%*	*12%*	*17%*	*15%*	*10%*	*11%*	*15%*	*17%*	*15%*	*16%*
At least once a month	90	60	11	10	77	49	42	34	18	9	5	43	40	82	33	35	30	15	45	46
	11%	*11%*	*12%*	*11%*	*12%*	*13%*	*10%*	*13%*	*11%*	*24%*	*5%*	*11%*	*12%*	*12%*	*18%prs*	*17%prs*	*8%*	*11%*	*9%*	*9%*
Less than once a month	136	75	22	8	126	76	60	48	38	4	13	71	52	123	28	31	74	18	91	78
	17%	*14%*	*23%c*	*9%*	*19%ac*	*20%*	*14%*	*18%*	*23%*	*10%*	*13%*	*19%*	*16%*	*18%*	*15%*	*15%*	*19%*	*12%*	*17%*	*16%*
Never	251	146	46	21	204	100	151	59	47	12	44	122	84	207	65	69	134	38	173	152
	31%	*27%*	*47%acd*	*23%*	*31%*	*26%*	*36%e*	*22%*	*29%*	*33%*	*44%*	*33%*	*26%*	*30%*	*35%*	*34%*	*35%*	*27%*	*33%*	*32%*
Don't know	16	8	2	2	13	5	11	4	2	-	1	5	10	14	4	4	6	4	11	10
	2%	*2%*	*2%*	*2%*	*2%*	*1%*	*3%*	*1%*	*1%*	-	*1%*	*1%*	*3%*	*2%*	*2%*	*2%*	*2%*	*3%*	*2%*	*2%*
Net: use for ODO content at least weekly	310	241	15	51	230	150	160	117	59	12	36	130	142	272	55	63	143	67	210	196
	39%	*46%bd*	*16%*	*55%bd*	*35%b*	*40%*	*38%*	*45%*	*36%*	*33%*	*37%*	*35%*	*43%*	*39%*	*30%*	*31%*	*37%*	*47%no*	*40%*	*41%n*
Net: use for ODO content at least once a month	400	302	27	62	307	199	201	152	77	21	41	173	182	355	87	98	173	82	255	241
	50%	*57%bd*	*28%*	*67%bd*	*47%b*	*52%*	*47%*	*58%*	*47%*	*57%*	*42%*	*47%*	*55%*	*51%*	*47%*	*49%*	*45%*	*58%p*	*48%*	*50%*
Net: ever use for ODO content	536	376	49	70	433	275	261	200	116	24	54	244	234	478	115	129	247	100	347	319
	67%	*71%b*	*50%*	*75%b*	*67%b*	*72%e*	*62%*	*76%*	*70%*	*67%*	*55%*	*66%*	*71%*	*68%*	*63%*	*64%*	*64%*	*70%*	*65%*	*66%*

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

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Absolutes/col percents

Table 40

Q12 - Games console (e.g. Playstation/ Xbox/ Wii/ PS3)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All ever use

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**849**	162	643	44	125	37	132	30	28	346	138
Base	**804**	139	628	37*	110*	29*	116	22**	24*	336	122*
Effective Base	**504**	130	360	34	98	33	105	26	25	203	86
Every day	**80**	34	45	1	29	5	31	3	11	34	19
	10%	24%bc	*7%*	*4%*	*27%*	*16%*	*27%*	*12%*	*45%*	*10%*	*15%*
Several times a week	**118**	33	80	5	25	8	25	8	5	44	20
	15%	24%b	*13%*	*14%*	*23%*	*27%*	*21%*	*36%*	*22%*	*13%*	*17%*
At least once a week	**112**	22	86	3	20	2	20	2	3	49	13
	14%	*16%*	*14%*	*9%*	*18%*	*9%*	*17%*	*11%*	*14%*	*15%*	*11%*
At least once a month	**90**	17	66	7	13	4	17	1	2	43	13
	11%	*12%*	*11%*	*18%*	*12%*	*14%*	*14%*	*3%*	*9%*	*13%*	*11%*
Less than once a month	**136**	12	118	6	9	3	9	3	2	66	11
	17%	*9%*	19%a	*17%*	*8%*	*11%*	*8%*	*15%*	*6%*	20%d	*9%*
Never	**251**	17	222	12	10	7	12	5	1	96	43
	31%	*12%*	35%a	33%a	*10%*	*23%*	*10%*	*21%*	*4%*	*29%*	*35%*
Don't know	**16**	3	12	2	3	*	3	*	-	4	3
	2%	*2%*	*2%*	*5%*	*2%*	*1%*	*2%*	*2%*	-	*1%*	*2%*
Net: use for ODO content at least weekly	**310**	89	210	10	74	15	76	13	19	127	53
	39%	64%bc	*33%*	*28%*	*68%*	*51%*	*65%*	*60%*	*81%*	*38%*	*43%*
Net: use for ODO content at least once a month	**400**	106	277	17	87	19	92	14	21	170	66
	50%	77%bc	*44%*	*46%*	*80%*	*65%*	*79%*	*62%*	*90%*	*51%*	*54%*
Net: ever use for ODO content	**536**	119	394	23	97	22	101	17	23	236	76
	67%	86%bc	*63%*	*62%*	*88%*	*76%*	*87%*	*77%*	*96%*	*70%*	*63%*

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

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Absolutes/col percents

Table 41

Q12 - Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All ever use

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	66	42	24	16	21	11	9	8	1	37	20	9	22	12	7	1	15	8	1	-	18	33	9	6	51	15
Base	53*	35*	19**	15**	14**	9**	8**	7**	1**	29*	17**	7**	17**	12**	6**	1**	13**	5**	1**	-**	15**	25**	9**	5**	40*	14**
Effective Base	55	34	22	15	18	9	8	6	1	33	17	7	19	10	5	1	14	7	1	-	14	29	8	5	42	13
Every day	8	7	1	3	2	-	1	1	-	6	1	1	5	1	1	-	1	-	-	-	2	4	1	1	5	2
	14%	*19%*	*5%*	*23%*	*17%*	*-*	*13%*	*9%*	*-*	*20%*	*6%*	*8%*	*30%*	*9%*	*10%*	*-*	*7%*	*-*	*-*	*-*	*11%*	*14%*	*12%*	*28%*	*13%*	*18%*
Several times a week	12	8	4	4	6	1	1	-	-	10	2	-	7	1	-	-	2	1	-	-	2	8	2	-	9	2
	22%	*23%*	*19%*	*25%*	*43%*	*6%*	*15%*	*-*	*-*	*33%*	*10%*	*-*	*44%*	*4%*	*-*	*-*	*19%*	*25%*	*-*	*-*	*12%*	*30%*	*25%*	*-*	*23%*	*16%*
At least once a week	11	6	6	3	2	3	1	1	-	6	4	1	2	3	1	-	4	2	-	-	3	6	1	2	9	2
	21%	*16%*	*30%*	*21%*	*17%*	*36%*	*12%*	*21%*	*-*	*19%*	*25%*	*19%*	*11%*	*21%*	*24%*	*-*	*31%*	*34%*	*-*	*-*	*21%*	*22%*	*9%*	*34%*	*22%*	*18%*
At least once a month	8	5	3	2	1	3	1	2	-	3	4	2	1	3	2	-	2	1	-	-	3	4	-	1	8	1
	16%	*15%*	*16%*	*14%*	*5%*	*33%*	*7%*	*31%*	*-*	*10%*	*21%*	*28%*	*4%*	*22%*	*36%*	*-*	*17%*	*18%*	*-*	*-*	*24%*	*17%*	*-*	*13%*	*20%*	*4%*
Less than once a month	7	4	3	1	1	-	3	1	1	2	3	2	*	2	1	1	2	1	-	-	2	1	3	1	3	4
	13%	*12%*	*14%*	*7%*	*9%*	*-*	*35%*	*17%*	*100%*	*8%*	*17%*	*24%*	*2%*	*18%*	*21%*	*100%*	*16%*	*14%*	*-*	*-*	*16%*	*2%*	*31%*	*26%*	*7%*	*29%*
Never	8	5	3	1	1	2	1	1	-	3	4	1	1	3	*	-	1	*	1	-	2	4	2	-	6	2
	15%	*14%*	*15%*	*9%*	*9%*	*25%*	*17%*	*22%*	*-*	*9%*	*21%*	*21%*	*8%*	*26%*	*8%*	*-*	*11%*	*10%*	*100%*	*-*	*15%*	*15%*	*22%*	*-*	*15%*	*14%*
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: use for ODO content at least weekly	30	20	10	10	11	4	3	2	-	21	7	2	14	4	2	-	7	3	-	-	7	17	4	3	23	7
	57%	*59%*	*54%*	*69%*	*77%*	*42%*	*41%*	*29%*	*-*	*73%*	*42%*	*27%*	*85%*	*35%*	*35%*	*-*	*56%*	*58%*	*-*	*-*	*45%*	*66%*	*47%*	*62%*	*58%*	*52%*
Net: use for ODO content at least once a month	39	26	13	12	12	7	4	4	-	24	11	4	15	7	4	-	9	4	-	-	10	21	4	4	31	8
	73%	*74%*	*70%*	*84%*	*82%*	*75%*	*48%*	*60%*	*-*	*83%*	*62%*	*55%*	*90%*	*56%*	*71%*	*-*	*74%*	*76%*	*-*	*-*	*69%*	*83%*	*47%*	*74%*	*78%*	*57%*
Net: ever use for ODO content	46	30	16	14	13	7	7	5	1	27	13	6	15	9	5	1	11	5	-	-	12	22	7	5	34	12
	85%	*86%*	*85%*	*91%*	*91%*	*75%*	*83%*	*78%*	*100%*	*91%*	*79%*	*79%*	*92%*	*74%*	*92%*	*100%*	*89%*	*90%*	*-*	*-*	*85%*	*85%*	*78%*	*100%*	*85%*	*86%*

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 41

Q12 - Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All ever use

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**66**	45	20	47	18	-	4	10	7	2	8	1	4	11	8	55	2	3	6	21	10	24
Base	**53***	38*	15**	39*	14**	-**	3**	8**	4**	2**	7**	2**	4**	8**	4**	43*	1**	3**	6**	16**	10**	18**
Effective Base	**55**	37	18	39	16	-	3	9	6	2	6	1	4	11	7	46	2	2	6	19	8	21
Every day	**8**	5	2	5	2	-	1	1	-	-	2	-	1	1	1	8	-	-	-	2	2	4
	14%	*14%*	*14%*	*14%*	*15%*	-	*28%*	*13%*	-	-	*30%*	-	*36%*	*17%*	*21%*	*18%*	-	-	-	*12%*	*22%*	*20%*
Several times a week	**12**	11	1	10	2	-	*	2	1	-	1	2	-	4	2	11	-	1	-	3	1	7
	22%	*28%*	*6%*	*25%*	*13%*	-	*16%*	*18%*	*29%*	-	*11%*	*100%*	-	*46%*	*39%*	*26%*	-	*17%*	-	*21%*	*9%*	*40%*
At least once a week	**11**	7	3	8	3	-	-	2	2	1	1	-	1	2	1	9	-	-	2	4	2	4
	21%	*20%*	*20%*	*20%*	*18%*	-	-	*29%*	*39%*	*33%*	*12%*	-	*24%*	*21%*	*22%*	*22%*	-	-	*29%*	*27%*	*17%*	*20%*
At least once a month	**8**	6	2	6	2	-	-	1	-	-	3	-	1	-	*	5	-	1	3	1	3	1
	16%	*16%*	*15%*	*16%*	*16%*	-	-	*7%*	-	-	*47%*	-	*20%*	-	*6%*	*12%*	-	*26%*	*41%*	*4%*	*35%*	*5%*
Less than once a month	**7**	3	4	5	2	-	1	1	1	2	-	-	1	-	-	5	1	-	1	3	2	1
	13%	*8%*	*26%*	*12%*	*17%*	-	*39%*	*6%*	*31%*	*67%*	-	-	*20%*	-	-	*13%*	*58%*	-	*13%*	*19%*	*17%*	*4%*
Never	**8**	5	3	5	3	-	*	2	-	-	-	-	-	1	1	5	*	2	1	3	-	2
	15%	*13%*	*19%*	*13%*	*21%*	-	*16%*	*27%*	-	-	-	-	-	*16%*	*13%*	*11%*	*42%*	*57%*	*16%*	*18%*	-	*11%*
Don't know	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: use for ODO content at least weekly	**30**	24	6	23	6	-	1	5	3	1	4	2	2	7	3	28	-	1	2	9	5	14
	57%	*62%*	*40%*	*60%*	*46%*	-	*44%*	*59%*	*69%*	*33%*	*53%*	*100%*	*60%*	*84%*	*81%*	*65%*	-	*17%*	*29%*	*59%*	*48%*	*80%*
Net: use for ODO content at least once a month	**39**	30	8	29	9	-	1	6	3	1	7	2	3	7	4	33	-	1	5	10	8	15
	73%	*79%*	*55%*	*76%*	*62%*	-	*44%*	*66%*	*69%*	*33%*	*100%*	*100%*	*80%*	*84%*	*87%*	*77%*	-	*43%*	*71%*	*63%*	*83%*	*85%*
Net: ever use for ODO content	**46**	33	12	34	11	-	2	6	4	2	7	2	4	7	4	38	1	1	5	13	10	16
	85%	*87%*	*81%*	*87%*	*79%*	-	*84%*	*73%*	*100%*	*100%*	*100%*	*100%*	*100%*	*84%*	*87%*	*89%*	*58%*	*43%*	*84%*	*82%*	*100%*	*89%*

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 41

Q12 - Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All ever use

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**66**	53	56	57	66	45	27	36	33	29	53	30	46	38	31	64	2	62	64	64
Base	**53***	44*	46*	44*	53*	35*	19**	28*	26**	25**	41*	23**	35*	31*	27**	52*	2**	49*	52*	52*
Effective Base	**55**	44	47	50	55	39	24	32	30	25	46	25	41	34	27	54	2	53	54	54
Every day	**8**	6	7	7	8	7	5	6	5	4	7	6	6	5	4	8	-	8	8	8
	14%	*14%*	*15%*	*16%*	*14%*	*20%*	*26%*	*22%*	*19%*	*15%*	*17%*	*27%*	*18%*	*16%*	*14%*	*15%*	-	*16%*	*15%*	*15%*
Several times a week	**12**	11	10	9	12	10	7	8	6	6	10	7	8	6	6	12	-	11	12	12
	22%	*24%*	*23%*	*19%*	*22%*	*29%*	*37%*	*28%*	*25%*	*23%*	*25%*	*31%*	*23%*	*21%*	*22%*	*22%*	-	*22%*	*22%*	*22%*
At least once a week	**11**	11	9	11	11	6	3	9	7	9	9	3	10	8	9	11	-	11	11	11
	21%	*24%*	*19%*	*25%*	*21%*	*16%*	*18%*	*33%*	*25%*	*35%*	*21%*	*15%*	*29%*	*25%*	*33%*	*22%*	-	*23%*	*22%*	*22%*
At least once a month	**8**	6	8	6	8	5	1	2	5	2	6	3	6	5	2	8	-	6	8	8
	16%	*13%*	*18%*	*14%*	*16%*	*15%*	*5%*	*9%*	*18%*	*8%*	*16%*	*13%*	*16%*	*16%*	*8%*	*16%*	-	*13%*	*16%*	*16%*
Less than once a month	**7**	6	4	4	7	2	2	1	2	3	3	3	3	4	3	7	-	7	7	7
	13%	*14%*	*9%*	*9%*	*13%*	*6%*	*11%*	*2%*	*8%*	*11%*	*8%*	*13%*	*9%*	*14%*	*12%*	*13%*	-	*14%*	*13%*	*13%*
Never	**8**	5	7	7	8	5	*	2	1	2	6	*	2	3	3	6	2	6	6	6
	15%	*10%*	*16%*	*17%*	*15%*	*14%*	*2%*	*6%*	*5%*	*7%*	*14%*	*2%*	*5%*	*9%*	*12%*	*12%*	*100%*	*12%*	*12%*	*12%*
Don't know	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: use for ODO content at least weekly	**30**	28	26	27	30	23	15	23	18	19	26	17	24	19	19	30	-	29	30	30
	57%	*63%*	*57%*	*60%*	*57%*	*65%*	*82%*	*83%*	*69%*	*74%*	*63%*	*73%*	*70%*	*62%*	*69%*	*59%*	-	*61%*	*59%*	*59%*
Net: use for ODO content at least once a month	**39**	33	34	33	39	28	16	25	23	21	32	20	30	24	21	39	-	36	39	39
	73%	*75%*	*75%*	*75%*	*73%*	*80%*	*86%*	*92%*	*87%*	*82%*	*78%*	*85%*	*86%*	*77%*	*76%*	*75%*	-	*74%*	*75%*	*75%*
Net: ever use for ODO content	**46**	39	38	37	46	30	19	26	25	23	36	23	33	28	24	46	-	43	46	46
	85%	*90%*	*84%*	*83%*	*85%*	*86%*	*98%*	*94%*	*95%*	*93%*	*86%*	*98%*	*95%*	*91%*	*88%*	*88%*	-	*88%*	*88%*	*88%*

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

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Absolutes/col percents

Table 41

Q12 - Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All ever use

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	66	53	7	6	58	18	48	11	9	2	9	40	16	56	18	20	30	9	39	36
Base	53*	43*	6**	5**	47*	15**	38*	10**	7**	2**	8**	32*	12**	44*	13**	15**	26**	6**	32*	30**
Effective Base	55	45	6	6	48	17	38	10	8	2	8	33	14	47	15	17	25	8	32	30
Every day	8	6	1	3	5	6	2	4	3	-	-	5	2	7	-	-	4	2	6	6
	14%	*14%*	*16%*	*54%*	*10%*	*37%*	*5%*	*39%*	*40%*	-	-	*14%*	*17%*	*15%*	-	-	*17%*	*37%*	*20%*	*21%*
Several times a week	12	9	*	2	9	1	11	1	-	-	2	9	1	10	*	*	9	2	10	10
	22%	*21%*	*5%*	*34%*	*20%*	*6%*	*28%*	*10%*	-	-	*20%*	*27%*	*10%*	*22%*	*2%*	*2%*	*33%*	*26%*	*32%*	*32%*
At least once a week	11	9	1	-	11	2	9	2	1	-	2	5	5	9	5	7	4	1	4	6
	21%	*22%*	*13%*	-	*24%*	*16%*	*23%*	*26%*	*14%*	-	*22%*	*15%*	*38%*	*21%*	*39%*	*46%*	*14%*	*14%*	*14%*	*20%*
At least once a month	8	8	1	1	8	1	7	1	1	-	1	4	3	7	2	2	2	1	3	3
	16%	*18%*	*12%*	*12%*	*17%*	*10%*	*18%*	*8%*	*10%*	-	*15%*	*13%*	*23%*	*16%*	*16%*	*14%*	*8%*	*15%*	*9%*	*10%*
Less than once a month	7	4	3	-	7	2	5	1	1	1	2	5	-	5	3	3	3	-	3	3
	13%	*10%*	*45%*	-	*15%*	*15%*	*12%*	*11%*	*18%*	*34%*	*27%*	*14%*	-	*10%*	*25%*	*22%*	*14%*	-	*11%*	*10%*
Never	8	7	*	-	7	2	5	*	1	1	1	5	1	6	2	2	4	*	4	2
	15%	*16%*	*9%*	-	*15%*	*15%*	*14%*	*5%*	*20%*	*66%*	*17%*	*16%*	*12%*	*14%*	*18%*	*16%*	*15%*	*8%*	*14%*	*7%*
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: use for ODO content at least weekly	30	24	2	5	25	9	21	7	4	-	3	18	8	26	6	7	16	4	21	22
	57%	*56%*	*34%*	*88%*	*54%*	*60%*	*56%*	*75%*	*53%*	-	*41%*	*56%*	*65%*	*59%*	*41%*	*48%*	*64%*	*77%*	*66%*	*73%*
Net: use for ODO content at least once a month	39	32	3	5	33	11	28	8	4	-	5	22	11	33	8	9	18	5	24	25
	73%	*74%*	*46%*	*100%*	*71%*	*69%*	*74%*	*84%*	*63%*	-	*56%*	*70%*	*88%*	*75%*	*57%*	*62%*	*71%*	*92%*	*75%*	*83%*
Net: ever use for ODO content	46	36	5	5	40	13	33	9	6	1	7	27	11	38	11	13	22	5	27	28
	85%	*84%*	*91%*	*100%*	*85%*	*85%*	*86%*	*95%*	*80%*	*34%*	*83%*	*84%*	*88%*	*86%*	*82%*	*84%*	*85%*	*92%*	*86%*	*93%*

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

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Absolutes/col percents

Table 41

Q12 - Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)
How often do you personally use each of the following devices to view on-line or on-demand TV or video content at home or elsewhere?
Base: All ever use

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**66**	19	43	4	15	4	15	4	4	24	16
Base	**53***	17**	33*	4**	14**	3**	14**	3**	4*	18**	12**
Effective Base	**55**	17	35	4	13	4	14	3	4	21	13
Every day	**8**	4	2	1	4	-	4	-	2	4	4
	14%	*26%*	*7%*	*30%*	*31%*	-	*31%*	-	*58%*	*23%*	*29%*
Several times a week	**12**	5	6	*	4	2	4	1	1	5	3
	22%	*31%*	*18%*	*11%*	*27%*	*55%*	*28%*	*50%*	*23%*	*31%*	*22%*
At least once a week	**11**	4	6	1	3	1	3	1	1	4	2
	21%	*26%*	*18%*	*24%*	*25%*	*33%*	*24%*	*36%*	*19%*	*22%*	*15%*
At least once a month	**8**	1	6	1	1	-	1	-	-	1	1
	16%	*4%*	*19%*	*34%*	*5%*	-	*5%*	-	-	*5%*	*6%*
Less than once a month	**7**	2	5	-	2	*	2	*	-	3	1
	13%	*12%*	*15%*	-	*12%*	*13%*	*12%*	*14%*	-	*16%*	*5%*
Never	**8**	-	8	-	-	-	-	-	-	*	3
	15%	-	*23%*	-	-	-	-	-	-	*3%*	*22%*
Don't know	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Net: use for ODO content at least weekly	**30**	14	14	2	11	2	12	2	4	13	8
	57%	*83%*	*43%*	*66%*	*83%*	*87%*	*83%*	*86%*	*100%*	*76%*	*66%*
Net: use for ODO content at least once a month	**39**	15	21	4	12	2	12	2	4	14	9
	73%	*88%*	*62%*	*100%*	*88%*	*87%*	*88%*	*86%*	*100%*	*81%*	*72%*
Net: ever use for ODO content	**46**	17	26	4	14	3	14	3	4	17	9
	85%	*100%*	*77%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*97%*	*78%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 42

Q13 - TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	2102	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	2102	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	1150	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	592	299	293	107	120	119	132	57	58	227	251	114	101	132	31	36	126	119	26	22	171	195	109	118	366	227
	28%	28%	28%	27%	27%	28%	33%	24%	27%	27%	31%	26%	27%	31%	24%	27%	27%	30%	25%	27%	33%	26%	29%	26%	29%	27%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	185	90	95	38	39	32	37	12	27	77	69	39	32	33	5	20	45	36	6	8	72	45	38	29	117	68
	9%	9%	9%	10%	9%	8%	9%	5%	13%g	9%	8%	9%	9%	8%	4%	15%n	9%	9%	6%	10%	14%uwxy	6%	10%	6%	9%	8%
Smart TV	191	108	83	44	41	44	27	24	11	84	72	35	40	45	13	10	44	27	11	*	72	64	26	29	136	55
	9%	10%	8%	11%	9%	11%	7%	10%	5%	10%	9%	8%	11%	11%	10%	8%	9%s	7%	11%s	1%	14%uvwy	9%	7%	6%	11%wy	7%
Smartphone	214	106	108	99	65	28	15	6	2	164	42	8	75	25	5	1	89	17	1	1	64	78	38	34	142	72
	10%	10%	10%	25%defghjk	15%efghjk	7%hk	4%	3%	1%	19%efghjk	5%hk	2%	20%mno	6%	4%	1%	19%qrs	4%	1%	1%	12%	11%	10%	7%	11%	9%
PC/Mac/laptop	752	367	385	201	153	142	137	64	54	354	279	119	148	147	40	32	206	132	24	22	215	276	109	151	491	260
	36%	35%	37%	50%defghijk	35%	34%	34%	28%	26%	42%deghjk	34%	27%	40%o	35%	31%	25%	44%qr	33%	24%	28%	41%vwy	37%w	29%	33%	39%vy	31%
Tablet computer (e.g. iPad)	246	121	124	64	59	56	30	22	15	123	85	38	52	43	15	12	71	42	7	4	78	86	40	41	164	82
	12%	12%	12%	16%fhjk	13%f	13%	7%	10%	7%	15%fhk	10%	9%	14%	10%	12%	9%	15%	11%	7%	4%	15%wy	12%	11%	9%	13%	10%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	9	4	5	3	3	1	1	1	-	6	2	1	4	1	-	-	2	1	1	-	5	4	-	1	9	1
	*	*	*	1%	1%	*	*	*	-	1%	*	*	1%	*	-	-	1%	*	1%	-	1%	*	-	*	1%	*
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	129	81	48	49	39	28	10	2	1	88	38	3	52	27	1	1	36	11	1	-	36	45	26	23	80	49
	6%	8%b	5%	12%efghjk	9%ghjk	7%ghk	2%	1%	*	10%ghjk	5%hk	1%	14%mno	7%	1%	1%	8%q	3%	1%	-	7%	6%	7%	5%	6%	6%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	13	10	3	1	6	1	3	2	-	7	4	2	4	3	2	-	3	*	-	-	3	6	3	1	9	4
	1%	1%	*	*	1%	*	1%	1%	-	1%	*	*	1%	1%	2%	-	1%	*	-	-	1%	1%	1%	*	1%	*
None of these	77	31	46	17	18	15	9	7	10	36	24	17	15	9	4	4	21	15	4	6	19	22	20	16	41	36
	4%	3%	4%	4%	4%	4%	2%	3%	5%	4%	3%	4%	4%	2%	3%	3%	4%	4%	4%	7%	4%	3%	5%	3%	3%	4%
Not stated	525	286	239	36	128	112	103	82	64	164	215	146	79	121	48	39	85	94	34	25	91	189	100	145	280	245
	25%	27%	23%	9%	29%cl	27%cl	26%c	35%cl	31%cl	20%c	26%cl	33%cl	21%	29%	36%l	30%	18%	24%	34%p	31%p	17%	26%t	26%t	32%tx	22%	29%tx
Device nets: All TV	885	447	438	179	179	171	180	86	90	358	351	175	160	181	45	60	198	170	41	29	274	284	162	165	558	327
	42%	43%	42%	45%	41%	41%	45%	37%	43%	43%	43%	40%	43%	43%	34%	46%	42%	43%	40%	37%	52%uvwxy	38%	43%	36%	44%w	39%
All TV set-top box	760	378	382	144	154	143	167	68	84	298	311	152	130	157	36	55	168	153	32	29	234	236	144	145	470	290
	36%	36%	36%	36%	35%	34%	42%d	29%	40%	35%	38%	34%	35%	37%	27%	42%	36%	38%	32%	37%	45%uwxy	32%	38%	32%	37%	34%

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 42

Q13 - TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All respondents

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	2102	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	1150	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	592	389	200	382	197	12	29	66	51	43	57	54	71	72	46	489	39	10	54	146	100	244
	28%	31%b	24%	30%	25%	38%	35%	32%	31%	26%	30%	24%	26%	27%	28%	28%	31%	24%	29%	32%	28%	26%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	185	105	79	126	54	1	8	18	14	11	10	21	33	33	18	166	5	3	12	40	21	105
	9%	8%	10%	10%	7%	5%	10%	8%	9%	7%	5%	9%	12%	12%	11%	9%	4%	6%	6%	9%	6%	11%
Smart TV	191	130	60	127	59	3	6	19	13	12	14	24	21	32	18	159	11	3	18	38	26	95
	9%	10%	7%	10%	8%	9%	7%	9%	8%	7%	8%	10%	8%	12%	11%	9%	9%	6%	9%	8%	7%	10%
Smartphone	214	141	69	121	83	3	8	22	16	17	15	16	36	37	20	186	8	6	14	46	32	109
	10%	11%	8%	9%	11%	11%	10%	11%	9%	10%	8%	7%	13%	14%	12%	11%	6%	14%	8%	10%	9%	12%
PC/Mac/laptop	752	459	289	451	275	13	28	78	62	55	57	53	110	114	57	614	44	14	80	168	112	334
	36%	36%	35%	35%	35%	41%	34%	38%k	37%k	33%	30%	23%	41%k	42%jk	34%	35%	35%	33%	43%	37%	32%	36%
Tablet computer (e.g. iPad)	246	160	83	163	74	3	11	25	15	14	21	22	47	42	18	215	8	5	18	51	35	129
	12%	13%	10%	13%	10%	9%	13%	12%	9%	8%	11%	9%	17%	16%	11%	12%	7%	11%	9%	11%	10%	14%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	9	8	1	6	2	1	1	*	-	1	1	1	-	3	-	8	-	-	1	2	2	4
	*	1%	*	*	*	5%	2%	*	-	*	1%	1%	-	1%	-	*	-	-	1%	*	1%	*
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	129	88	39	75	49	2	4	18	9	6	13	13	28	18	10	118	4	1	5	30	20	68
	6%	7%	5%	6%	6%	6%	5%	8%	5%	4%	7%	6%	10%	7%	6%	7%	3%	4%	3%	7%	6%	7%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	13	12	1	13	1	-	1	1	1	2	1	2	1	2	-	10	1	-	2	2	3	4
	1%	1%	*	1%	*	-	1%	1%	*	1%	*	1%	*	1%	-	1%	1%	-	1%	1%	1%	*
None of these	77	45	31	52	23	-	3	10	4	6	4	10	10	13	4	65	7	2	3	18	9	38
	4%	4%	4%	4%	3%	-	4%	5%	3%	3%	2%	5%	4%	5%	3%	4%	6%	5%	1%	4%	3%	4%
Not stated	525	288	237	285	231	7	17	41	35	50	58	87	57	44	45	434	34	11	46	93	107	233
	25%	23%	29%a	22%	30%c	24%	21%	20%	21%	30%m	31%gm	38%fghlm	21%	16%	27%m	25%	27%	27%	25%	20%	30%s	25%
Device nets: All TV	885	565	315	576	287	15	38	95	73	61	77	91	114	122	73	744	48	14	78	207	138	400
	42%	44%b	38%	45%d	37%	49%	46%	46%	44%	37%	41%	40%	42%	45%	44%	43%	39%	34%	42%	45%	39%	43%
All TV set-top box	760	481	276	496	246	13	36	82	66	54	67	73	100	101	62	642	42	12	64	184	121	337
	36%	38%	34%	39%d	32%	43%	44%	39%	39%	33%	36%	32%	37%	37%	37%	37%	33%	30%	34%	40%	34%	36%

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

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Absolutes/col percents

Table 42

Q13 - TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All respondents

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	2102	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	2102	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	1150	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	592	592	450	429	273	305	546	234	163	93	380	592	282	197	104	567	26	547	486	567
	28%	37%bc	27%	29%	33%b	25%l	62%eghi	30%l	32%el	17%	26%n	59%jlmn	30%n	31%jn	17%	29%	22%	33%rs	27%	29%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	185	185	140	136	81	109	28	72	68	171	129	30	87	82	185	174	11	163	158	174
	9%	12%b	8%	9%	10%	9%l	3%	9%l	13%el	31%efgh	9%k	3%	9%k	13%jk	30%jklm	9%	9%	10%	9%	9%
Smart TV	191	125	151	191	99	124	82	108	96	61	145	84	127	106	65	189	2	184	180	189
	9%	8%	9%	13%ab	12%a	10%	9%	14%ef	19%efi	11%	10%	8%	13%jk	17%jkn	11%	10%	2%	11%	10%	10%
Smartphone	214	162	179	214	131	163	100	194	112	78	176	106	214	120	80	214	*	208	210	214
	10%	10%	11%	14%ab	16%ab	13%	11%	25%efi	22%efi	14%	12%	10%	23%jkn	19%jkn	13%	11%p	*	13%	12%	11%
PC/Mac/laptop	752	537	752	555	330	639	254	286	183	218	752	285	354	232	239	740	12	709	682	740
	36%	34%	46%acd	37%	40%a	53%fghi	29%	37%f	36%f	40%f	51%klmn	28%	38%k	36%k	39%k	37%p	10%	43%rs	38%	37%
Tablet computer (e.g. iPad)	246	184	180	204	142	145	113	130	221	97	173	116	156	246	101	245	*	241	236	245
	12%	12%	11%	14%	17%ab	12%	13%	17%e	43%efgi	18%ef	12%	11%	17%jk	39%jkln	17%jk	12%p	*	15%	13%	12%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	9	7	7	9	5	6	5	7	8	4	7	5	8	8	4	9	-	9	9	9
	*	*	*	1%	1%	*	1%	1%	2%e	1%	*	*	1%	1%	1%	*	-	1%	1%	*
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	129	93	109	113	129	97	51	76	66	51	108	54	89	70	55	127	2	123	126	127
	6%	6%	7%	8%	16%abc	8%	6%	10%f	13%ef	9%f	7%	5%	9%k	11%jk	9%k	6%	1%	7%	7%	6%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	13	12	8	9	13	7	4	4	6	8	8	4	8	6	9	13	-	13	13	13
	1%	1%	1%	1%	2%b	1%	*	1%	1%	2%	1%	*	1%	1%	1%	1%	-	1%	1%	1%
None of these	77	54	41	53	29	18	20	26	4	15	24	25	32	9	17	65	13	46	60	65
	4%	3%	2%	4%	4%	2%	2%	3%eh	1%	3%	2%	2%	3%jm	1%	3%	3%	11%o	3%	3%	3%
Not stated	525	354	383	334	142	247	146	151	55	113	310	190	191	90	127	471	54	240	447	471
	25%	22%d	23%d	22%d	17%	20%h	17%h	20%h	11%	21%h	21%m	19%m	20%m	14%	21%m	24%	46%o	14%	25%q	24%q
Device nets: All TV	885	820	669	674	404	482	588	366	289	275	587	638	437	338	300	847	38	811	747	847
	42%	51%bc	41%	45%b	49%b	40%	66%eghi	47%e	57%eg	50%e	40%	63%jlmn	46%j	53%jl	50%	43%	32%	49%rs	41%	43%
All TV set-top box	760	760	577	549	342	404	558	295	221	247	497	605	355	267	271	723	37	692	628	723
	36%	48%bcd	35%	37%	41%b	33%	63%eghi	38%	43%e	45%e	34%	60%jlmn	38%	42%j	45%jl	36%	31%	42%rs	35%	36%

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

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Absolutes/col percents

Table 42

Q13 - TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All respondents

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	592	351	106	72	453	263	329	170	123	18	88	298	203	500	12	17	313	225	538	546
	28%	32%b	*24%*	34%b	*28%*	36%j	*24%*	*35%*	*40%*	*25%*	*22%*	*29%*	31%j	30%	*2%*	*3%*	33%no	63%noprs	41%nop	47%nop
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	185	113	25	19	148	75	110	54	29	9	26	102	56	158	65	70	62	11	73	53
	9%	10%b	*5%*	*9%*	*9%*	*10%*	*8%*	*11%*	*10%*	*13%*	*7%*	*10%*	*9%*	*9%*	12%pqrs	12%pqrs	*7%*	*3%*	*6%*	*4%*
Smart TV	191	145	18	12	162	77	114	56	36	8	24	95	71	166	51	52	100	25	125	104
	9%	13%bcd	*4%*	*6%*	10%b	*10%*	*8%*	*11%*	*12%*	*11%*	*6%*	*9%*	*11%*	*10%*	*9%*	*9%*	*11%*	*7%*	*10%*	*9%*
Smartphone	214	163	17	23	175	75	139	66	24	4	32	87	94	182	50	58	91	44	135	122
	10%	15%bd	*4%*	11%b	11%b	*10%*	*10%*	*13%*	*8%*	*6%*	*8%*	*8%*	14%jk	*11%*	*9%*	*10%*	*10%*	*12%*	*10%*	*10%*
PC/Mac/laptop	752	458	123	43	646	218	534	139	103	21	151	358	241	599	254	265	304	102	406	357
	36%	42%bc	*27%*	*20%*	40%bc	*30%*	39%a	*28%*	*34%*	*29%*	*38%*	*35%*	*37%*	*35%*	46%pqrs	45%pqrs	*32%*	*28%*	*31%*	*30%*
Tablet computer (e.g. iPad)	246	183	21	12	218	102	143	78	50	9	24	131	91	222	69	76	113	32	145	132
	12%	17%bc	*5%*	*5%*	14%bc	*14%*	*10%*	*16%*	*17%*	*13%*	*6%*	13%j	14%j	13%	*13%*	*13%*	*12%*	*9%*	*11%*	*11%*
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	9	8	-	1	8	4	5	3	1	-	1	6	2	8	3	3	5	1	6	5
	*	*1%*	-	*	*1%*	*1%*	*	*1%*	*	-	*	*1%*	*	*	*1%*	*1%*	*1%*	*	*	*
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	129	95	15	5	116	51	78	34	22	10	11	61	57	118	41	43	56	14	70	61
	6%	9%bc	*3%*	*3%*	7%bc	*7%*	*6%*	*7%*	*7%*	*14%*	*3%*	*6%*	9%j	7%	*8%*	*7%*	*6%*	*4%*	*5%*	*5%*
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	13	10	2	-	13	1	12	1	1	1	5	5	2	8	5	5	5	1	7	5
	1%	*1%*	*	-	*1%*	*	*1%*	*	*	*1%*	*1%*	*1%*	*	*	*1%*	*1%*	*1%*	*	*1%*	*
None of these	77	30	20	15	50	19	58	15	4	2	16	43	19	61	21	23	32	15	47	42
	4%	*3%*	*4%*	7%ad	*3%*	*3%*	*4%*	*3%*	*1%*	*3%*	*4%*	*4%*	*3%*	*4%*	*4%*	*4%*	*3%*	*4%*	*4%*	*4%*
Not stated	525	179	165	44	388	169	356	111	58	20	121	254	146	401	157	162	256	45	301	242
	25%	*16%*	37%acd	*20%*	24%a	*23%*	*26%*	*23%*	*19%*	*29%*	30%lm	*25%*	*22%*	*24%*	29%qs	28%qs	27%qs	*12%*	23%q	21%q
Device nets: All TV	885	546	143	101	687	377	508	251	164	34	128	454	300	754	122	133	421	246	668	643
	42%	50%bd	*32%*	47%b	43%b	51%j	*37%*	*51%*	*54%*	*48%*	*32%*	44%j	46%j	44%	*22%*	*23%*	45%no	69%noprs	51%nop	55%nop
All TV set-top box	760	452	130	90	586	326	434	215	143	27	113	391	252	643	76	87	364	233	597	583
	36%	41%bd	*29%*	42%b	*36%*	44%j	*32%*	*44%*	*47%*	*39%*	*28%*	38%j	38%j	38%	*14%*	*15%*	39%no	65%noprs	46%nop	50%nop

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

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Absolutes/col percents

Table 42

Q13 - TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**2102**	328	1662	112	258	70	270	58	67	852	360
Base	**2102**	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	**1150**	221	878	70	170	53	180	42	47	483	196
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	**592** *28%*	92 *30%*	477 *28%*	23 *22%*	73 *30%*	19 *33%*	76 *30%*	16 *33%*	19 *29%*	252 *29%*	100 *28%*
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	**185** *9%*	33 *11%*	145 *9%*	6 *6%*	26 *11%*	7 *12%*	29 *11%*	5 *9%*	8 *12%*	71 *8%*	40 *11%*
Smart TV	**191** *9%*	42 *14%b*	137 *8%*	12 *11%*	36 *15%*	6 *9%*	37 *15%*	5 *10%*	14 *22%*	74 *9%*	34 *10%*
Smartphone	**214** *10%*	54 *18%bc*	154 *9%*	6 *6%*	45 *18%*	9 *15%*	48 *19%*	6 *13%*	13 *20%*	84 *10%*	42 *12%*
PC/Mac/laptop	**752** *36%*	93 *31%*	625 *37%*	34 *32%*	63 *26%*	30 *51%d*	72 *28%*	21 *43%*	18 *28%*	291 *34%*	142 *40%*
Tablet computer (e.g. iPad)	**246** *12%*	41 *14%*	195 *12%*	9 *9%*	33 *13%*	8 *14%*	35 *14%*	6 *12%*	2 *4%*	130 *15%*	37 *11%*
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	**9** *	2 *1%*	7 *	- -	2 *1%*	- -	2 *1%*	- -	- -	3 *	1 *
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	**129** *6%*	19 *6%*	107 *6%*	3 *2%*	14 *6%*	5 *8%*	17 *7%*	2 *5%*	3 *5%*	50 *6%*	30 *8%*
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	**13** *1%*	3 *1%*	10 *1%*	- -	3 *1%*	1 *1%*	3 *1%*	- -	- -	1 *	5 *1%d*
None of these	**77** *4%*	8 *3%*	59 *3%*	11 *10%ab*	7 *3%*	* *1%*	8 *3%*	- -	1 *1%*	29 *3%*	5 *1%*
Not stated	**525** *25%*	49 *16%*	446 *26%a*	30 *28%a*	45 *19%e*	4 *6%*	45 *18%*	4 *8%*	5 *8%*	217 *25%*	93 *26%*
Device nets: All TV	**885** *42%*	154 *51%bc*	694 *41%*	37 *35%*	124 *51%*	29 *50%*	129 *51%*	24 *51%*	38 *58%*	364 *43%*	157 *44%*
All TV set-top box	**760** *36%*	122 *40%*	608 *36%*	29 *28%*	97 *40%*	25 *43%*	102 *40%*	21 *43%*	27 *41%*	314 *37%*	138 *39%*

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

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Absolutes/col percents

Table 43

Q13 - On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	2102	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	2102	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	1150	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	110	64	46	25	32	22	15	12	5	57	37	16	27	22	10	5	30	14	2	-	28	40	20	22	68	42
	5%	6%	4%	6%	7%h	5%	4%	5%	2%	7%	4%	4%	7%	5%	8%	3%	6%	4%	2%	-	5%	5%	5%	5%	5%	5%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	58	26	32	12	19	12	7	2	6	31	19	8	16	8	*	1	15	11	2	5	21	21	12	5	42	16
	3%	2%	3%	3%	4%	3%	2%	1%	3%	4%	2%	2%	4%	2%	*	1%	3%	3%	2%	6%	4%w	3%	3%	1%	3%	2%
Smart TV	104	50	53	30	31	21	13	4	5	61	34	9	20	23	3	5	42	10	2	-	40	43	12	9	83	20
	5%	5%	5%	7%ghjk	7%gk	5%	3%	2%	2%	7%ghjk	4%	2%	5%	6%	2%	4%	9%qs	3%	2%	-	8%wy	6%wy	3%	2%	7%wy	2%
Smartphone	85	46	39	45	26	9	4	1	1	71	12	1	35	10	1	1	37	2	-	-	28	25	20	13	52	32
	4%	4%	4%	11%defghjk	6%efghjk	2%	1%	*	*	8%efghjk	1%	*	9%mno	2%	1%	1%	8%qr	1%	-	-	5%	3%	5%	3%	4%	4%
PC/Mac/laptop	245	112	133	98	80	42	16	6	3	178	57	10	76	30	4	2	103	27	2	1	65	89	44	47	155	91
	12%	11%	13%	25%efghjk	18%efghjk	10%ghk	4%	3%	2%	21%efghjk	7%hk	2%	21%mno	7%	3%	1%	22%qrs	7%	2%	2%	13%	12%	12%	10%	12%	11%
Tablet computer (e.g. iPad)	110	52	58	40	37	20	10	2	1	77	29	3	31	19	1	1	46	10	1	-	42	34	14	20	76	34
	5%	5%	5%	10%efghjk	8%ghjk	5%hk	2%	1%	1%	9%efghjk	4%k	1%	8%no	5%	*	1%	10%qrs	3%	1%	-	8%uvy	5%	4%	4%	6%	4%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	7	5	2	1	4	2	1	-	-	4	3	-	3	1	-	-	1	2	-	-	2	4	-	1	6	1
	*	*	*	*	1%	*	*	-	-	1%	*	-	1%	*	-	-	*	*	-	-	*	*	-	*	*	*
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	117	52	64	51	32	27	5	*	1	83	32	1	36	16	-	1	48	16	*	-	28	31	24	34	59	58
	6%	5%	6%	13%defghjk	7%ghk	6%ghk	1%	*	*	10%ghjk	4%hk	*	10%mno	4%	-	*	10%qrs	4%	*	-	5%	4%	6%	7%	5%	7%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	4	3	2	-	2	1	*	1	-	2	2	1	2	1	1	-	1	1	-	-	1	4	-	-	4	-
	*	*	*	-	*	*	*	*	-	*	*	*	*	*	*	-	*	*	-	-	*	*	-	-	*	-
None of these	105	55	50	39	17	17	10	17	4	57	27	21	25	14	13	3	32	13	3	2	21	49	21	14	70	35
	5%	5%	5%	10%defhjk	4%	4%	3%	7%	2%	7%hj	3%	5%	7%	3%	10%m	2%	7%	3%	3%	2%	4%	7%	5%	3%	6%	4%
Not stated	1419	718	701	156	253	295	336	190	188	409	632	378	182	320	99	116	227	311	91	71	329	492	253	344	821	598
	67%	68%	67%	39%	57%ci	70%cdi	84%cdeij	82%cdei	89%cdeij	49%c	77%cdi	86%cdeij	49%	76%l	76%l	89%lm	48%	78%p	90%pq	90%p	63%	67%	67%	75%tux	65%	71%x
Device nets: All TV	257	131	127	65	76	51	32	17	15	142	83	32	58	50	12	10	83	33	5	5	88	97	41	32	184	73
	12%	12%	12%	16%ghjk	17%ghjk	12%	8%	7%	7%	17%ghjk	10%	7%	16%	12%	9%	8%	18%qr	8%	5%	6%	17%wy	13%wy	11%	7%	15%wy	9%
All TV set-top box	163	85	78	37	47	33	22	14	11	84	55	25	40	29	11	6	44	25	3	5	49	58	31	25	107	56
	8%	8%	7%	9%	11%k	8%	5%	6%	5%	10%k	7%	6%	11%	7%	8%	4%	9%	6%	3%	6%	9%	8%	8%	6%	8%	7%

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

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Absolutes/col percents

Table 43

Q13 - On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All respondents

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	2102	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	1150	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	110	87	20	71	36	2	5	15	10	11	11	5	12	17	10	97	6	2	6	30	22	44
	5%	7%b	2%	6%	5%	7%	6%	7%	6%	7%	6%	2%	4%	6%	6%	6%	5%	4%	3%	7%	6%	5%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	58	42	16	41	16	1	3	10	6	4	7	4	2	5	7	48	-	1	9	18	11	19
	3%	3%	2%	3%	2%	4%	3%	5%l	4%	2%	4%	2%	1%	2%	4%l	3%	-	2%	5%	4%	3%	2%
Smart TV	104	87	16	64	36	-	3	10	15	2	9	10	13	14	14	91	6	2	5	28	11	51
	5%	7%b	2%	5%	5%	-	4%	5%	9%l	1%	5%	4%	5%	5%	9%l	5%	5%	5%	3%	6%	3%	5%
Smartphone	85	62	22	42	39	1	3	9	12	7	11	5	9	12	12	80	2	2	1	25	18	37
	4%	5%	3%	3%	5%	5%	4%	5%	7%	4%	6%	2%	3%	4%	7%	5%	2%	4%	1%	5%	5%	4%
PC/Mac/laptop	245	169	76	135	99	7	15	39	21	12	21	13	35	39	24	221	12	4	9	76	34	111
	12%	13%b	9%	11%	13%	23%	18%jk	19%jk	13%	7%	11%	6%	13%	15%k	14%k	13%	9%	9%	5%	17%u	10%	12%
Tablet computer (e.g. iPad)	110	78	32	60	45	3	7	20	12	6	11	9	8	18	7	98	3	3	6	39	16	42
	5%	6%	4%	5%	6%	8%	9%	10%l	7%	3%	6%	4%	3%	7%	4%	6%	3%	7%	3%	9%u	5%	4%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	7	5	1	4	3	*	1	*	-	-	2	-	-	1	1	6	1	-	-	2	2	2
	*	*	*	*	*	1%	2%	*	-	-	1%	-	-	*	1%	*	1%	-	-	*	1%	*
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	117	80	36	59	51	3	7	9	9	5	14	11	28	17	5	105	2	1	8	26	19	61
	6%	6%	4%	5%	7%	9%	9%	4%	5%	3%	8%	5%	10%lm	6%	3%	6%	2%	2%	4%	6%	5%	7%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	4	4	*	4	*	-	1	1	-	-	1	-	-	1	*	4	-	-	-	2	1	1
	*	*	*	*	*	-	1%	1%	-	-	1%	-	-	*	*	*	-	-	-	1%	*	*
None of these	105	66	39	65	33	3	6	7	7	5	11	23	8	19	9	94	6	2	3	20	16	58
	5%	5%	5%	5%	4%	9%	7%	4%	4%	3%	6%	10%	3%	7%	5%	5%	5%	5%	2%	4%	4%	6%
Not stated	1419	791	623	873	519	19	49	128	101	126	118	171	186	171	95	1146	95	31	147	279	244	623
	67%	62%	76%a	69%	67%	60%	59%	62%	61%	75%fghmn	63%	75%ghn	69%	63%	57%	66%	76%	74%	78%a	61%	69%	67%
Device nets: All TV	257	204	51	168	82	3	9	30	30	16	26	19	26	36	31	223	11	4	19	69	43	111
	12%	16%b	6%	13%	11%	11%	11%	14%	18%kl	10%	14%	8%	10%	13%	19%kl	13%	9%	8%	10%	15%	12%	12%
All TV set-top box	163	124	37	109	50	3	7	22	16	15	19	8	15	22	17	140	6	2	15	45	33	62
	8%	10%b	4%	9%	6%	11%	8%	11%	10%	9%	10%	4%	5%	8%	10%	8%	5%	6%	8%	10%	9%	7%

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

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Absolutes/col percents

Table 43

Q13 - On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All respondents

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	2102	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	2102	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	1150	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	110	110	82	93	62	69	106	69	51	26	77	110	72	54	26	110	*	108	106	110
	5%	7%	5%	6%	8%b	6%	12%ei	9%ei	10%ei	5%	5%	11%jn	8%n	8%jn	4%	6%	*	6%	6%	6%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	58	58	51	51	27	39	18	34	33	57	50	18	43	36	58	58	-	55	55	58
	3%	4%	3%	3%	3%	3%	2%	4%f	6%ef	10%efgh	3%	2%	5%k	6%jk	10%jklm	3%	-	3%	3%	3%
Smart TV	104	74	76	104	55	64	52	65	56	31	71	53	72	58	33	100	3	96	98	100
	5%	5%	5%	7%ab	7%	5%	6%	8%e	11%efi	6%	5%	5%	8%j	9%jkn	5%	5%	3%	6%	5%	5%
Smartphone	85	69	65	85	58	61	47	83	43	36	64	49	85	46	37	84	*	84	84	84
	4%	4%	4%	6%	7%ab	5%	5%	11%efi	8%e	7%	4%	5%	9%jk	7%j	6%	4%	*	5%	5%	4%
PC/Mac/laptop	245	181	245	217	149	236	113	147	100	82	245	116	164	111	87	242	3	240	236	242
	12%	11%	15%a	15%a	18%a	19%f	13%	19%f	20%f	15%	17%k	12%	17%k	17%k	14%	12%	2%	14%	13%	12%
Tablet computer (e.g. iPad)	110	87	74	101	74	69	60	80	106	42	73	61	88	110	43	110	*	109	109	110
	5%	5%	4%	7%b	9%ab	6%	7%	10%ef	21%efgi	8%	5%	6%	9%jk	17%jkln	7%	6%	*	7%	6%	6%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	7	6	6	7	4	6	6	4	5	1	6	6	4	5	1	7	-	7	7	7
	*	*	*	*	1%	*	1%	1%	1%	*	*	1%	*	1%	*	*	-	*	*	*
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	117	94	105	111	117	97	59	79	58	48	102	59	94	71	50	108	8	101	107	108
	6%	6%	6%	7%	14%abc	8%	7%	10%f	11%f	9%	7%	6%	10%jk	11%jk	8%	5%	7%	6%	6%	5%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	4	4	4	3	4	3	2	2	3	3	4	2	3	3	3	4	-	4	4	4
	*	*	*	*	1%	*	*	*	1%	*	*	*	*	*	*	*	-	*	*	*
None of these	105	72	64	76	38	50	37	37	20	19	57	49	47	25	20	95	10	88	88	95
	5%	4%	4%	5%	5%	4%	4%	5%	4%	3%	4%	5%	5%	4%	3%	5%	9%	5%	5%	5%
Not stated	1419	1066	1112	896	440	739	541	372	217	318	954	642	486	307	366	1325	93	1026	1168	1325
	67%	67%cd	67%cd	60%d	53%	61%gh	61%gh	48%	42%	58%gh	65%lm	64%lm	52%	48%	60%lm	67%	79%	62%	65%	67%q
Device nets: All TV	257	228	195	233	135	161	164	157	130	105	185	169	175	137	108	254	4	245	245	254
	12%	14%	12%	16%b	16%b	13%	19%e	20%e	25%efi	19%e	13%	17%j	19%j	22%j	18%j	13%	3%	15%	14%	13%
All TV set-top box	163	163	128	139	86	103	120	98	79	79	122	124	110	85	79	163	*	158	155	163
	8%	10%	8%	9%	10%	9%	14%e	13%e	15%e	14%e	8%	12%j	12%j	13%j	13%j	8%	*	10%	9%	8%

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 43

Q13 - On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All respondents

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	110 5%	72 7%	23 5%	19 9%	82 5%	55 7%	55 4%	40 8%	22 7%	4 6%	10 3%	56 5%	44 7%	100 6%	6 1%	8 1%	62 7%no	33 9%no	95 7%no	97 8%no
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	58 3%	36 3%	13 3%	13 6%d	36 2%	29 4%	29 2%	20 4%	13 4%	2 3%	8 2%	31 3%	19 3%	50 3%	21 4%	24 4%	20 2%	9 2%	29 2%	25 2%
Smart TV	104 5%	73 7%	16 3%	12 6%	84 5%	60 8%	44 3%	49 10%	24 8%	4 6%	7 2%	49 5%	47 7%j	95 6%	20 4%	25 4%	48 5%	24 7%	72 6%	64 6%
Smartphone	85 4%	63 6%b	9 2%	17 8%bd	61 4%	36 5%	49 4%	32 7%	7 2%	1 2%	8 2%	38 4%	38 6%j	76 4%	11 2%	15 3%	45 5%n	14 4%	58 4%	55 5%n
PC/Mac/laptop	245 12%	176 16%bd	24 5%	38 18%b	193 12%b	88 12%	157 12%	64 13%	34 11%	4 6%	33 8%	113 11%	97 15%j	210 12%	58 11%	62 11%	104 11%	35 10%	139 11%	127 11%
Tablet computer (e.g. iPad)	110 5%	79 7%b	11 3%	15 7%b	82 5%	59 8%	51 4%	47 10%	25 8%	3 5%	6 1%	53 5%j	51 8%j	104 6%	21 4%	25 4%	54 6%	20 6%	75 6%	72 6%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	7 *	6 1%	1 *	* *	5 *	5 1%	2 *	4 1%	2 1%	- -	- -	4 *	3 *	7 *	1 *	2 *	4 *	1 *	5 *	6 1%
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	117 6%	76 7%b	6 1%	9 4%	102 6%b	47 6%	70 5%	36 7%	13 4%	5 7%	12 3%	63 6%	42 6%	105 6%	20 4%	21 4%	54 6%	23 6%	77 6%	65 6%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	4 *	3 *	1 *	1 *	3 *	1 *	3 *	1 *	1 *	- -	1 *	3 *	- -	3 *	1 *	1 *	1 *	2 *	3 *	2 *
None of these	105 5%	52 5%	20 4%	15 7%	69 4%	39 5%	66 5%	19 4%	13 4%	14 19%	10 2%	46 4%	48 7%j	94 6%	23 4%	29 5%	36 4%	27 8%p	63 5%	64 5%
Not stated	1419 67%	671 61%c	346 77%acd	103 48%	1116 69%ac	431 59%	987 72%e	271 55%	194 64%	38 54%	331 83%klm	708 68%l	375 57%	1083 64%l	406 74%qrs	420 72%q	640 68%	221 61%	861 66%	769 66%
Device nets: All TV	257 12%	167 15%d	52 11%	44 20%bd	188 12%	138 19%f	120 9%	104 21%	56 18%	11 15%	23 6%	130 12%j	104 16%j	234 14%j	46 8%	54 9%	124 13%n	61 17%no	185 14%no	174 15%no
All TV set-top box	163 8%	104 9%	36 8%	32 15%abd	113 7%	81 11%f	82 6%	57 12%	34 11%	6 9%	17 4%	87 8%	60 9%j	146 9%j	27 5%	31 5%	79 8%	40 11%no	120 9%no	118 10%no

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 43

Q13 - On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	2102	328	1662	112	258	70	270	58	67	852	360
Base	2102	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	1150	221	878	70	170	53	180	42	47	483	196
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	110 5%	37 12%bc	69 4%	3 3%	33 14%	4 7%	32 13%	5 11%	7 11%	51 6%	18 5%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	58 3%	24 8%b	32 2%	2 1%	22 9%	2 4%	21 8%	3 6%	9 14%	27 3%	5 2%
Smart TV	104 5%	34 11%b	63 4%	6 6%	29 12%	5 9%	30 12%	5 9%	12 18%	48 6%	11 3%
Smartphone	85 4%	33 11%bc	48 3%	3 3%	30 12%	4 6%	30 12%	3 6%	8 13%	34 4%	13 4%
PC/Mac/laptop	245 12%	63 21%b	170 10%	13 12%	52 21%	10 17%	54 21%	8 17%	16 25%	103 12%	46 13%
Tablet computer (e.g. iPad)	110 5%	33 11%bc	74 4%	3 3%	31 13%	2 4%	32 13%	1 3%	5 8%	60 7%	12 3%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	7 *	5 2%b	2 *	- -	3 1%	2 3%	3 1%	2 5%	1 2%	4 1%	1 *
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	117 6%	21 7%	94 6%	2 2%	15 6%	5 9%	18 7%	3 6%	2 4%	38 4%	21 6%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	4 *	- -	4 *	- -	- -	- -	- -	- -	- -	1 *	3 1%
None of these	105 5%	17 6%	81 5%	7 6%	15 6%	2 4%	14 5%	3 6%	3 5%	31 4%	18 5%
Not stated	1419 67%	112 37%	1233 73%a	74 70%a	83 34%	29 50%d	91 36%	21 43%	17 25%	578 67%	252 71%
Device nets: All TV	257 12%	89 29%bc	158 9%	10 10%	78 32%	12 20%	77 30%	13 27%	28 43%	117 14%	32 9%
All TV set-top box	163 8%	58 19%bc	101 6%	5 4%	51 21%	7 11%	50 19%	8 17%	17 25%	74 9%	22 6%

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 44

Q13 - Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	2102	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	2102	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	1150	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	498	259	238	87	106	112	103	52	38	193	215	90	83	119	30	28	110	96	22	10	136	167	86	108	303	195
	24%	*25%*	*23%*	*22%*	*24%*	*27%*	*26%*	*23%*	*18%*	*23%*	*26%*	*20%*	*23%*	*28%*	*23%*	*21%*	*23%*	*24%*	*22%*	*13%*	*26%*	*23%*	*23%*	*24%*	*24%*	*23%*
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	51	27	24	13	17	12	6	1	2	29	18	3	14	11	*	2	16	7	*	*	17	13	13	8	30	21
	2%	*3%*	*2%*	3%k	4%k	*3%*	*1%*	*	*1%*	4%k	*2%*	*1%*	*4%*	*3%*	*	*2%*	*3%*	*2%*	*	*	*3%*	*2%*	*4%*	*2%*	*2%*	*3%*
Smart TV	85	45	40	26	19	16	17	6	1	45	33	7	20	22	3	1	25	11	3	-	31	27	14	12	59	26
	4%	*4%*	*4%*	7%hk	4%k	*4%*	*4%*	*3%*	*	5%hk	*4%*	*2%*	*5%*	*5%*	*2%*	*1%*	*5%*	*3%*	*3%*	-	6%j	*4%*	*4%*	*3%*	*5%*	*3%*
Smartphone	86	52	34	37	27	12	6	4	1	64	18	5	37	12	3	1	27	6	1	-	32	26	16	13	57	29
	4%	*5%*	*3%*	9%efghjk	6%hjk	*3%*	*1%*	*2%*	*	8%efghjk	*2%*	*1%*	10%mo	*3%*	*2%*	*	6%q	*1%*	*1%*	-	*6%*	*3%*	*4%*	*3%*	*5%*	*3%*
PC/Mac/laptop	182	102	80	64	54	27	21	10	6	119	48	15	61	31	6	4	57	17	3	2	54	66	35	28	120	63
	9%	*10%*	*8%*	16%efghjk	12%efghjk	*7%*	*5%*	*4%*	*3%*	14%efghjk	*6%*	*3%*	17%mno	*7%*	*5%*	*3%*	12%qrs	*4%*	*3%*	*2%*	*10%*	*9%*	*9%*	*6%*	*9%*	*7%*
Tablet computer (e.g. iPad)	86	49	37	26	26	20	5	6	3	52	25	9	22	20	4	3	30	5	2	-	34	27	16	9	61	25
	4%	*5%*	*4%*	7%hjk	6%hk	*5%*	*1%*	*3%*	*1%*	6%hjk	*3%*	*2%*	*6%*	*5%*	*3%*	*2%*	6%q	*1%*	*2%*	-	7%wy	*4%*	*4%*	*2%*	5%w	*3%*
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	5	5	1	3	2	-	-	-	-	5	-	-	5	-	-	-	1	-	-	-	-	2	3	1	2	4
	*	*	*	1%j	*	-	-	-	-	*1%*	-	-	*1%*	-	-	-	*	-	-	-	-	*	*1%*	*	*	*
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	20	13	8	8	8	*	3	1	-	16	4	1	8	4	1	-	8	-	-	-	8	3	7	2	12	9
	1%	*1%*	*1%*	2%ejk	*2%*	*	*1%*	*	-	2%ej	*	*	*2%*	*1%*	*1%*	-	2%q	-	-	-	*2%*	*	*2%*	*	*1%*	*1%*
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	2	2	-	-	2	-	-	-	-	2	-	-	2	-	-	-	-	-	-	-	1	1	-	-	2	-
	*	*	-	-	*1%*	-	-	-	-	*	-	-	*1%*	-	-	-	-	-	-	-	*	*	-	-	*	-
None of these	114	48	66	40	12	18	25	9	9	53	43	19	22	16	4	6	30	27	6	4	27	42	19	26	70	44
	5%	*5%*	*6%*	10%deijk	*3%*	*4%*	*6%*	*4%*	*4%*	6%d	*5%*	*4%*	*6%*	*4%*	*3%*	*4%*	*6%*	*7%*	*6%*	*4%*	*5%*	*6%*	*5%*	*6%*	*6%*	*5%*
Not stated	1193	576	616	155	239	244	242	157	157	394	485	314	161	237	87	92	233	249	70	65	257	439	213	284	696	497
	57%	*55%*	*59%*	*39%*	54%c	58%ci	61%ci	68%cdi	74%cdefij	47%c	59%ci	71%cdefij	*44%*	56%l	67%l	70%lm	*49%*	62%p	69%p	81%pq	*49%*	59%l	*56%*	62%l	*55%*	59%l
Device nets: All TV	589	308	281	120	130	129	116	55	41	249	244	96	109	138	32	30	141	106	23	11	168	195	109	118	363	226
	28%	*29%*	*27%*	30%hk	29%h	31%hk	*29%*	*24%*	*19%*	30%hk	30%hk	*22%*	*30%*	*33%*	*24%*	*23%*	30%q	*27%*	*23%*	*13%*	*32%*	*26%*	*29%*	*26%*	*29%*	*27%*
All TV set-top box	537	280	257	98	117	120	109	53	40	215	228	94	93	127	31	30	122	101	23	11	150	176	98	113	326	211
	26%	*27%*	*24%*	*25%*	*26%*	*28%*	*27%*	*23%*	*19%*	*26%*	*28%*	*21%*	*25%*	*30%*	*23%*	*23%*	*26%*	*25%*	*23%*	*13%*	*29%*	*24%*	*26%*	*25%*	*26%*	*25%*

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 44

Q13 - Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All respondents

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	2102	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	1150	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	498	314	180	299	184	10	26	51	43	34	51	44	58	72	38	416	34	13	34	120	85	211
	24%	25%	22%	23%	24%	34%	31%	24%	26%	20%	27%	19%	21%	27%	23%	24%	27%	31%	18%	26%	24%	23%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	51	41	10	30	17	2	4	7	2	4	5	7	7	5	7	48	1	1	1	13	9	26
	2%	3%b	1%	2%	2%	7%	5%	4%	1%	2%	3%	3%	3%	2%	4%	3%	1%	2%	1%	3%	3%	3%
Smart TV	85	67	18	57	27	-	3	8	8	8	9	7	8	10	10	71	6	2	6	20	17	35
	4%	5%b	2%	5%	3%	-	4%	4%	5%	5%	5%	3%	3%	4%	6%	4%	5%	4%	3%	4%	5%	4%
Smartphone	86	70	16	50	33	2	5	15	9	11	4	4	9	11	10	77	5	1	4	28	16	33
	4%	5%b	2%	4%	4%	7%	6%	7%	5%	7%	2%	2%	3%	4%	6%	4%	4%	2%	2%	6%	4%	4%
PC/Mac/laptop	182	125	56	111	67	2	8	28	14	14	22	8	20	21	22	158	9	4	11	50	36	72
	9%	10%	7%	9%	9%	8%	9%	14%k	8%	9%	12%k	4%	7%	8%	13%k	9%	8%	10%	6%	11%	10%	8%
Tablet computer (e.g. iPad)	86	67	17	50	29	6	6	12	8	8	7	2	5	9	8	66	6	5	9	26	15	25
	4%	5%b	2%	4%	4%	19%	7%k	6%	5%	5%	4%	1%	2%	3%	5%	4%	5%	13%o	5%	6%u	4%	3%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	5	3	2	3	3	-	1	1	-	-	-	2	-	-	1	5	-	-	-	2	-	3
	*	*	*	*	*	-	2%	*	-	-	-	1%	-	-	1%	*	-	-	-	*	-	*
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	20	17	4	13	7	-	2	3	1	-	3	-	3	4	2	18	1	-	2	6	3	9
	1%	1%	*	1%	1%	-	2%	1%	1%	-	2%	-	1%	2%	1%	1%	1%	-	1%	1%	1%	1%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	2	2	-	2	-	-	1	-	-	-	1	-	-	1	-	2	-	-	-	1	1	1
	*	*	-	*	-	-	1%	-	-	-	*	-	-	*	-	*	-	-	-	*	*	*
None of these	114	64	50	63	45	2	5	8	7	10	9	18	14	15	10	95	3	2	14	20	19	57
	5%	5%	6%	5%	6%	7%	6%	4%	4%	6%	5%	8%	5%	5%	6%	5%	2%	5%	7%	4%	5%	6%
Not stated	1193	676	512	744	427	12	41	110	90	100	96	145	173	142	83	981	73	20	119	242	195	544
	57%	53%	63%a	58%	55%	39%	49%	53%	54%	60%	51%	63%	64%jmn	53%	50%	56%	59%	49%	63%	53%	55%	58%
Device nets: All TV	589	390	195	360	210	12	30	59	52	39	60	56	69	84	49	500	37	15	38	142	100	259
	28%	31%b	24%	28%	27%	40%	36%	28%	31%	24%	32%	25%	26%	31%	29%	29%	30%	35%	20%	31%	28%	28%
All TV set-top box	537	344	189	322	195	12	28	57	45	37	56	49	63	77	43	455	34	14	34	130	93	232
	26%	27%	23%	25%	25%	40%	34%	27%	27%	22%	30%	22%	23%	29%	26%	26%	27%	33%	18%	28%	26%	25%

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 44

Q13 - Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All respondents

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	2102	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	2102	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	1150	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	498	498	395	373	242	259	461	198	140	74	316	498	238	176	79	471	27	442	417	471
	24%	31%bc	24%	25%	29%b	21%l	52%eghi	26%l	27%el	14%	22%n	49%jlmn	25%n	28%jn	13%	24%	23%	27%	23%	24%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	51	51	36	43	29	32	24	33	24	49	34	26	34	28	51	50	1	48	45	50
	2%	3%	2%	3%	4%	3%	3%	4%	5%	9%efgh	2%	3%	4%	4%j	8%klm	3%	1%	3%	3%	3%
Smart TV	85	64	65	85	52	58	57	64	49	24	64	59	68	50	25	85	-	83	80	85
	4%	4%	4%	6%	6%b	5%	6%	8%ei	10%el	4%	4%	6%	7%j	8%jn	4%	4%	-	5%	4%	4%
Smartphone	86	67	68	86	50	64	53	80	45	26	67	55	86	50	27	86	*	85	85	86
	4%	4%	4%	6%	6%	5%	6%	10%efi	9%el	5%	5%	5%	9%jkn	8%j	5%	4%	*	5%	5%	4%
PC/Mac/laptop	182	132	182	153	100	168	104	105	69	47	182	108	119	77	51	182	1	178	174	182
	9%	8%	11%a	10%	12%a	14%l	12%	14%l	13%l	9%	12%n	11%	13%n	12%	8%	9%	*	11%	10%	9%
Tablet computer (e.g. iPad)	86	66	62	80	44	51	54	51	78	19	56	60	55	86	19	86	-	84	79	86
	4%	4%	4%	5%	5%	4%	6%	7%	15%efgi	3%	4%	6%	6%	13%jkln	3%	4%	-	5%	4%	4%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	5	5	5	5	3	5	2	3	3	5	5	2	3	3	5	3	2	3	3	3
	*	*	*	*	*	*	*	*	1%	1%	*	*	*	*	1%	*	2%d	*	*	*
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	20	12	18	18	20	16	12	17	13	5	18	12	17	13	5	20	-	20	19	20
	1%	1%	1%	1%	2%ab	1%	1%	2%	3%	1%	1%	1%	2%	2%	1%	1%	-	1%	1%	1%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	2	1	2	2	2	2	1	1	2	1	2	1	1	2	1	2	-	2	2	2
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	-	*	*	*
None of these	114	78	74	82	43	52	39	46	27	28	65	46	62	39	32	111	3	92	92	111
	5%	5%	4%	5%	5%	4%	4%	6%	5%	5%	4%	5%	7%	6%	5%	6%	2%	6%	5%	6%
Not stated	1193	823	940	776	382	678	253	337	207	355	850	322	434	274	397	1109	84	841	1014	1109
	57%	52%	57%acd	52%d	46%	56%fgh	29%	44%f	40%f	65%efgh	58%klm	32%	46%k	43%k	66%klm	56%	71%	51%	56%q	56%q
Device nets: All TV	589	569	459	456	296	319	499	262	188	124	380	539	305	225	132	561	28	529	503	561
	28%	36%bc	28%	31%	36%bc	26%	56%eghi	34%el	37%el	23%	26%	54%jlmn	32%jn	35%jn	22%	28%	24%	32%r	28%	28%
All TV set-top box	537	537	422	404	263	284	474	222	157	112	342	512	262	194	118	509	28	479	451	509
	26%	34%bc	26%	27%	32%b	23%	53%eghi	29%el	31%el	20%	23%	51%jlmn	28%n	30%jn	19%	26%	24%	29%r	25%	26%

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

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Absolutes/col percents

Table 44

Q13 - Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All respondents

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	498	303	85	43	411	218	280	143	103	13	68	241	187	428	12	13	284	179	463	463
	24%	28%b	19%	20%	25%	30%f	20%	29%	34%	19%	17%	23%	28%kl	25%	2%	2%	30%no	50%noprs	36%no	40%nop
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	51	37	6	13	35	28	23	17	11	5	4	23	23	47	9	10	24	11	35	32
	2%	3%	1%	6%bd	2%	4%f	2%	4%	4%	7%	1%	2%	4%	3%	2%	2%	3%	3%	3%	3%
Smart TV	85	64	9	9	68	43	42	31	20	6	9	40	35	75	9	11	48	21	69	67
	4%	6%b	2%	4%	4%	6%f	3%	6%	7%	9%	2%	4%	5%	4%	2%	2%	5%no	6%no	5%no	6%no
Smartphone	86	67	6	22	61	39	47	31	10	5	9	40	37	77	8	13	54	16	70	69
	4%	6%bd	1%	10%bd	4%	5%	3%	6%	3%	7%	2%	4%	6%	5%	1%	2%	6%no	4%n	5%no	6%no
PC/Mac/laptop	182	133	14	35	133	81	101	53	32	11	27	90	64	154	24	25	105	32	137	133
	9%	12%bd	3%	16%bd	8%b	11%f	7%	11%	10%	15%	7%	9%	10%	9%	4%	4%	11%no	9%no	11%no	11%no
Tablet computer (e.g. iPad)	86	61	13	15	64	38	48	30	18	4	9	32	44	76	8	11	56	11	68	69
	4%	6%	3%	7%	4%	5%	3%	6%	6%	6%	2%	3%	7%jk	4%	1%	2%	6%no	3%	5%no	6%no
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	5	3	-	2	4	5	1	5	1	-	-	2	3	5	1	1	4	1	5	3
	*	*	-	1%	*	1%	*	1%	*	-	-	*	*	*	*	*	*	*	*	*
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	20	14	3	3	16	12	9	12	3	-	1	12	8	19	4	4	11	4	15	16
	1%	1%	1%	1%	1%	2%	1%	2%	1%	-	*	1%	1%	1%	1%	1%	1%	1%	1%	1%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	2	1	-	1	1	2	1	2	1	-	-	1	1	2	-	-	2	-	2	2
	*	*	-	*	*	*	*	*	*	-	-	*	*	*	-	-	*	-	*	*
None of these	114	56	16	19	73	36	78	25	13	6	10	54	49	104	25	26	41	25	66	69
	5%	5%	4%	9%bd	4%	5%	6%	5%	4%	8%	3%	5%	7%j	6%	4%	4%	4%	7%	5%	6%
Not stated	1193	539	316	81	930	344	849	229	136	32	287	598	304	902	468	491	447	113	559	445
	57%	49%c	70%acd	38%	58%ac	47%	62%e	47%	45%	45%	72%klm	58%l	46%	53%l	85%pqrs	84%pqrs	48%qs	31%	43%q	38%
Device nets: All TV	589	365	97	64	474	269	321	177	124	24	72	288	227	515	27	30	335	194	529	524
	28%	33%b	21%	30%	29%b	37%f	23%	36%	41%	34%	18%	28%kl	35%jk	30%j	5%	5%	36%no	54%noprs	41%no	45%nop
All TV set-top box	537	330	90	56	435	238	299	154	111	18	71	260	204	464	19	21	302	186	488	485
	26%	30%b	20%	26%	27%b	32%f	22%	31%	36%	26%	18%	25%kl	31%jk	27%j	4%	4%	32%no	52%noprs	38%no	41%nop

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

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Absolutes/col percents

Table 44

Q13 - Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	2102	328	1662	112	258	70	270	58	67	852	360
Base	2102	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	1150	221	878	70	170	53	180	42	47	483	196
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	498 *24%*	69 *23%*	411 *24%*	17 *16%*	52 *21%*	17 *29%*	56 *22%*	13 *28%*	9 *14%*	227 *26%*	88 *25%*
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	51 *2%*	21 7%b	28 *2%*	2 *1%*	16 *7%*	5 *9%*	16 *6%*	5 *10%*	9 *13%*	21 *2%*	3 *1%*
Smart TV	85 *4%*	30 10%b	50 *3%*	5 *5%*	27 *11%*	3 *6%*	27 *11%*	3 *7%*	9 *13%*	44 *5%*	11 *3%*
Smartphone	86 *4%*	41 13%bc	45 *3%*	1 *1%*	35 *15%*	5 *9%*	37 *14%*	4 *8%*	11 *17%*	45 *5%*	11 *3%*
PC/Mac/laptop	182 *9%*	50 16%b	123 *7%*	10 *9%*	40 *17%*	9 *16%*	43 *17%*	7 *14%*	17 *26%*	83 *10%*	27 *8%*
Tablet computer (e.g. iPad)	86 *4%*	37 12%bc	46 *3%*	3 *2%*	35 15%e	2 *3%*	35 *14%*	2 *4%*	12 *18%*	56 *7%*	12 *3%*
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	5 *	4 1%b	1 *	- -	4 *2%*	- -	4 *2%*	- -	3 *5%*	2 *	3 *1%*
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	20 *1%*	9 3%b	10 *1%*	2 *2%*	8 *3%*	1 *2%*	8 *3%*	1 *2%*	3 *5%*	14 *2%*	2 *1%*
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	2 *	1 *	1 *	- -	1 *	1 *1%*	1 *1%*	- -	- -	1 *	1 *
None of these	114 *5%*	13 *4%*	95 *6%*	7 *6%*	10 *4%*	3 *4%*	11 *4%*	1 *3%*	3 *4%*	39 *5%*	20 *6%*
Not stated	1193 *57%*	98 *32%*	1025 61%a	70 66%a	80 *33%*	18 *30%*	84 *33%*	15 *30%*	13 *19%*	454 *53%*	202 *57%*
Device nets: All TV	589 *28%*	109 36%bc	457 *27%*	23 *22%*	85 *35%*	24 *40%*	88 *35%*	21 *43%*	24 *37%*	268 *31%*	97 *28%*
All TV set-top box	537 *26%*	84 *28%*	434 *26%*	19 *18%*	63 *26%*	21 *36%*	67 *26%*	18 *37%*	17 *25%*	243 *28%*	90 *26%*

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

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Absolutes/col percents

Table 45

Q13 - Paid Video On-demand content available through your subscription service provider (e.g. film rental on a pay per view basis on Virgin Media, Sky Go, etc.)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	2102	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	2102	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	1150	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	243	137	106	52	55	57	52	15	13	106	109	27	54	69	7	7	52	40	8	6	75	88	50	30	163	80
	12%	*13%*	*10%*	13%hk	12%k	14%hk	13%k	*6%*	*6%*	13%hk	13%ghk	*6%*	15%o	16%no	*5%*	*5%*	*11%*	*10%*	*8%*	*7%*	14%wy	12%w	13%w	*7%*	13%w	*10%*
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	34	22	12	14	13	5	2	-	-	27	7	-	17	5	-	-	10	2	-	-	10	11	6	7	21	13
	2%	*2%*	*1%*	3%ghjk	3%jk	*1%*	*	-	-	3%hjk	*1%*	-	5%m	*1%*	-	-	*2%*	*1%*	-	-	*2%*	*1%*	*2%*	*1%*	*2%*	*2%*
Smart TV	59	30	29	18	16	18	4	2	1	34	22	3	13	14	1	1	21	8	1	-	22	22	11	5	44	15
	3%	*3%*	*3%*	5%hk	4%k	4%k	*1%*	*1%*	*	4%hk	*3%*	*1%*	*4%*	*3%*	*1%*	*1%*	*4%*	*2%*	*1%*	-	4%wy	*3%*	*3%*	*1%*	*3%*	*2%*
Smartphone	53	40	13	25	20	5	3	-	*	45	8	*	33	7	-	*	12	1	-	-	12	21	14	6	33	20
	3%	4%b	*1%*	6%efghjk	4%efghjk	*1%*	*1%*	-	*	5%efghjk	*1%*	*	9%mno	*2%*	-	*	3%q	*	-	-	*2%*	*3%*	*4%*	*1%*	*3%*	*2%*
PC/Mac/laptop	105	61	44	38	37	13	13	2	2	75	26	4	41	16	*	2	34	9	1	-	27	40	23	15	67	38
	5%	*6%*	*4%*	10%efghjk	8%efghjk	*3%*	*3%*	*1%*	*1%*	9%efghjk	*3%*	*1%*	11%mno	*4%*	*	*2%*	7%q	*2%*	*1%*	-	*5%*	*5%*	*6%*	*3%*	*5%*	*5%*
Tablet computer (e.g. iPad)	49	29	20	13	23	8	5	-	*	35	13	*	18	10	-	*	17	3	-	-	18	16	8	7	35	14
	2%	*3%*	*2%*	3%gk	5%ghjk	*2%*	*1%*	-	*	4%ghjk	*2%*	*	*5%*	*2%*	-	*	4%q	*1%*	-	-	*3%*	*2%*	*2%*	*1%*	*3%*	*2%*
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	10	7	4	5	4	*	1	-	-	9	1	-	6	*	-	-	3	1	-	-	3	4	2	1	7	3
	*	*1%*	*	1%j	*1%*	*	*	-	-	*1%*	*	-	*2%*	*	-	-	*1%*	*	-	-	*1%*	*1%*	*1%*	*	*1%*	*
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	24	15	8	12	7	3	1	1	-	19	3	1	11	3	1	-	8	-	-	-	8	6	8	2	14	9
	1%	*1%*	*1%*	3%efhjk	*2%*	*1%*	*	*	-	2%ijk	*	*	*3%*	*1%*	*1%*	-	2%q	-	-	-	*1%*	*1%*	*2%*	*	*1%*	*1%*
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	2	1	2	1	1	-	-	-	-	2	-	-	1	-	-	-	2	-	-	-	1	-	1	-	1	1
	*	*	*	*	*	-	-	-	-	*	-	-	*	-	-	-	*	-	-	-	*	-	*	-	*	*
None of these	117	64	53	29	17	29	22	14	7	46	51	21	26	22	12	4	19	29	2	3	35	36	17	30	71	46
	6%	*6%*	*5%*	*7%*	*4%*	*7%*	*5%*	*6%*	*3%*	*5%*	*6%*	*5%*	*7%*	*5%*	*9%*	*3%*	*4%*	*7%*	*2%*	*4%*	*7%*	*5%*	*4%*	*6%*	*6%*	*6%*
Not stated	1531	729	802	233	302	302	307	200	188	535	608	388	206	296	110	117	329	312	90	70	351	541	273	366	892	639
	73%	*69%*	76%d	*58%*	68%c	72%cl	77%cl	87%cdefij	89%cdefij	*64%*	74%cl	88%cdefij	*56%*	70%l	84%lm	90%lm	*70%*	78%p	89%p	88%p	*67%*	*73%*	*72%*	80%tx	*71%*	76%t
Device nets: All TV	313	172	141	77	76	74	56	16	13	153	130	29	74	83	8	7	79	47	8	6	98	111	64	40	209	103
	15%	*16%*	*13%*	19%ghk	17%ghk	18%ghk	14%hk	*7%*	*6%*	18%ghk	16%ghk	*7%*	20%no	20%no	*6%*	*6%*	*17%*	*12%*	*8%*	*7%*	19%wy	15%w	17%w	*9%*	17%wy	*12%*
All TV set-top box	271	153	118	64	65	61	54	15	13	128	115	27	67	72	7	7	62	42	8	6	83	96	55	36	179	91
	13%	*15%*	*11%*	16%ghk	15%ghk	15%ghk	13%hk	*6%*	*6%*	15%ghk	14%ghk	*6%*	18%no	17%no	*5%*	*5%*	*13%*	*11%*	*8%*	*7%*	16%wy	13%w	14%w	*8%*	14%w	*11%*

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

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Absolutes/col percents

Table 45

Q13 - Paid Video On-demand content available through your subscription service provider (e.g. film rental on a pay per view basis on Virgin Media, Sky Go, etc.)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All respondents

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	2102	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	1150	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	243	170	72	158	81	3	9	31	21	14	20	34	20	40	24	212	11	4	16	61	34	117
	12%	13%b	9%	12%	10%	11%	11%	15%l	12%	8%	11%	15%	7%	15%l	14%	12%	9%	9%	9%	13%	10%	12%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	34	25	7	22	9	1	2	6	1	2	7	3	2	3	6	33	-	-	1	10	9	14
	2%	2%	1%	2%	1%	4%	2%	3%	1%	1%	4%	1%	1%	1%	4%	2%	-	-	1%	2%	3%	2%
Smart TV	59	49	10	32	24	-	2	8	6	4	5	6	9	8	6	53	2	1	3	16	10	28
	3%	4%b	1%	3%	3%	-	3%	4%	3%	3%	3%	3%	3%	3%	4%	3%	2%	2%	1%	3%	3%	3%
Smartphone	53	43	7	31	20	-	1	6	4	7	5	5	5	9	8	49	3	1	-	11	12	27
	3%	3%b	1%	2%	3%	-	1%	3%	3%	4%	3%	2%	2%	3%	5%	3%	2%	3%	-	2%	3%	3%
PC/Mac/laptop	105	83	22	63	39	1	2	19	5	8	11	5	10	20	14	94	4	3	5	26	18	49
	5%	7%b	3%	5%	5%	3%	3%	9%hk	3%	5%	6%	2%	4%	7%	9%hk	5%	3%	8%	2%	6%	5%	5%
Tablet computer (e.g. iPad)	49	43	6	32	13	2	4	9	4	3	5	1	7	7	4	43	3	1	2	17	7	19
	2%	3%b	1%	3%	2%	7%	5%	4%	2%	2%	2%	1%	2%	3%	2%	2%	3%	2%	1%	4%	2%	2%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	10	9	1	7	3	-	1	1	2	-	2	-	-	1	2	9	1	-	-	4	2	3
	*	1%	*	1%	*	-	2%	*	1%	-	1%	-	-	1%	1%	1%	1%	-	-	1%	1%	*
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	24	20	3	11	13	-	1	3	*	1	2	2	7	5	2	22	1	-	-	4	3	15
	1%	2%	*	1%	2%	-	1%	2%	*	*	1%	1%	2%	2%	1%	1%	1%	-	-	1%	1%	2%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	2	2	-	2	-	-	-	1	-	1	-	-	-	1	-	2	-	-	-	1	1	1
	*	*	-	*	-	-	-	*	-	*	-	-	-	*	-	*	-	-	-	*	*	*
None of these	117	70	48	72	40	2	5	7	6	11	16	26	11	12	5	99	9	3	6	18	27	54
	6%	5%	6%	6%	5%	7%	6%	3%	4%	7%	8%	11%gn	4%	4%	3%	6%	7%	8%	3%	4%	8%	6%
Not stated	1531	867	659	922	574	22	60	140	123	125	125	157	218	193	110	1251	94	29	158	323	250	678
	73%	68%	80%e	73%	74%	71%	73%	67%	74%	75%	67%	69%	80%gjn	71%	66%	72%	75%	69%	84%e	71%	71%	72%
Device nets: All TV	313	225	85	195	109	4	12	39	27	18	30	41	29	47	32	276	12	5	20	78	48	150
	15%	18%b	10%	15%	14%	13%	14%	19%	16%	11%	16%	18%	11%	18%	19%l	16%	10%	12%	10%	17%	14%	16%
All TV set-top box	271	190	78	175	89	4	11	36	22	16	26	37	22	43	27	238	11	4	17	68	42	128
	13%	15%b	10%	14%	12%	13%	13%	17%l	13%	10%	14%	16%	8%	16%l	17%l	14%	9%	9%	9%	15%	12%	14%

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

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Absolutes/col percents

Table 45

Q13 - Paid Video On-demand content available through your subscription service provider (e.g. film rental on a pay per view basis on Virgin Media, Sky Go, etc.)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All respondents

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	2102	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	2102	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	1150	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	243	243	198	187	136	151	215	122	87	54	175	243	140	101	55	235	8	226	218	235
	12%	15%b	12%	13%	16%bc	12%	24%eghi	16%i	17%ei	10%	12%	24%ijlmn	15%n	16%jn	9%	12%	6%	14%	12%	12%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	34	34	26	28	16	24	18	21	16	33	26	18	23	17	34	34	-	33	33	34
	2%	2%	2%	2%	2%	2%	2%	3%	3%	6%efg	2%	2%	2%	3%	6%klm	2%	-	2%	2%	2%
Smart TV	59	44	43	59	34	39	37	45	41	20	42	37	48	41	20	58	*	58	58	58
	3%	3%	3%	4%	4%	3%	4%	6%e	8%efi	4%	3%	4%	5%j	6%jkn	3%	3%	*	4%	3%	3%
Smartphone	53	39	44	53	33	43	33	53	32	17	44	33	53	33	17	53	-	52	51	53
	3%	2%	3%	4%	4%	4%	4%	7%efi	6%ei	3%	3%	3%	6%jn	5%j	3%	3%	-	3%	3%	3%
PC/Mac/laptop	105	79	105	87	58	103	59	71	45	35	105	61	75	48	35	105	*	103	102	105
	5%	5%	6%	6%	7%	9%	7%	9%	9%	6%	7%	6%	8%	8%	6%	5%	*	6%	6%	5%
Tablet computer (e.g. iPad)	49	38	30	45	32	29	29	38	46	15	29	29	38	49	15	49	-	47	48	49
	2%	2%	2%	3%	4%b	2%	3%	5%e	9%efgi	3%	2%	3%	4%j	8%jkln	3%	2%	-	3%	3%	2%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	10	8	7	10	7	7	6	7	7	4	7	6	7	7	4	10	-	10	10	10
	*	*	*	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	-	1%	1%	1%
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	24	14	18	24	24	17	11	21	17	6	18	11	21	18	6	24	-	24	24	24
	1%	1%	1%	2%	3%eb	1%	1%	3%	3%efi	1%	1%	1%	2%	3%jk	1%	1%	-	1%	1%	1%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	2	2	1	2	2	1	1	1	1	2	1	1	1	1	2	2	-	2	2	2
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	-	*	*	*
None of these	117	94	86	86	51	58	66	44	25	29	67	72	54	29	32	103	14	90	89	103
	6%	6%	5%	6%	6%	5%	7%e	6%	5%	5%	5%	7%j	6%	5%	5%	5%	12%	5%	5%	5%
Not stated	1531	1108	1205	1028	516	851	502	455	291	387	1070	587	587	389	439	1435	96	1138	1291	1435
	73%	69%d	73%d	69%d	63%	70%fgh	57%	59%	57%	71%fgh	73%klm	58%	62%	61%	72%klm	72%	81%	69%	72%	72%q
Device nets: All TV	313	298	245	251	170	194	248	167	123	91	222	276	190	138	93	305	8	294	286	305
	15%	19%b	15%	17%	21%b	16%	28%egi	22%e	24%ei	17%	15%	27%ijlmn	20%j	22%jn	15%	15%	7%	18%	16%	15%
All TV set-top box	271	271	218	209	146	170	226	138	97	81	195	254	158	112	83	263	8	253	245	263
	13%	17%b	13%	14%	18%b	14%	25%eghi	18%	19%e	15%	13%	25%ijlmn	17%	18%j	14%	13%	6%	15%	14%	13%

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

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Absolutes/col percents

Table 45

Q13 - Paid Video On-demand content available through your subscription service provider (e.g. film rental on a pay per view basis on Virgin Media, Sky Go, etc.)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All respondents

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	243	170	28	24	205	114	129	79	50	5	25	116	101	218	3	4	146	78	224	228
	12%	16%b	6%	11%	13%b	15%j	9%	16%	16%	6%	6%	11%j	15%j	13%	1%	1%	16%no	22%nop	17%no	19%no
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	34	25	4	6	26	18	16	14	5	1	5	15	14	29	6	8	15	8	24	23
	2%	2%	1%	3%	2%	2%	1%	3%	2%	2%	1%	1%	2%	2%	1%	1%	2%	2%	2%	2%
Smart TV	59	44	6	7	46	35	23	30	15	3	3	26	29	55	9	10	32	13	45	43
	3%	4%	1%	3%	3%	5%j	2%	6%	5%	4%	1%	3%	4%j	3%j	2%	2%	3%	4%	3%	4%
Smartphone	53	41	6	16	34	29	24	25	6	3	8	19	25	45	4	6	29	12	42	40
	3%	4%d	1%	7%bd	2%	4%j	2%	5%	2%	4%	2%	2%	4%	3%	1%	1%	3%n	3%no	3%no	3%no
PC/Mac/laptop	105	80	10	20	77	51	54	33	22	7	10	48	45	93	12	13	63	19	82	76
	5%	7%bd	2%	10%bd	5%	7%j	4%	7%	7%	9%	3%	5%	7%j	5%	2%	2%	7%no	5%no	6%no	6%no
Tablet computer (e.g. iPad)	49	32	3	13	30	27	22	22	11	2	3	25	22	46	5	6	33	7	40	37
	2%	3%	1%	6%bd	2%	4%j	2%	4%	4%	3%	1%	2%	3%j	3%	1%	1%	4%no	2%	3%n	3%no
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	10	8	2	4	6	8	2	7	1	1	-	4	6	10	-	-	5	5	10	10
	*	1%	*	2%d	*	1%j	*	1%	*	2%	-	*	1%	1%	-	-	1%	1%no	1%	1%
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	24	17	2	5	18	15	9	11	4	2	3	9	12	21	4	6	10	6	16	20
	1%	2%	*	2%	1%	2%j	1%	2%	1%	2%	1%	1%	2%	1%	1%	1%	1%	2%	1%	2%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	2	2	-	-	2	-	2	-	-	-	1	1	1	1	-	1	1	1	1	2
	*	*	-	-	*	-	*	-	-	-	*	*	*	*	-	*	*	*	*	*
None of these	117	49	25	13	86	46	71	34	18	6	10	62	42	104	20	22	67	21	88	82
	6%	4%	5%	6%	5%	6%	5%	7%	6%	9%	2%	6%j	6%j	6%j	4%	4%	7%o	6%	7%	7%no
Not stated	1531	730	375	121	1189	461	1070	292	197	47	349	761	418	1179	493	519	607	225	832	719
	73%	67%c	83%acd	57%	74%ac	63%	78%e	60%	65%	67%	87%klm	73%l	64%	70%l	90%pqrs	89%pqrs	65%	63%	64%	61%
Device nets: All TV	313	217	38	35	257	154	159	111	64	9	31	145	136	281	15	18	183	92	275	275
	15%	20%bd	8%	16%b	16%b	21%j	12%	23%	21%	12%	8%	14%j	21%jk	17%j	3%	3%	20%no	26%no	21%no	23%no
All TV set-top box	271	189	32	29	225	127	143	88	53	6	30	130	111	241	9	12	157	84	241	244
	13%	17%b	7%	14%b	14%b	17%j	10%	18%	17%	8%	7%	12%	17%j	14%	2%	2%	17%no	23%nop	19%no	21%no

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

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Absolutes/col percents

Table 45

Q13 - Paid Video On-demand content available through your subscription service provider (e.g. film rental on a pay per view basis on Virgin Media, Sky Go, etc.) And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	2102	328	1662	112	258	70	270	58	67	852	360
Base	2102	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	1150	221	878	70	170	53	180	42	47	483	196
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	243 12%	45 15%	187 11%	11 10%	35 14%	10 17%	39 15%	6 12%	10 15%	124 15%	43 12%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	34 2%	21 7%bc	13 1%	1 1%	16 7%	5 8%	16 6%	5 10%	7 11%	18 2%	3 1%
Smart TV	59 3%	24 8%b	30 2%	5 5%	22 9%	2 4%	22 9%	2 3%	8 12%	32 4%	8 2%
Smartphone	53 3%	35 11%bc	17 1%	1 1%	30 12%	4 8%	30 12%	5 10%	9 14%	27 3%	9 3%
PC/Mac/laptop	105 5%	48 16%bc	54 3%	3 3%	38 16%	10 17%	41 16%	7 14%	10 16%	50 6%	15 4%
Tablet computer (e.g. iPad)	49 2%	24 8%bc	24 1%	1 1%	24 10%e	1 1%	24 9%	* 1%	7 10%	32 4%d	1 *
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	10 *	6 2%b	5 *	- -	6 2%	- -	5 2%	* 1%	3 5%	4 1%	1 *
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	24 1%	9 3%b	13 1%	1 1%	8 3%	1 2%	8 3%	2 3%	- -	15 2%	4 1%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	2 *	1 *	1 *	- -	1 *	1 1%	1 1%	- -	- -	1 *	1 *
None of these	117 6%	22 7%	88 5%	8 8%	20 8%	2 3%	19 8%	2 4%	4 6%	40 5%	19 5%
Not stated	1531 73%	131 43%	1321 78%a	79 74%a	98 40%	33 56%d	105 41%	26 54%	23 35%	585 68%	266 75%
Device nets: All TV	313 15%	78 26%bc	219 13%	15 14%	63 26%	16 26%	66 26%	12 26%	20 30%	160 19%	52 15%
All TV set-top box	271 13%	62 20%b	197 12%	12 11%	48 19%	14 24%	51 20%	11 23%	15 24%	138 16%	46 13%

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

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Absolutes/col percents

Table 46

Q13 - Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	2102	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	2102	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	1150	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	97	62	35	21	25	27	14	8	2	46	41	10	26	28	7	2	21	13	1	-	30	31	21	15	61	36
	5%	6%b	3%	5%h	6%h	6%hk	3%	3%	1%	5%h	5%	2%	7%	7%	5%	2%	4%	3%	1%	-	6%	4%	6%	3%	5%	4%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	44	24	20	13	14	11	1	*	4	27	12	5	15	6	*	3	12	6	-	2	12	9	12	11	21	23
	2%	2%	2%	3%l	3%l	3%	*	*	2%	3%l	1%	1%	4%	1%	*	2%	3%	2%	-	2%	2%	1%	3%	2%	2%	3%
Smart TV	77	49	29	22	16	19	14	5	2	38	33	7	19	25	3	2	18	8	2	*	25	26	19	7	51	26
	4%	5%	3%	6%hk	4%	5%	3%	2%	1%	4%k	4%	2%	5%	6%	2%	1%	4%	2%	2%	1%	5%w	4%	5%w	2%	4%	3%
Smartphone	286	132	154	135	84	42	16	6	3	219	58	9	92	34	5	1	127	24	1	1	72	106	50	58	178	108
	14%	13%	15%	34%defghijk	19%efghjk	10%ghk	4%	3%	1%	26%defghjk	7%hk	2%	25%mno	8%o	4%	1%	27%qrs	6%	1%	2%	14%	14%	13%	13%	14%	13%
PC/Mac/laptop	665	354	311	214	179	128	97	25	22	393	225	47	182	143	18	10	211	82	6	12	159	266	108	132	426	240
	32%	34%	30%	54%defghijk	41%efghjk	30%ghk	24%ghk	11%	10%	47%efghjk	27%ghk	11%	49%mno	34%no	14%	8%	45%qrs	21%q	6%	15%	30%	36%v	28%	29%	34%	29%
Tablet computer (e.g. iPad)	250	133	117	84	68	58	25	9	6	152	83	15	72	50	8	4	80	34	1	2	74	79	52	45	153	97
	12%	13%	11%	21%efghjk	15%fghjk	14%ghjk	6%	4%	3%	18%fghjk	10%ghk	3%	20%mno	12%o	6%	3%	17%qrs	8%	1%	2%	14%	11%	14%	10%	12%	12%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	17	9	8	2	9	2	2	1	1	11	4	2	7	2	-	-	4	2	1	1	6	10	1	1	16	1
	1%	1%	1%	*	2%	1%	*	*	*	1%	1%	*	2%	*	-	-	1%	1%	1%	1%	1%	1%y	*	*	1%y	*
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	76	48	28	32	29	11	3	1	1	61	14	1	35	11	1	1	26	2	-	-	16	22	21	18	38	38
	4%	5%	3%	8%efghjk	7%efghjk	3%k	1%	*	*	7%efghjk	2%	*	10%mno	3%	1%	*	5%q	1%	-	-	3%	3%	5%	4%	3%	5%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	7	5	2	1	3	-	2	1	-	4	2	1	2	2	1	-	2	-	-	-	1	4	2	1	4	2
	*	*	*	*	1%	-	*	*	-	*	*	*	1%	*	1%	-	*	-	-	-	*	1%	*	*	*	*
None of these	103	41	63	25	14	33	18	6	7	39	51	13	14	20	3	3	25	31	3	4	26	44	13	20	70	33
	5%	4%	6%	6%	3%	8%dk	5%	3%	3%	5%	6%	3%	4%	5%	2%	3%	5%	8%	3%	4%	5%	6%	4%	4%	6%	4%
Not stated	1044	501	543	63	170	195	260	183	173	233	455	356	80	213	97	111	153	241	86	62	261	344	185	253	606	438
	50%	48%	52%	16%	38%cl	46%cl	65%cdelj	79%cdefij	82%cdefij	28%c	55%cdel	81%cdefij	22%	51%l	75%lm	85%lm	32%	61%p	86%pq	78%pq	50%	47%	49%	55%u	48%	52%
Device nets: All TV	194	116	78	54	50	47	23	12	8	104	70	20	54	47	9	6	50	23	3	2	61	58	45	30	119	75
	9%	11%b	7%	14%ghjk	11%fhk	11%hk	6%	5%	4%	12%ghk	9%	4%	15%o	11%	7%	5%	10%	6%	3%	2%	12%w	8%	12%	7%	9%	9%
All TV set-top box	134	81	53	35	36	35	15	8	7	70	50	14	37	32	7	5	33	18	1	2	40	37	33	25	76	58
	6%	8%	5%	9%fhk	8%k	8%k	4%	3%	3%	8%fhk	6%	3%	10%	8%	5%	4%	7%	4%	1%	2%	8%	5%	9%	6%	6%	7%

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

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Absolutes/col percents

Table 46

Q13 - Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All respondents

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	2102	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	1150	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	97	78	19	66	30	1	4	17	10	9	6	6	11	9	17	88	5	2	3	31	15	42
	5%	6%b	2%	5%	4%	2%	4%	8%m	6%	6%	3%	2%	4%	3%	10%klm	5%	4%	4%	1%	7%	4%	4%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	44	26	17	27	16	1	1	8	7	3	5	3	4	2	7	41	-	1	3	16	9	16
	2%	2%	2%	2%	2%	2%	2%	4%m	4%m	2%	3%	1%	1%	1%	4%m	2%	-	2%	1%	4%	2%	2%
Smart TV	77	60	17	50	25	*	5	13	7	5	5	10	11	11	4	70	3	2	3	25	9	36
	4%	5%b	2%	4%	3%	1%	6%	6%	4%	3%	2%	4%	4%	4%	3%	4%	2%	5%	1%	5%	3%	4%
Smartphone	286	173	109	141	129	5	12	36	31	27	32	11	40	36	33	258	10	4	13	80	58	120
	14%	14%	13%	11%	17%c	17%	15%k	17%k	19%k	16%k	17%k	5%	15%k	13%k	20%k	15%	8%	9%	7%	17%	16%	13%
PC/Mac/laptop	665	415	245	363	277	12	21	83	57	42	63	47	85	102	70	571	23	13	58	161	105	305
	32%	33%	30%	29%	36%c	40%	25%	40%ik	34%k	26%	34%	21%	31%	38%k	42%ik	33%p	19%	32%	31%	35%	30%	33%
Tablet computer (e.g. iPad)	250	170	79	139	98	3	10	32	15	17	27	13	36	39	20	209	11	6	24	57	44	108
	12%	13%	10%	11%	13%	11%	12%	15%k	9%	10%	14%k	6%	13%	14%k	12%	12%	9%	14%	13%	12%	12%	12%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	17	16	1	13	4	*	1	4	-	1	4	-	-	2	3	16	-	-	1	6	5	6
	1%	1%b	*	1%	*	1%	2%	2%	-	1%	2%	-	-	1%	2%	1%	-	-	1%	1%	1%	1%
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	76	53	22	34	41	1	7	14	1	2	12	6	10	11	6	69	1	2	5	23	14	33
	4%	4%	3%	3%	5%c	3%	9%hi	7%h	1%	1%	6%h	2%	4%	4%	3%	4%	1%	4%	2%	5%	4%	4%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	7	6	1	5	2	-	-	2	-	1	-	-	1	1	-	5	-	-	2	2	1	2
	*	*	*	*	*	-	-	1%	-	*	-	-	*	*	-	*	-	-	1%	*	*	*
None of these	103	60	43	46	51	4	2	9	3	5	11	18	12	19	8	86	6	5	7	13	15	57
	5%	5%	5%	4%	7%c	12%	2%	4%	2%	3%	6%	8%	5%	7%h	5%	5%	5%	12%	4%	3%	4%	6%s
Not stated	1044	591	451	698	334	12	46	84	73	92	81	138	143	121	59	836	81	17	110	202	173	461
	50%	46%	55%a	55%d	43%	41%	55%gn	40%	44%	55%gn	43%	66%ghjmn	53%gn	45%	35%	48%	65%oq	41%	59%	44%	49%	49%
Device nets: All TV	194	144	48	125	64	2	7	30	23	14	15	18	23	21	25	177	6	4	8	60	29	87
	9%	11%b	6%	10%	8%	5%	9%	14%m	14%	9%	8%	8%	8%	8%	15%m	10%	5%	9%	4%	13%	8%	9%
All TV set-top box	134	99	34	88	44	1	4	23	17	12	11	9	14	10	22	121	5	2	5	44	23	55
	6%	8%b	4%	7%	6%	4%	5%	11%m	10%m	7%	6%	4%	5%	4%	13%klm	7%	4%	6%	3%	10%r	6%	6%

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

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Absolutes/col percents

Table 46

Q13 - Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All respondents

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	2102	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	2102	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	1150	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	97	97	68	80	51	58	95	64	44	21	64	97	68	46	21	96	1	96	96	96
	5%	6%	4%	5%	6%	5%	11%ei	8%ei	9%ei	4%	4%	10%jn	7%jn	7%jn	3%	5%	1%	6%	5%	5%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	44	44	31	33	19	30	17	25	22	44	31	18	26	23	44	42	2	36	41	42
	2%	3%	2%	2%	2%	2%	2%	3%	4%f	8%efgh	2%	2%	3%	4%	7%klm	2%	2%	2%	2%	2%
Smart TV	77	60	62	77	49	58	45	57	46	28	60	47	63	47	30	77	1	76	75	77
	4%	4%	4%	5%	6%	5%	5%	7%	9%efi	5%	4%	5%	7%j	7%j	5%	4%	*	5%	4%	4%
Smartphone	286	222	238	286	182	228	146	259	133	103	236	152	286	143	106	285	*	273	283	285
	14%	14%	14%	19%ab	22%ab	19%	17%	34%efhi	26%efi	19%	16%	15%	30%jkmn	22%jk	17%	14%p	*	16%	16%	14%
PC/Mac/laptop	665	479	665	534	352	621	289	333	221	205	665	303	395	249	219	664	1	624	664	664
	32%	30%	40%ac	36%a	43%ac	51%fghi	33%	43%f	43%f	37%	45%kmn	30%	42%k	39%k	36%	33%p	1%	38%s	37%	33%
Tablet computer (e.g. iPad)	250	194	189	227	161	170	132	162	233	87	186	134	187	250	88	250	*	242	250	250
	12%	12%	11%	15%b	20%abc	14%	15%	21%ef	46%efgi	16%	13%	13%	20%jkn	39%jkln	15%	13%p	*	15%	14%	13%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	17	14	13	17	12	12	13	13	15	6	13	13	13	15	6	17	-	17	17	17
	1%	1%	1%	1%	1%	1%	1%	2%	3%e	1%	1%	1%	1%	2%	1%	1%	-	1%	1%	1%
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	76	57	64	66	76	62	40	56	38	28	64	41	60	41	29	76	-	75	76	76
	4%	4%	4%	4%	9%abc	5%	4%	7%	7%f	5%	4%	4%	6%	6%	5%	4%	-	5%	4%	4%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	7	7	6	6	7	4	3	5	3	4	6	4	6	3	4	7	-	7	7	7
	*	*	*	*	1%	*	*	1%	1%	1%	*	*	1%	*	1%	*	-	*	*	*
None of these	103	83	60	75	42	29	40	31	15	27	35	51	35	19	28	102	2	79	98	102
	5%	5%	4%	5%	5%	2%	5%e	4%	3%	5%e	2%	5%j	4%	3%	5%j	5%	1%	5%	5%	5%
Not stated	1044	812	768	633	276	433	392	220	126	230	626	486	303	203	273	931	113	681	760	931
	50%	51%cd	47%d	42%d	34%	36%gh	44%egh	28%	25%	42%egh	43%lm	48%jlm	32%	32%	45%lm	47%	96%o	41%	42%	47%qr
Device nets: All TV	194	177	138	166	103	125	135	125	92	77	133	140	135	97	79	191	3	183	189	191
	9%	11%	8%	11%	13%b	10%	15%e	16%e	18%e	14%	9%	14%j	14%j	15%j	13%j	10%	3%	11%	10%	10%
All TV set-top box	134	134	92	106	66	82	105	83	58	58	88	108	87	62	58	131	3	125	130	131
	6%	8%b	6%	7%	8%	7%	12%e	11%e	11%e	11%e	6%	11%j	9%j	10%j	10%j	7%	3%	8%	7%	7%

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

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Absolutes/col percents

Table 46

Q13 - Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All respondents

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	97 5%	72 7%b	12 3%	18 8%bd	72 4%	59 8%	39 3%	44 9%	28 9%	- -	14 4%	39 4%	44 7%k	83 5%	7 1%	7 1%	45 5%no	37 10%nopr	83 6%no	86 7%no
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	44 2%	32 3%	4 1%	11 5%bd	29 2%	21 3%	23 2%	16 3%	7 2%	2 3%	8 2%	19 2%	18 3%	36 2%	10 2%	11 2%	21 2%	7 2%	28 2%	23 2%
Smart TV	77 4%	60 5%b	7 2%	8 4%	61 4%	39 5%	39 3%	29 6%	19 6%	1 1%	7 2%	41 4%	30 5%	71 4%	12 2%	14 2%	40 4%	18 5%	58 4%	55 5%
Smartphone	286 14%	201 18%bd	29 6%	38 18%b	234 14%b	113 15%	173 13%	91 19%h	33 11%	10 13%	32 8%	119 11%	134 20%jkm	252 15%	63 11%	70 12%	126 13%	54 15%	181 14%	168 14%
PC/Mac/laptop	665 32%	424 39%bc	87 19%	53 25%	571 35%bc	240 33%	425 31%	174 35%	83 27%	24 34%	105 26%	318 31%	240 36%j	557 33%	162 30%	176 30%	288 31%	115 32%	403 31%	366 31%
Tablet computer (e.g. iPad)	250 12%	186 17%bcd	25 6%	21 10%	209 13%b	108 15%	142 10%	85 17%	42 14%	10 14%	24 6%	118 11%j	108 16%jk	226 13%	46 8%	55 9%	128 14%no	29 8%	157 12%	150 13%no
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	17 1%	13 1%	1 *	4 2%	11 1%	13 2%	4 *	11 2%	7 2%	- -	3 1%	8 1%	7 1%	15 1%	3 1%	3 *	10 1%	4 1%	14 1%	13 1%
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	76 4%	63 6%bd	3 1%	12 6%b	58 4%b	35 5%	42 3%	27 5%	17 5%	4 6%	6 1%	38 4%	33 5%j	71 4%	18 3%	20 3%	29 3%	18 5%	47 4%	48 4%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	7 *	7 1%	- -	- -	7 *	1 *	6 *	- -	1 *	- -	2 1%	3 *	1 *	4 *	2 *	2 *	2 *	3 1%	4 *	5 *
None of these	103 5%	62 6%	15 3%	12 6%	80 5%	48 6%	56 4%	34 7%	20 6%	7 10%	12 3%	43 4%	45 7%	88 5%	24 4%	27 5%	50 5%	13 4%	63 5%	57 5%
Not stated	1044 50%	423 39%	305 68%acd	85 40%	775 48%a	304 41%	740 54%e	171 35%	147 48%g	30 43%	250 63%klm	548 53%lm	245 37%	793 47%	300 55%	306 52%	466 50%	177 49%	643 50%	567 48%
Device nets: All TV	194 9%	141 13%bd	23 5%	36 17%bd	140 9%	104 14%f	90 7%	79 16%	46 15%	3 5%	26 7%	87 8%	81 12%j	168 10%	28 5%	31 5%	91 10%no	55 15%nop	146 11%no	142 12%no
All TV set-top box	134 6%	97 9%bd	16 4%	29 14%bd	95 6%	74 10%f	60 4%	56 11%	33 11%	2 3%	21 5%	55 5%	59 9%k	113 7%	17 3%	17 3%	61 7%no	43 12%nop	104 8%no	102 9%no

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

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Absolutes/col percents

Table 46

Q13 - Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	2102	328	1662	112	258	70	270	58	67	852	360
Base	2102	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	1150	221	878	70	170	53	180	42	47	483	196
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	97 5%	37 12%bc	57 3%	3 3%	33 14%	4 7%	33 13%	4 8%	9 13%	48 6%	17 5%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	44 2%	21 7%b	21 1%	2 2%	16 7%	4 7%	16 6%	5 10%	7 11%	20 2%	11 3%
Smart TV	77 4%	29 10%b	42 2%	6 6%	25 10%	4 6%	26 10%	3 6%	9 13%	32 4%	12 3%
Smartphone	286 14%	70 23%b	194 11%	21 20%b	61 25%	10 16%	63 25%	8 16%	13 20%	112 13%	50 14%
PC/Mac/laptop	665 32%	115 38%b	505 30%	45 43%b	96 39%	19 32%	103 40%	12 24%	27 41%	270 32%	131 37%
Tablet computer (e.g. iPad)	250 12%	73 24%bc	165 10%	13 12%	66 27%e	6 11%	69 27%g	4 8%	15 23%	126 15%	36 10%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	17 1%	11 4%b	6 *	- -	11 5%	- -	11 4%	- -	3 4%	12 1%	1 *
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	76 4%	21 7%b	53 3%	2 2%	19 8%	2 4%	21 8%	1 1%	4 6%	33 4%	14 4%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	7 *	2 1%	4 *	1 1%	2 1%	- -	2 1%	- -	- -	1 *	3 1%
None of these	103 5%	14 5%	82 5%	8 7%	11 4%	4 6%	12 5%	2 5%	3 5%	45 5%	13 4%
Not stated	1044 50%	57 19%	948 56%ac	39 37%a	40 16%	17 29%d	41 16%	16 33%d	6 9%	399 47%	168 48%
Device nets: All TV	194 9%	77 25%bc	108 6%	10 9%	65 27%	11 19%	65 26%	11 24%	23 35%	86 10%	34 10%
All TV set-top box	134 6%	52 17%bc	77 5%	5 5%	45 18%	8 13%	44 17%	8 17%	15 23%	63 7%	26 7%

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

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Absolutes/col percents

Table 47

Q13 - Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	2102	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	2102	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	1150	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	58	33	25	15	21	12	8	*	1	36	20	2	19	13	-	1	17	7	*	-	17	13	17	10	30	27
	3%	*3%*	*2%*	4%gk	5%ghk	3%k	*2%*	*	*1%*	4%ghk	*2%*	*	*5%*	*3%*	-	*1%*	*4%*	*2%*	*	-	*3%*	*2%*	*5%*	*2%*	*2%*	*3%*
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	30	19	11	10	11	5	1	1	2	21	6	3	13	4	-	2	8	2	1	-	10	10	8	3	20	10
	1%	*2%*	*1%*	*2%*	*3%*	*1%*	*	*	*1%*	2%l	*1%*	*1%*	*3%*	*1%*	-	*2%*	*2%*	*1%*	*1%*	-	*2%*	*1%*	*2%*	*1%*	*2%*	*1%*
Smart TV	40	22	18	12	14	9	4	1	1	26	13	1	12	9	-	1	14	3	1	-	15	15	9	2	30	11
	2%	*2%*	*2%*	3%k	3%k	*2%*	*1%*	*	*	3%k	*2%*	*	*3%*	*2%*	-	*	*3%*	*1%*	*1%*	-	3%w	*2%*	*2%*	*	*2%*	*1%*
Smartphone	105	59	46	54	34	10	5	2	-	88	15	2	44	13	2	-	44	2	-	-	23	37	23	23	59	46
	5%	*6%*	*4%*	13%defghjk	8%efghjk	*2%*	*1%*	*1%*	-	10%efghjk	*2%*	*	12%mno	*3%*	*2%*	-	9%qrs	*1%*	-	-	*4%*	*5%*	*6%*	*5%*	*5%*	*5%*
PC/Mac/laptop	306	159	147	124	96	50	27	7	2	220	76	10	105	46	6	2	115	31	1	*	81	108	52	65	189	117
	15%	*15%*	*14%*	31%defghjk	22%efghjk	12%ghk	7%hk	*3%*	*1%*	26%efghjk	9%ghk	*2%*	29%mno	11%o	*5%*	*1%*	24%qrs	*8%*	*1%*	*1%*	*16%*	*15%*	*14%*	*14%*	*15%*	*14%*
Tablet computer (e.g. iPad)	116	59	57	43	40	24	7	1	*	83	31	1	37	21	1	-	46	11	-	*	44	31	19	21	75	41
	5%	*6%*	*5%*	11%efghjk	9%ghjk	6%ghk	*2%*	*	*	10%ghjk	4%hk	*	10%mno	*5%*	*1%*	-	10%qrs	*3%*	-	*1%*	8%uy	*4%*	*5%*	*5%*	*6%*	*5%*
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	5	4	1	1	3	*	-	*	-	4	*	*	3	*	*	-	1	-	-	-	2	2	*	1	4	1
	*	*	*	*	*1%*	*	-	*	-	*	*	*	*1%*	*	*	-	*	-	-	-	*	*	*	*	*	*
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	28	17	10	16	9	2	-	*	1	25	2	1	14	2	*	1	10	-	-	-	8	8	5	6	16	12
	1%	*2%*	*1%*	4%efghjk	2%fj	*	-	*	*1%*	3%efjk	*	*	4%m	*	*	*1%*	2%q	-	-	-	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	3	2	1	1	1	-	1	1	-	2	1	1	*	1	1	-	1	-	-	-	1	2	-	1	2	1
	*	*	*	*	*	-	*	*	-	*	*	*	*	*	*	-	*	-	-	-	*	*	-	*	*	*
None of these	104	48	57	40	18	20	12	8	6	58	32	14	21	20	5	2	38	12	3	3	23	43	16	22	67	38
	5%	*5%*	*5%*	10%defghjk	*4%*	*5%*	*3%*	*4%*	*3%*	7%jk	*4%*	*3%*	*6%*	*5%*	*4%*	*2%*	8%q	*3%*	*3%*	*4%*	*4%*	*6%*	*4%*	*5%*	*5%*	*4%*
Not stated	1489	735	754	155	262	314	345	213	199	418	659	412	168	324	118	124	249	334	95	75	348	532	265	344	880	608
	71%	*70%*	*72%*	*39%*	59%ci	75%cdi	86%cdei	92%cdeij	95%cdefij	50%c	80%cdi	93%cdefij	*46%*	77%l	90%lm	95%lm	*53%*	84%p	95%pq	95%p	*67%*	*72%*	*70%*	75%t	*70%*	*72%*
Device nets: All TV	118	66	53	37	41	22	13	2	3	78	35	5	40	22	-	3	38	13	2	-	39	34	31	14	73	45
	6%	*6%*	*5%*	9%ghjk	9%ghjk	5%gk	*3%*	*1%*	*2%*	9%ghjk	4%k	*1%*	11%mno	*5%*	-	*3%*	8%q	*3%*	*2%*	-	8%w	*5%*	8%w	*3%*	*6%*	*5%*
All TV set-top box	84	48	36	25	30	16	9	1	3	55	25	4	30	15	-	3	25	10	1	-	26	21	24	12	47	37
	4%	*5%*	*3%*	6%ghjk	7%ghjk	*4%*	*2%*	*	*2%*	6%ghjk	*3%*	*1%*	8%mn	*4%*	-	*3%*	*5%*	*2%*	*1%*	-	*5%*	*3%*	6%u	*3%*	*4%*	*4%*

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

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Absolutes/col percents

Table 47

Q13 - Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All respondents

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	2102	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	1150	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	58	45	12	41	17	-	1	11	8	3	2	2	7	9	10	54	2	-	2	21	6	27
	3%	4%b	1%	3%	2%	-	2%	5%	5%	2%	1%	1%	3%	3%	6%k	3%	2%	-	1%	5%	2%	3%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	30	23	7	19	9	1	1	4	3	2	5	4	3	3	3	29	-	1	1	8	7	13
	1%	2%	1%	2%	1%	2%	1%	2%	2%	1%	3%	2%	1%	1%	2%	2%	-	1%	1%	2%	2%	1%
Smart TV	40	34	6	26	14	-	2	5	6	1	5	5	5	3	3	35	1	1	3	14	6	16
	2%	3%b	1%	2%	2%	-	3%	3%	4%	1%	2%	2%	2%	1%	2%	2%	1%	2%	1%	3%	2%	2%
Smartphone	105	70	34	50	49	2	3	12	6	10	12	6	17	14	16	96	4	1	5	21	21	54
	5%	5%	4%	4%	6%	7%	4%	6%	3%	6%	6%	2%	6%	5%	10%hk	5%	3%	2%	2%	5%	6%	6%
PC/Mac/laptop	306	194	108	154	138	8	14	42	28	24	27	17	49	44	33	278	11	4	14	84	51	143
	15%	15%	13%	12%	18%c	26%	16%	20%k	17%k	14%	14%	7%	18%k	16%k	20%k	16%	8%	9%	8%	18%	14%	15%
Tablet computer (e.g. iPad)	116	82	32	58	52	3	6	18	7	6	12	9	19	12	8	98	3	2	12	31	18	49
	5%	6%	4%	5%	7%	9%	7%	8%	5%	4%	6%	4%	7%	5%	5%	6%	3%	4%	6%	7%	5%	5%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	5	4	1	4	1	-	1	1	-	-	-	-	-	-	3	5	-	-	-	2	-	3
	*	*	*	*	*	-	2%	*	-	-	-	-	-	-	2%	*	-	-	-	*	-	*
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	28	21	5	15	12	1	2	4	1	3	3	2	5	4	4	27	-	-	1	6	5	16
	1%	2%	1%	1%	2%	3%	2%	2%	*	2%	1%	1%	2%	1%	3%	2%	-	-	1%	1%	1%	2%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	3	3	-	3	-	-	*	2	-	-	-	-	-	1	-	3	-	-	-	2	-	1
	*	*	-	*	-	-	1%	1%	-	-	-	-	-	*	-	*	-	-	-	1%	-	*
None of these	104	60	45	57	42	1	2	3	8	7	14	13	15	23	9	93	5	2	4	13	21	59
	5%	5%	5%	4%	5%	4%	3%	1%	5%	4%	7%g	6%	5%	8%g	6%g	5%	4%	5%	2%	3%	6%	6%e
Not stated	1489	860	625	946	514	21	57	136	105	122	130	184	182	181	94	1192	104	33	160	298	253	641
	71%	67%	76%e	74%d	66%	67%	69%	65%	63%	74%n	69%n	80%ghlmn	67%	67%n	56%	68%	83%op	78%	86%op	65%	71%	68%
Device nets: All TV	118	93	25	77	38	1	3	16	18	5	11	10	15	15	16	108	4	1	5	36	16	56
	6%	7%b	3%	6%	5%	2%	3%	7%	11%	3%	6%	5%	5%	6%	10%l	6%	3%	3%	3%	8%	4%	6%
All TV set-top box	84	63	19	56	25	1	1	12	12	5	7	5	10	12	13	78	2	1	3	26	12	41
	4%	5%b	2%	4%	3%	2%	2%	6%	7%	3%	4%	2%	4%	4%	8%	4%	2%	1%	1%	6%	3%	4%

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

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Absolutes/col percents

Table 47

Q13 - Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All respondents

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	2102	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	2102	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	1150	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	58 3%	58 4%	44 3%	51 3%	37 5%	41 3%	56 6%ei	45 6%e	28 6%	16 3%	42 3%	58 6%jn	45 5%	29 5%	16 3%	58 3%	- -	57 3%	57 3%	58 3%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	30 1%	30 2%	20 1%	24 2%	16 2%	20 2%	16 2%	17 2%	15 3%	30 6%efg	20 1%	16 2%	19 2%	16 2%	30 5%kl	30 2%	- -	30 2%	29 2%	30 2%
Smart TV	40 2%	32 2%	28 2%	40 3%	27 3%b	26 2%	24 3%	29 4%	29 6%ef	16 3%	28 2%	26 3%	33 4%	30 5%	18 3%	40 2%	- -	39 2%	40 2%	40 2%
Smartphone	105 5%	77 5%	91 6%	105 7%a	64 8%a	88 7%	55 6%	104 13%efi	55 11%efi	35 6%	91 6%	56 6%	105 11%jkn	58 9%jk	35 6%	105 5%	- -	100 6%	104 6%	105 5%
PC/Mac/laptop	306 15%	234 15%	306 19%a	262 18%	185 22%abc	296 24%fi	147 17%	198 26%fi	124 24%fi	110 20%	306 21%jk	153 15%	217 23%jk	132 21%jk	115 19%	304 15%p	2 2%	298 18%	302 17%	304 15%
Tablet computer (e.g. iPad)	116 5%	84 5%	90 5%	109 7%	75 9%ab	87 7%	58 7%	87 11%ef	113 22%efgi	48 9%	90 6%	58 6%	90 10%jk	116 18%jkln	48 8%	116 6%	- -	112 7%	116 6%	116 6%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	5 *	5 *	5 *	5 *	4 *	5 *	3 *	4 1%	4 1%	4 1%	5 *	3 *	4 *	4 1%	4 1%	5 *	- -	5 *	5 *	5 *
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	28 1%	24 2%	21 1%	25 2%	28 3%abc	20 2%	21 2%	24 3%	20 4%e	11 2%	20 1%	22 2%	24 3%	21 3%	11 2%	28 1%	- -	28 2%	28 2%	28 1%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	3 *	2 *	2 *	2 *	3 *	1 *	1 *	* *	* *	2 *	2 *	1 *	1 *	* *	2 *	3 *	- -	3 *	3 *	3 *
None of these	104 5%	76 5%	74 4%	81 5%	55 7%	59 5%	42 5%	52 7%	29 6%	31 6%	67 5%	44 4%	60 6%	35 6%	36 6%	103 5%	1 1%	93 6%	101 6%	103 5%
Not stated	1489 71%	1132 71%cd	1142 69%cd	965 65%d	465 56%	738 61%gh	578 65%gh	372 48%	235 46%	334 61%gh	972 66%lm	690 69%lm	508 54%	339 53%	382 63%lm	1373 69%	115 97%q	1072 65%	1201 67%	1373 69%q
Device nets: All TV	118 6%	110 7%	82 5%	105 7%	75 9%b	76 6%	86 10%e	82 11%e	62 12%e	55 10%e	80 5%	89 9%j	88 9%j	66 10%j	56 9%j	118 6%	- -	116 7%	117 6%	118 6%
All TV set-top box	84 4%	84 5%	60 4%	70 5%	51 6%a	56 5%	67 8%e	57 7%e	38 7%e	42 8%e	57 4%	69 7%j	60 6%j	40 6%j	42 7%j	84 4%	- -	82 5%	82 5%	84 4%

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 47

Q13 - Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All respondents

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	58	46	4	11	40	37	21	32	15	2	8	20	30	50	2	2	30	21	51	52
	3%	4%bd	1%	5%b	2%	5%f	2%	7%	5%	2%	2%	2%	5%k	3%	*	*	3%no	6%no	4%no	4%no
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	30	23	4	10	19	15	16	9	6	2	5	16	8	24	5	5	17	4	21	16
	1%	2%	1%	5%bd	1%	2%	1%	2%	2%	3%	1%	2%	1%	1%	1%	1%	2%	1%	2%	1%
Smart TV	40	32	3	7	29	25	16	19	13	-	2	21	17	39	4	7	19	12	31	30
	2%	3%	1%	3%	2%	3%f	1%	4%	4%	-	*	2%	3%	2%	1%	1%	2%	3%n	2%	3%
Smartphone	105	83	6	17	86	39	66	31	12	3	8	47	50	97	25	30	42	23	65	60
	5%	8%b	1%	8%b	5%b	5%	5%	6%	4%	5%	2%	5%	8%jk	6%	5%	5%	5%	6%	5%	5%
PC/Mac/laptop	306	208	34	30	258	97	209	73	37	8	40	142	122	265	72	77	131	57	188	167
	15%	19%b	8%	14%	16%b	13%	15%	15%	12%	11%	10%	14%	19%jk	16%	13%	13%	14%	16%	15%	14%
Tablet computer (e.g. iPad)	116	82	14	17	89	47	69	35	20	7	9	49	58	107	24	26	55	15	70	63
	5%	7%b	3%	8%b	6%	6%	5%	7%	7%	10%	2%	5%	9%jk	6%	4%	4%	6%	4%	5%	5%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	5	4	-	2	3	3	2	3	1	-	-	2	3	5	1	1	2	2	4	4
	*	*	-	1%	*	*	*	1%	*	-	-	*	*	*	*	*	*	*	*	*
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	28	20	3	7	21	18	10	17	5	-	3	12	14	25	4	5	13	8	21	21
	1%	2%	1%	3%	1%	2%f	1%	3%	2%	-	1%	1%	2%	2%	1%	1%	1%	2%	2%	2%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	3	3	-	-	3	-	3	-	-	-	1	2	1	2	1	1	1	1	2	2
	*	*	-	-	*	-	*	-	-	-	*	*	*	*	*	*	*	*	*	*
None of these	104	63	15	15	77	42	62	30	19	6	14	46	41	87	23	24	50	18	68	57
	5%	6%	3%	7%	5%	6%	5%	6%	6%	9%	3%	4%	6%	5%	4%	4%	5%	5%	5%	5%
Not stated	1489	683	378	113	1153	487	1001	302	209	48	328	759	399	1159	424	442	662	240	902	817
	71%	62%c	84%acd	53%	71%ac	66%	73%e	62%	69%	68%	82%klm	73%lm	61%	68%l	77%pqrs	76%qr	71%	67%	70%	70%
Device nets: All TV	118	92	10	28	78	69	50	54	30	4	13	52	52	104	11	14	60	35	94	89
	6%	8%bd	2%	13%bd	5%	9%f	4%	11%	10%	6%	3%	5%	8%l	6%	2%	2%	6%no	10%no	7%no	8%no
All TV set-top box	84	65	8	21	54	48	36	38	19	4	13	34	36	70	7	7	44	24	68	64
	4%	6%bd	2%	10%bd	3%	6%f	3%	8%	6%	6%	3%	3%	6%	4%	1%	1%	5%no	7%no	5%no	5%no

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 47

Q13 - Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	2102	328	1662	112	258	70	270	58	67	852	360
Base	2102	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	1150	221	878	70	170	53	180	42	47	483	196
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	58	25	30	3	20	4	21	4	6	32	11
	3%	8%b	2%	2%	8%	7%	8%	8%	10%	4%	3%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	30	19	11	1	15	4	14	5	8	15	4
	1%	6%b	1%	1%	6%	7%	5%	10%	12%	2%	1%
Smart TV	40	18	20	2	17	2	17	1	7	19	4
	2%	6%b	1%	2%	7%	3%	7%	2%	11%	2%	1%
Smartphone	105	37	63	4	31	6	31	6	9	48	17
	5%	12%bc	4%	4%	13%	10%	12%	13%	14%	6%	5%
PC/Mac/laptop	306	72	210	24	59	12	65	7	18	116	67
	15%	24%b	12%	23%b	24%	21%	25%	14%	27%	13%	19%
Tablet computer (e.g. iPad)	116	45	65	6	45	1	45	-	10	61	17
	5%	15%bc	4%	5%	18%e	1%	18%g	-	16%	7%	5%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	5	3	1	-	3	1	2	1	1	1	1
	*	1%b	*	-	1%	1%	1%	2%	2%	*	*
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	28	11	15	1	11	-	11	-	4	15	5
	1%	4%b	1%	1%	5%	-	4%	-	6%	2%	1%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	3	1	2	-	1	-	1	-	-	-	2
	*	*	*	-	*	-	*	-	-	-	*
None of these	104	20	75	9	16	4	19	2	2	36	10
	5%	7%	4%	9%	7%	6%	7%	3%	4%	4%	3%
Not stated	1489	107	1316	65	79	28	82	25	13	595	247
	71%	35%	78%ac	61%a	32%	48%d	32%	52%f	20%	69%	70%
Device nets: All TV	118	55	58	5	45	10	45	10	19	58	17
	6%	18%bc	3%	5%	19%	17%	18%	20%	29%	7%	5%
All TV set-top box	84	40	41	3	31	8	31	9	13	43	15
	4%	13%bc	2%	3%	13%	14%	12%	18%	20%	5%	4%

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 48

Q13 - YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	2102	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	2102	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	1150	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	75	46	29	13	25	18	9	5	6	37	27	11	21	18	4	4	16	9	2	2	23	20	20	12	43	33
	4%	4%	3%	3%	6%	4%	2%	2%	3%	4%	3%	2%	6%	4%	3%	3%	3%	2%	2%	2%	4%	3%	5%	3%	3%	4%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	46	25	21	12	12	6	4	1	12	23	9	13	13	5	1	5	10	4	-	7	11	12	16	7	23	23
	2%	2%	2%	3%	3%	1%	1%	1%	6%efgi	3%	1%	3%	4%	1%	1%	4%	2%	1%	-	9%pqr	2%	2%	4%ux	1%	2%	3%
Smart TV	69	44	26	17	17	17	9	7	3	34	25	10	18	19	5	3	16	7	3	-	26	26	14	3	52	17
	3%	4%	2%	4%	4%	4%	2%	3%	1%	4%	3%	2%	5%	4%	3%	2%	3%	2%	3%	-	5%wy	4%w	4%w	1%	4%w	2%
Smartphone	384	170	214	147	118	69	34	14	2	265	103	15	110	49	10	1	155	54	4	1	79	166	68	71	245	139
	18%	16%	20%	37%defghjk	27%efghjk	16%dghk	9%hk	6%h	1%	32%efghjk	13%hk	3%	30%mno	12%o	7%	1%	33%qrs	14%rs	4%	1%	15%	22%wy	18%	15%	19%	17%
PC/Mac/laptop	924	482	442	217	208	213	153	78	56	425	365	134	187	200	54	40	237	165	24	16	235	349	146	194	584	340
	44%	46%	42%	54%fghjk	47%ghk	51%ghk	38%h	34%	27%	51%fghk	45%ghk	30%	51%o	47%o	41%	31%	50%qrs	41%rs	24%	20%	45%	47%w	38%	42%	46%w	40%
Tablet computer (e.g. iPad)	303	154	149	70	78	85	33	24	12	149	118	36	70	62	12	10	79	56	12	2	86	105	50	62	191	112
	14%	15%	14%	18%hk	18%hk	20%fghk	8%	10%	6%	18%hk	14%hk	8%	19%o	15%	9%	8%	17%s	14%s	12%	3%	16%	14%	13%	14%	15%	13%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	18	10	8	6	7	2	2	*	1	13	4	1	8	2	*	-	4	2	-	1	8	7	1	2	15	3
	1%	1%	1%	1%	2%	1%	*	*	*	2%	*	*	2%	*	*	-	1%	1%	-	1%	2%	1%	*	*	1%	*
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	64	36	28	22	25	10	4	1	2	48	14	3	24	10	*	2	24	4	1	-	12	21	18	13	33	31
	3%	3%	3%	6%ghjk	6%ghjk	2%	1%	*	1%	6%efghjk	2%	1%	6%m	2%	*	1%	5%q	1%	1%	-	2%	3%	5%	3%	3%	4%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	4	3	1	-	2	-	2	1	-	2	2	1	1	2	1	-	1	-	-	-	1	1	2	-	3	2
	*	*	*	-	*	-	*	*	-	*	*	*	*	*	*	-	*	-	-	-	*	*	*	-	*	*
None of these	166	87	79	27	30	20	33	28	28	57	53	56	28	37	5	17	29	16	23	11	41	49	22	54	90	76
	8%	8%	7%	7%	7%	5%	8%	12%e	13%cdeij	7%	6%	13%cdeij	8%	9%	4%	13%	6%	4%	23%pq	14%q	8%	7%	6%	12%uvx	7%	9%
Not stated	633	301	332	52	92	107	177	104	101	145	284	205	55	127	61	58	89	157	43	42	153	214	119	147	367	266
	30%	29%	32%	13%	21%c	25%ci	44%cdeij	45%cdei	48%cdei	17%	35%cdei	46%cdeij	15%	30%l	47%lm	44%lm	19%	39%p	43%p	53%p	29%	29%	31%	32%	29%	32%
Device nets: All TV	183	109	74	41	51	37	21	13	20	91	58	34	49	39	9	12	42	19	4	9	60	55	48	21	115	68
	9%	10%	7%	10%	11%j	9%	5%	6%	10%	11%j	7%	8%	13%	9%	7%	9%	9%	5%	4%	11%	11%w	7%	13%uw	4%	9%w	8%
All TV set-top box	118	68	50	24	35	23	13	7	18	59	35	24	32	22	5	9	26	14	2	9	34	30	35	19	64	54
	6%	6%	5%	6%	8%j	5%	3%	3%	8%j	7%	4%	6%	9%	5%	4%	7%	6%	3%	2%	11%q	7%	4%	9%uwx	4%	5%	6%

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 48

Q13 - YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All respondents

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	2102	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	1150	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	75	60	16	48	26	-	3	11	6	4	6	7	7	15	9	69	3	2	2	21	10	38
	4%	5%b	2%	4%	3%	-	4%	5%	4%	2%	3%	3%	3%	5%	6%	4%	3%	4%	1%	5%	3%	4%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	46	25	19	35	9	1	1	11	6	3	4	7	4	3	6	44	-	1	1	17	7	20
	2%	2%	2%	3%	1%	2%	1%	5%m	3%	2%	2%	3%	2%	1%	3%	3%	-	2%	*	4%	2%	2%
Smart TV	69	53	16	41	24	1	3	9	9	1	6	10	8	10	5	61	2	2	5	21	7	33
	3%	4%b	2%	3%	3%	4%	3%	4%	5%	1%	3%	4%	3%	4%	3%	3%	2%	4%	2%	5%	2%	4%
Smartphone	384	244	138	188	178	8	11	37	34	31	40	25	62	52	39	331	18	6	29	82	71	178
	18%	19%	17%	15%	23%c	27%	13%	18%	20%	18%	22%	11%	23%k	19%	24%k	19%	15%	14%	15%	18%	20%	19%
PC/Mac/laptop	924	561	358	535	363	14	34	96	72	71	73	87	127	131	83	775	44	19	86	203	144	429
	44%	44%	44%	42%	47%	46%	41%	46%	43%	42%	39%	38%	47%	48%	50%	44%	36%	45%	46%	44%	41%	46%
Tablet computer (e.g. iPad)	303	190	113	165	123	6	14	29	22	19	26	32	41	43	22	248	12	12	32	65	45	138
	14%	15%	14%	13%	16%	20%	16%	14%	13%	11%	14%	14%	15%	16%	13%	14%	10%	28%op	17%	14%	13%	15%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	18	18	-	14	4	-	2	3	1	1	3	-	-	2	5	18	-	-	-	7	4	7
	1%	1%b	-	1%	1%	-	2%d	2%	1%	1%	2%	-	-	1%	3%d	1%	-	-	-	1%	1%	1%
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	64	43	21	32	31	1	5	7	5	3	5	5	11	11	6	58	3	1	3	16	8	33
	3%	3%	3%	3%	4%	3%	6%	3%	3%	2%	3%	2%	4%	4%	4%	3%	2%	2%	2%	4%	2%	4%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	4	4	1	3	1	-	-	1	-	2	-	-	-	1	-	3	1	-	1	1	2	1
	*	*	*	*	*	-	-	*	-	1%	-	-	-	*	-	*	1%	-	*	*	*	*
None of these	166	75	90	100	62	3	4	13	9	17	20	17	23	28	8	139	15	3	9	27	37	75
	8%	6%	11%a	8%	8%	10%	5%	6%	6%	10%	11%	7%	8%	10%	5%	8%	12%	7%	5%	6%	10%	8%
Not stated	633	372	259	430	195	6	29	54	41	55	63	80	70	70	35	498	50	8	76	125	119	255
	30%	29%	32%	34%d	25%	21%	35%n	26%	25%	33%n	34%n	35%n	26%	26%	21%	29%	40%oq	19%	41%oq	27%	34%	27%
Device nets: All TV	183	132	49	120	57	2	5	28	20	8	15	24	20	28	18	166	6	4	7	52	24	91
	9%	10%b	6%	9%	7%	6%	6%	13%l	12%	5%	8%	10%	7%	10%	11%	10%	5%	10%	4%	11%	7%	10%
All TV set-top box	118	82	35	80	36	1	3	20	12	7	10	14	12	18	14	110	3	2	2	35	18	58
	6%	6%	4%	6%	5%	2%	4%	10%	7%	4%	6%	6%	4%	7%	9%	6%	3%	6%	1%	8%	5%	6%

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 48

Q13 - YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All respondents

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	2102	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	2102	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	1150	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	75	75	55	64	42	44	73	49	30	14	47	75	51	31	14	75	-	73	75	75
	4%	5%	3%	4%	5%	4%	8%ei	6%ei	6%i	3%	3%	7%jn	5%jn	5%	2%	4%	-	4%	4%	4%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	46	46	24	32	17	22	17	19	20	40	24	17	21	22	46	46	-	34	45	46
	2%	3%b	1%	2%	2%	2%	2%	3%	4%e	7%efgh	2%	2%	2%	3%j	8%jklm	2%	-	2%	3%	2%
Smart TV	69	47	47	69	40	41	33	46	40	21	46	35	51	42	22	69	-	67	69	69
	3%	3%	3%	5%b	5%b	3%	4%	6%e	8%efi	4%	3%	3%	5%j	7%jk	4%	3%	-	4%	4%	3%
Smartphone	384	284	315	384	215	284	182	337	143	112	307	190	384	156	116	384	*	348	384	384
	18%	18%	19%	26%ab	26%ab	23%	21%	44%efhi	28%fi	20%	21%	19%	41%jkmn	25%k	19%	19%p	*	21%	21%	19%
PC/Mac/laptop	924	676	924	695	404	798	366	379	237	260	924	394	459	280	277	920	4	822	906	920
	44%	42%	56%acd	47%	49%a	66%fghi	41%	49%f	46%	47%	63%klmn	39%	49%k	44%	46%k	46%p	3%	50%	50%	46%
Tablet computer (e.g. iPad)	303	225	214	253	177	182	133	158	260	102	201	141	194	303	106	303	*	271	298	303
	14%	14%	13%	17%b	21%abc	15%	15%	20%ef	51%efgi	19%	14%	14%	21%jk	48%jkln	17%	15%p	*	16%	16%	15%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	18	17	13	18	13	12	14	16	17	9	13	14	16	17	9	18	-	18	18	18
	1%	1%	1%	1%	2%	1%	2%	2%	3%e	2%	1%	1%	2%	3%j	1%	1%	-	1%	1%	1%
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	64	51	47	57	64	42	32	44	31	28	46	34	49	33	28	64	-	59	64	64
	3%	3%	3%	4%	8%abc	4%	4%	6%	6%e	5%	3%	3%	5%j	5%	5%	3%	-	4%	4%	3%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	4	4	2	2	4	2	1	2	1	3	2	1	2	2	3	4	-	4	4	4
	*	*	*	*	1%	*	*	*	*	1%	*	*	*	*	*	*	-	*	*	*
None of these	166	146	88	94	51	23	59	27	12	52	28	79	31	15	63	158	7	94	154	158
	8%	9%bcd	5%	6%	6%	2%	7%egh	4%	2%	10%egh	2%	8%jlm	3%	2%	10%jlm	8%	6%	6%	9%q	8%q
Not stated	633	489	450	382	171	250	268	135	79	126	360	330	187	124	150	526	107	427	369	526
	30%	31%cd	27%d	26%d	21%	21%h	30%eghi	18%	16%	23%h	25%lm	33%jlmn	20%	20%	25%	27%	90%o	26%r	20%	27%q
Device nets: All TV	183	161	118	157	95	99	116	107	84	68	109	121	116	89	75	183	-	167	182	183
	9%	10%b	7%	11%b	12%b	8%	13%e	14%e	16%e	12%e	7%	12%j	12%j	14%j	12%j	9%p	-	10%	10%	9%
All TV set-top box	118	118	76	93	57	63	87	65	47	51	68	90	68	50	57	118	-	105	117	118
	6%	7%b	5%	6%	7%	5%	10%e	8%e	9%e	9%e	5%	9%j	7%j	8%j	9%j	6%	-	6%	7%	6%

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

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Absolutes/col percents

Table 48

Q13 - YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All respondents

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	75 4%	52 5%	9 2%	9 4%	58 4%	41 6%	34 3%	33 7%	16 5%	1 2%	16 4%	29 3%	31 5%	60 4%	1 *	1 *	37 4%no	33 9%nopr	70 5%no	70 6%no
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	46 2%	28 3%	9 2%	11 5%d	29 2%	16 2%	30 2%	12 2%	5 2%	3 4%	7 2%	24 2%	15 2%	39 2%	19 3%	21 4%	17 2%	6 2%	23 2%	22 2%
Smart TV	69 3%	48 4%	9 2%	6 3%	57 4%	36 5%	34 2%	29 6%	15 5%	1 1%	8 2%	34 3%	27 4%	61 4%	16 3%	19 3%	35 4%	14 4%	49 4%	47 4%
Smartphone	384 18%	278 25%bcd	47 11%	36 17%	333 21%b	154 21%	230 17%	108 22%	61 20%	14 19%	50 12%	174 17%	158 24%jk	332 20%	83 15%	91 16%	182 19%	66 18%	248 19%	223 19%
PC/Mac/laptop	924 44%	527 48%bc	181 40%c	55 26%	786 49%bc	315 43%	609 45%	209 43%	126 41%	31 44%	196 49%	430 41%	297 45%	726 43%	255 46%	271 46%	389 42%	148 41%	537 41%	468 40%
Tablet computer (e.g. iPad)	303 14%	215 20%bcd	33 7%	21 10%	255 16%b	121 16%	183 13%	94 19%	53 17%	14 20%	42 10%	138 13%	123 19%jk	261 15%	80 15%	87 15%	146 16%q	34 9%	179 14%	166 14%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	18 1%	15 1%	2 *	6 3%bd	11 1%	15 2%q	3 *	12 2%	6 2%	1 2%	2 *	8 1%	8 1%	16 1%	2 *	2 *	12 1%	4 1%	15 1%	15 1%
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	64 3%	45 4%b	5 1%	13 6%b	49 3%	33 4%	31 2%	26 5%	11 4%	1 1%	7 2%	33 3%	25 4%	57 3%	17 3%	19 3%	29 3%	11 3%	40 3%	41 4%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	4 *	3 *	2 *	- -	4 *	- -	4 *	- -	- -	- -	3 1%	2 *	- -	2 *	2 *	2 *	2 *	1 *	2 *	2 *
None of these	166 8%	63 6%	34 8%	20 9%	126 8%	38 5%	128 9%q	26 5%	15 5%	8 12%	35 9%	89 9%	38 6%	127 7%	41 7%	43 7%	90 10%	20 5%	109 8%	86 7%
Not stated	633 30%	262 24%	173 38%ad	68 32%	439 27%	205 28%	428 31%	126 26%	94 31%	19 27%	119 30%	335 32%	178 27%	513 30%	153 28%	162 28%	288 31%	125 35%	413 32%	389 33%
Device nets: All TV	183 9%	122 11%b	27 6%	27 12%b	137 8%	89 12%q	94 7%	70 14%	33 11%	4 5%	29 7%	85 8%	70 11%	154 9%	34 6%	40 7%	83 9%	52 14%nop	135 10%n	133 11%no
All TV set-top box	118 6%	77 7%	19 4%	20 9%b	85 5%	56 8%q	63 5%	43 9%	20 7%	4 5%	22 5%	52 5%	45 7%	96 6%	19 4%	21 4%	51 5%	38 11%nop	90 7%no	89 8%no

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

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Absolutes/col percents

Table 48

Q13 - YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	2102	328	1662	112	258	70	270	58	67	852	360
Base	2102	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	1150	221	878	70	170	53	180	42	47	483	196
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	75 4%	20 7%b	53 3%	3 2%	17 7%	3 5%	18 7%	3 5%	5 7%	32 4%	12 3%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	46 2%	17 6%b	27 2%	2 2%	14 6%	3 5%	13 5%	4 8%	4 6%	24 3%	10 3%
Smart TV	69 3%	25 8%b	42 2%	3 3%	22 9%	3 5%	22 9%	3 5%	8 12%	25 3%	11 3%
Smartphone	384 18%	78 26%b	285 17%	22 20%	66 27%	12 20%	70 27%	8 17%	16 25%	160 19%	66 19%
PC/Mac/laptop	924 44%	129 43%	740 44%	54 51%	98 40%	32 54%	107 42%	23 47%	28 42%	346 40%	194 55%d
Tablet computer (e.g. iPad)	303 14%	61 20%b	229 14%	13 12%	57 23%e	4 7%	59 23%g	3 6%	12 18%	148 17%	57 16%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	18 1%	12 4%b	6 *	- -	12 5%	- -	12 5%	- -	5 7%	12 1%	1 *
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	64 3%	17 6%b	44 3%	2 2%	15 6%	2 4%	17 7%	1 1%	5 8%	29 3%	11 3%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	4 *	2 1%	3 *	- -	2 1%	- -	2 1%	- -	- -	- -	2 1%
None of these	166 8%	14 4%	138 8%	14 13%a	11 5%	2 4%	11 4%	2 4%	1 1%	66 8%	29 8%
Not stated	633 30%	45 15%	567 34%ac	21 19%	37 15%	8 14%	37 14%	9 18%	5 7%	247 29%	76 22%
Device nets: All TV	183 9%	59 19%bc	117 7%	7 7%	50 20%	9 15%	49 19%	9 19%	17 26%	78 9%	31 9%
All TV set-top box	118 6%	35 12%b	79 5%	4 4%	29 12%	6 10%	29 11%	7 14%	9 13%	54 6%	22 6%

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

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Absolutes/col percents

Table 49

Q13 - Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	2102	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	2102	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	1150	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	64	42	22	12	18	16	11	4	3	30	27	7	18	18	2	3	12	9	2	-	19	14	21	10	33	31
	3%	4%	2%	3%	4%	4%	3%	2%	2%	4%	3%	2%	5%	4%	2%	2%	2%	2%	2%	-	4%	2%	5%u	2%	3%	4%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	36	18	17	8	9	3	6	1	8	17	10	9	11	4	1	3	7	5	-	5	3	8	18	6	11	24
	2%	2%	2%	2%	2%	1%	2%	*	4%	2%	1%	2%	3%	1%	1%	2%	1%	1%	-	7%pq	1%	1%	5%tuwx	1%	1%	3%ux
Smart TV	43	27	16	16	10	10	4	2	1	26	15	3	14	11	1	1	12	3	1	-	20	15	7	1	35	8
	2%	3%	2%	4%fhk	2%	2%	1%	1%	*	3%jk	2%	1%	4%	3%	1%	*	3%	1%	1%	-	4%wy	2%	2%	*	3%wy	1%
Smartphone	416	181	235	153	130	74	46	10	2	283	120	12	115	59	5	2	168	62	5	-	104	168	68	76	272	144
	20%	17%	22%a	38%defghjk	30%efghjk	18%ghk	12%ghk	4%	1%	34%efghjk	15%ghk	3%	31%mno	14%no	4%	2%	36%qrs	15%rs	5%	-	20%	23%l	18%	17%	22%	17%
PC/Mac/laptop	768	389	380	207	182	168	123	44	44	389	291	88	167	168	30	24	222	123	15	19	189	299	132	148	489	279
	37%	37%	36%	52%defghjk	41%ghk	40%ghk	31%gk	19%	21%	46%fghjk	35%ghk	20%	45%no	40%no	23%	19%	47%qrs	31%r	15%	24%	36%	41%wy	35%	32%	39%	33%
Tablet computer (e.g. iPad)	236	120	116	63	73	54	25	13	8	136	79	20	66	44	7	4	70	36	6	4	76	85	36	39	161	75
	11%	11%	11%	16%ghjk	17%ghjk	13%ghk	6%	5%	4%	16%ghjk	10%hk	5%	18%mno	10%	5%	3%	15%q	9%	6%	4%	15%wy	11%	10%	9%	13%	9%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	14	10	4	6	4	-	1	-	3	10	1	3	8	1	-	2	3	1	-	1	6	3	2	2	10	4
	1%	1%	*	1%	1%	-	*	-	1%	1%	*	1%	2%	*	-	1%	1%	*	-	1%	1%	*	1%	*	1%	1%
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	41	26	15	18	14	4	4	1	1	32	8	1	19	7	-	1	13	1	1	-	7	11	9	14	17	24
	2%	2%	1%	4%efghjk	3%jk	1%	1%	*	*	4%ehjk	1%	*	5%	2%	-	*	3%q	*	1%	-	1%	1%	2%	3%	1%	3%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	3	2	1	-	3	-	-	-	-	3	-	-	2	-	-	-	1	-	-	-	1	1	-	-	3	-
	*	*	*	-	1%	-	-	-	-	*	-	-	1%	-	-	-	*	-	-	-	*	*	-	-	*	-
None of these	157	73	84	29	36	21	38	18	15	66	59	33	34	26	3	10	32	33	14	5	36	47	27	47	84	74
	7%	7%	8%	7%	8%	5%	9%	8%	7%	8%	7%	7%	9%	6%	3%	8%	7%	8%	14%	6%	7%	6%	7%	10%	7%	9%
Not stated	844	438	406	65	125	162	196	157	139	189	358	297	77	179	91	91	112	179	66	48	212	281	147	204	493	351
	40%	42%	39%	16%	28%c	38%cdi	49%cdei	68%cdefij	66%cdefij	23%c	44%cdi	67%cdefij	21%	42%l	70%lm	70%lm	24%	45%p	66%pq	61%p	41%	38%	39%	44%	39%	42%
Device nets: All TV	134	78	56	36	32	27	21	7	11	69	47	18	38	30	5	6	31	18	2	5	40	33	43	18	73	61
	6%	7%	5%	9%gk	7%	6%	5%	3%	5%	8%k	6%	4%	10%	7%	4%	4%	7%	4%	2%	7%	8%	4%	11%uwx	4%	6%	7%
All TV set-top box	96	57	39	20	25	18	17	5	11	45	35	16	27	21	3	6	18	14	2	5	22	20	38	16	42	54
	5%	5%	4%	5%	6%	4%	4%	2%	5%	5%	4%	4%	7%	5%	3%	4%	4%	4%	2%	7%	4%	3%	10%tuwx	4%	3%	6%ux

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

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Absolutes/col percents

Table 49

Q13 - Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All respondents

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	2102	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	1150	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	64	49	15	37	27	-	3	11	12	4	4	3	7	10	7	61	3	1	-	26	9	26
	3%	4%	2%	3%	3%	-	4%	5%	7%k	3%	2%	1%	2%	4%	4%	3%	2%	1%	-	6%u	2%	3%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	36	22	13	25	11	-	1	6	4	2	4	8	2	2	3	32	1	-	3	11	6	15
	2%	2%	2%	2%	1%	-	1%	3%	2%	1%	2%	4%	1%	1%	2%	2%	1%	-	2%	2%	2%	2%
Smart TV	43	39	4	28	13	*	1	4	6	2	3	5	6	8	3	38	2	2	2	11	5	22
	2%	3%b	*	2%	2%	1%	1%	2%	4%	1%	2%	2%	2%	3%	2%	2%	2%	4%	1%	2%	1%	2%
Smartphone	416	261	150	209	190	10	12	40	36	41	35	31	70	62	40	366	19	5	26	87	75	204
	20%	21%	18%	16%	25%c	32%	14%	19%	21%	24%	19%	13%	26%k	23%	24%	21%	15%	11%	14%	19%	21%	22%
PC/Mac/laptop	768	456	308	427	316	12	29	79	59	55	60	68	103	119	70	642	33	15	78	168	115	360
	37%	36%	38%	34%	41%c	40%	35%	38%	36%	33%	32%	30%	38%	44%jk	42%	37%	27%	35%	42%	37%	32%	38%
Tablet computer (e.g. iPad)	236	163	73	141	86	3	9	28	13	12	25	18	35	38	24	203	10	6	17	50	38	115
	11%	13%b	9%	11%	11%	11%	11%	14%	8%	7%	14%	8%	13%	14%	14%	12%	8%	15%	9%	11%	11%	12%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	14	12	2	12	2	-	3	4	2	-	2	-	-	-	2	12	-	-	2	8	2	2
	1%	1%	*	1%	*	-	3%lm	2%	1%	-	1%	-	-	-	1%	1%	-	-	1%	2%u	1%	*
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	41	27	11	22	18	1	2	4	3	2	3	2	8	7	7	39	1	-	2	9	6	24
	2%	2%	1%	2%	2%	3%	3%	2%	2%	1%	2%	1%	3%	3%	4%	2%	1%	-	1%	2%	2%	3%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	3	3	-	3	-	-	1	1	-	-	1	-	-	1	-	3	-	-	-	1	1	1
	*	*	-	*	-	-	1%	*	-	-	*	-	-	*	-	*	-	-	-	*	*	*
None of these	157	86	70	85	68	1	9	12	5	20	20	14	21	13	14	129	12	6	11	26	40	63
	7%	7%	9%	7%	9%	4%	11%h	6%	3%	12%hm	11%hm	6%	8%	5%	8%h	7%	10%	13%	6%	6%	11%su	7%
Not stated	844	493	350	566	262	12	33	85	67	65	77	115	91	99	44	674	64	16	90	184	141	349
	40%	39%	43%	45%d	34%	39%	39%	41%n	40%n	39%	41%n	50%lmn	33%	37%n	27%	39%	51%p	37%	48%	40%	40%	37%
Device nets: All TV	134	102	32	82	49	*	3	16	22	7	11	16	15	19	12	121	6	2	5	41	18	62
	6%	8%b	4%	6%	6%	1%	4%	8%	13%ijl	4%	6%	7%	5%	7%	7%	7%	5%	5%	3%	9%	5%	7%
All TV set-top box	96	68	28	59	37	-	3	15	16	6	9	11	9	11	10	89	4	1	3	33	15	41
	5%	5%	3%	5%	5%	-	4%	7%	9%	4%	5%	5%	3%	4%	6%	5%	3%	1%	2%	7%	4%	4%

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

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Absolutes/col percents

Table 49

Q13 - Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All respondents

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	2102	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	2102	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	1150	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	64	64	44	53	37	40	63	45	26	11	40	64	47	27	11	64	-	57	61	64
	3%	4%	3%	4%	5%	3%	7%ei	6%ei	5%i	2%	3%	6%jn	5%jn	4%	2%	3%	-	3%	3%	3%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	36	36	17	23	11	14	12	16	15	30	17	12	17	15	36	36	-	27	35	36
	2%	2%b	1%	2%	1%	1%	1%	2%	3%e	6%efg	1%	1%	2%	2%	6%klm	2%	-	2%	2%	2%
Smart TV	43	31	29	43	27	27	24	32	29	18	29	24	34	31	18	43	-	43	43	43
	2%	2%	2%	3%	3%	2%	3%	4%	6%ef	3%	2%	2%	4%	5%jk	3%	2%	-	3%	2%	2%
Smartphone	416	299	340	416	234	305	199	360	173	122	335	205	416	193	126	416	-	369	412	416
	20%	19%	21%	28%ab	28%ab	25%	22%	47%efhi	34%efi	22%	23%	20%	44%jkmn	30%jkn	21%	21%p	-	22%	23%	21%
PC/Mac/laptop	768	572	768	623	361	676	325	372	213	225	768	358	438	252	242	766	2	691	752	766
	37%	36%	47%ac	42%a	44%a	56%fghi	37%	48%fi	42%	41%	52%klmn	36%	47%kmn	40%	40%	39%p	1%	42%	42%	39%
Tablet computer (e.g. iPad)	236	183	172	209	150	150	122	160	217	82	169	125	178	236	86	236	-	230	233	236
	11%	11%	10%	14%b	18%abc	12%	14%	21%efi	42%efgi	15%	11%	12%	19%jk	37%jkln	14%	12%p	-	14%	13%	12%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	14	13	12	14	8	11	8	10	10	10	12	8	10	10	10	14	-	14	14	14
	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	2%	2%	1%	-	1%	1%	1%
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	41	31	32	36	41	30	23	34	24	14	31	24	35	24	14	41	-	40	41	41
	2%	2%	2%	2%	5%abc	2%	3%	4%	5%e	3%	2%	2%	4%	4%	2%	2%	-	2%	2%	2%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	3	2	3	2	3	3	2	1	2	1	3	2	1	2	1	3	-	3	3	3
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	-	*	*	*
None of these	157	127	95	96	59	29	52	26	8	41	33	69	33	12	48	146	11	96	135	146
	7%	8%	6%	6%	7%	2%	6%eh	3%	2%	8%egh	2%	7%jm	4%	2%	8%jm	7%	10%	6%	7%	7%
Not stated	844	649	619	482	238	372	326	150	118	186	514	395	212	175	213	739	105	584	591	739
	40%	41%cd	38%cd	32%	29%	31%gh	37%egh	19%	23%	34%gh	35%lm	39%lm	23%	28%	35%lm	37%	89%o	35%	33%	37%i
Device nets: All TV	134	121	81	110	70	72	89	84	62	52	78	91	89	64	57	134	-	119	130	134
	6%	8%b	5%	7%b	8%b	6%	10%e	11%e	12%e	9%e	5%	9%j	9%j	10%j	9%j	7%	-	7%	7%	7%
All TV set-top box	96	96	57	72	46	51	71	58	38	38	54	73	60	39	44	96	-	81	93	96
	5%	6%b	3%	5%	6%	4%	8%e	7%e	7%e	7%	4%	7%j	6%j	6%j	7%j	5%	-	5%	5%	5%

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

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Absolutes/col percents

Table 49

Q13 - Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All respondents

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	64	50	3	6	47	32	32	28	13	-	14	28	22	50	1	1	36	22	58	60
	3%	5%b	1%	3%	3%	4%	2%	6%	4%	-	3%	3%	3%	3%	*	*	4%no	6%no	4%no	5%no
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	36	23	7	9	21	14	21	10	6	2	7	17	11	28	15	15	15	5	20	16
	2%	2%	1%	4%d	1%	2%	2%	2%	2%	3%	2%	2%	2%	2%	3%	2%	2%	1%	2%	1%
Smart TV	43	31	8	7	34	24	19	17	13	1	2	22	19	41	9	11	22	9	31	32
	2%	3%	2%	3%	2%	3%*	1%	3%	4%	2%	1%	2%	3%	2%	2%	2%	2%	3%	2%	3%
Smartphone	416	297	44	38	346	167	249	126	52	13	48	191	176	367	79	88	208	67	275	253
	20%	27%bcd	10%	18%b	21%b	23%	18%	26%	17%	19%	12%	18%kl	27%jk	22%	14%	15%	22%no	19%	21%no	22%no
PC/Mac/laptop	768	465	139	52	653	261	507	178	110	19	141	360	264	624	193	205	334	121	455	408
	37%	42%bc	31%	24%	40%bc	35%	37%	36%	36%	26%	35%	35%	40%	37%	35%	35%	36%	34%	35%	35%
Tablet computer (e.g. iPad)	236	177	24	21	199	103	134	74	46	11	18	115	103	218	44	47	124	30	154	144
	11%	16%bd	5%	10%	12%b	14%*	10%	15%	15%	15%	4%	11%kl	16%jk	13%k	8%	8%	13%no	8%	12%	12%no
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	14	11	2	5	8	9	5	6	4	1	3	5	7	11	3	3	6	5	11	9
	1%	1%	*	3%d	*	1%	*	1%	1%	2%	1%	*	1%	1%	*	*	1%	1%	1%	1%
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	41	27	3	7	32	20	21	17	6	1	5	17	19	36	10	11	22	8	29	30
	2%	2%	1%	3%	2%	3%	2%	3%	2%	1%	1%	2%	3%	2%	2%	2%	2%	2%	2%	3%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	3	2	-	1	2	2	1	2	1	-	1	1	1	2	-	-	2	1	3	3
	*	*	-	*	*	*	*	*	*	-	*	*	*	*	-	-	*	*	*	*
None of these	157	71	31	29	102	45	112	28	25	6	35	72	50	122	36	39	73	24	98	80
	7%	7%	7%	14%abd	6%	6%	8%	6%	8%	9%	9%	7%	8%	7%	7%	7%	8%	7%	8%	7%
Not stated	844	350	231	78	625	258	586	154	111	34	191	447	201	649	251	263	373	151	524	464
	40%	32%	51%acd	37%	39%a	35%	43%e	31%	36%	49%	48%lm	43%l	31%	38%l	46%	45%	40%	42%	40%	40%
Device nets: All TV	134	95	18	21	94	64	70	49	29	3	22	63	49	112	24	26	68	33	101	98
	6%	9%bd	4%	10%b	6%	9%*	5%	10%	9%	5%	5%	6%	7%	7%	4%	4%	7%	9%no	8%no	8%no
All TV set-top box	96	70	10	15	64	44	52	35	17	2	20	44	32	76	15	15	49	25	74	72
	5%	6%bd	2%	7%b	4%	6%	4%	7%	6%	3%	5%	4%	5%	4%	3%	3%	5%	7%no	6%no	6%no

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

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Absolutes/col percents

Table 49

Q13 - Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	2102	328	1662	112	258	70	270	58	67	852	360
Base	2102	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	1150	221	878	70	170	53	180	42	47	483	196
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	64 3%	21 7%b	42 3%	1 1%	16 6%	5 8%	16 6%	4 9%	5 8%	25 3%	11 3%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	36 2%	15 5%b	18 1%	2 2%	14 6%	2 3%	13 5%	3 5%	3 5%	20 2%	5 1%
Smart TV	43 2%	25 8%bc	18 1%	- -	22 9%	3 5%	22 9%	3 5%	8 13%	23 3%	6 2%
Smartphone	416 20%	90 30%b	301 18%	24 22%	79 32%	12 20%	83 32%g	8 16%	21 32%	190 22%	58 16%
PC/Mac/laptop	768 37%	117 38%	605 36%	46 44%	92 38%	24 41%	101 39%	16 33%	24 36%	304 35%	148 42%
Tablet computer (e.g. iPad)	236 11%	61 20%bc	166 10%	9 9%	55 23%e	6 9%	57 22%g	4 8%	10 16%	116 14%	31 9%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	14 1%	7 2%b	6 *	1 1%	7 3%	- -	7 3%	- -	4 7%	8 1%	1 *
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	41 2%	12 4%b	28 2%	2 1%	10 4%	2 3%	11 4%	1 2%	2 3%	17 2%	8 2%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	3 *	1 *	1 *	- -	1 *	1 1%	1 1%	- -	- -	1 *	1 *
None of these	157 7%	18 6%	123 7%	15 15%ab	17 7%	2 3%	16 6%	2 4%	2 4%	64 7%	16 4%
Not stated	844 40%	60 20%	752 44%ac	32 30%	45 18%	15 26%	46 18%	14 29%	9 13%	314 37%	151 43%
Device nets: All TV	134 6%	54 18%bc	77 5%	3 3%	44 18%	10 17%	44 17%	10 20%	15 24%	62 7%	20 6%
All TV set-top box	96 5%	33 11%bc	60 4%	3 3%	26 11%	7 11%	26 10%	7 15%	9 14%	42 5%	16 5%

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

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Absolutes/col percents

Table 50

Q13 - Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	2102	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	2102	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	1150	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	48	28	20	16	16	9	4	2	1	32	14	3	19	8	1	1	13	6	1	-	14	12	15	7	26	22
	2%	*3%*	*2%*	4%fhjk	4%k	*2%*	*1%*	*1%*	*	4%jk	*2%*	*1%*	*5%*	*2%*	*1%*	*1%*	*3%*	*1%*	*1%*	-	*3%*	*2%*	*4%*	*2%*	*2%*	*3%*
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	25	15	10	10	10	3	1	-	*	21	4	*	12	3	-	-	8	1	-	*	7	6	6	6	13	12
	1%	*1%*	*1%*	3%jk	2%jk	*1%*	*	-	*	2%jk	*	*	*3%*	*1%*	-	-	*2%*	*	-	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
Smart TV	33	21	12	13	9	7	2	1	1	23	9	2	11	8	1	1	12	1	-	-	13	11	9	-	24	9
	2%	*2%*	*1%*	3%jk	*2%*	*2%*	*1%*	*	*	3%k	*1%*	*	*3%*	*2%*	*	*1%*	2%q	*	-	-	3%w	*1%*	2%w	-	2%w	*1%*
Smartphone	139	76	64	58	50	24	7	1	*	108	30	1	58	17	1	*	50	13	-	-	43	46	23	27	89	50
	7%	*7%*	*6%*	15%efghjk	11%efghjk	6%ghk	*2%*	*	*	13%efghjk	4%k	*	16%mno	*4%*	*	*	11%qrs	*3%*	-	-	*8%*	*6%*	*6%*	*6%*	*7%*	*6%*
PC/Mac/laptop	268	155	113	94	84	56	24	3	7	178	80	10	95	51	3	7	83	29	*	*	91	97	44	35	188	80
	13%	15%b	*11%*	24%efghjk	19%ghjk	13%ghk	*6%*	*1%*	*3%*	21%efghjk	10%ghk	*2%*	26%mno	12%n	*2%*	*5%*	18%qrs	*7%*	*	*1%*	17%wy	13%w	*12%*	*8%*	15%wy	*9%*
Tablet computer (e.g. iPad)	128	69	59	44	40	30	10	3	1	85	40	3	44	24	1	1	41	16	2	-	42	38	27	21	80	48
	6%	*7%*	*6%*	11%ghjk	9%ghjk	7%ghk	*2%*	*1%*	*	10%ghjk	5%hk	*1%*	12%mno	*6%*	*1%*	*	9%qs	*4%*	*2%*	-	*8%*	*5%*	*7%*	*5%*	*6%*	*6%*
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	10	5	5	6	4	-	-	-	-	10	-	-	5	-	-	-	5	-	-	-	5	2	-	3	7	3
	*	*	*	1%jk	1%j	-	-	-	-	1%j	-	-	*1%*	-	-	-	*1%*	-	-	-	*1%*	*	-	*1%*	*1%*	*
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	23	18	6	8	12	2	1	-	-	20	4	-	14	4	-	-	6	-	-	-	7	7	7	3	13	10
	1%	*2%*	*1%*	2%jk	3%jk	*1%*	*	-	-	2%jk	*	-	4%m	*1%*	-	-	*1%*	-	-	-	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	4	3	1	1	1	1	2	-	-	2	2	-	2	2	-	-	-	1	-	-	1	2	2	-	2	2
	*	*	*	*	*	*	*	-	-	*	*	-	*	*	-	-	-	*	-	-	*	*	*	-	*	*
None of these	77	36	41	34	20	11	7	2	3	54	18	5	23	9	1	3	31	9	*	1	21	26	11	19	47	30
	4%	*3%*	*4%*	8%efghjk	5%k	*3%*	*2%*	*1%*	*2%*	6%efghjk	*2%*	*1%*	6%m	*2%*	*1%*	*2%*	7%q	*2%*	*	*1%*	*4%*	*3%*	*3%*	*4%*	*4%*	*4%*
Not stated	1544	741	804	189	271	310	355	223	198	460	665	420	170	326	125	119	290	339	97	78	350	552	272	371	902	642
	73%	*70%*	76%d	*47%*	61%c	74%cdi	89%cdeij	96%cdefij	94%cdeij	55%c	81%cdei	95%cdefij	*46%*	77%l	96%ilm	91%ilm	*61%*	85%p	97%pq	98%pq	*67%*	75%t	*71%*	81%tvx	*72%*	76%t
Device nets: All TV	99	58	41	39	31	18	7	2	2	70	25	4	38	18	1	1	32	7	1	*	34	24	28	13	58	41
	5%	*6%*	*4%*	10%efghjk	7%ghjk	4%k	*2%*	*1%*	*1%*	8%efghjk	*3%*	*1%*	10%mno	*4%*	*1%*	*1%*	7%q	*2%*	*1%*	*	6%u	*3%*	7%uw	*3%*	*5%*	*5%*
All TV set-top box	69	40	28	26	23	12	5	2	1	49	17	3	28	10	1	1	21	7	1	*	20	15	20	13	36	33
	3%	*4%*	*3%*	6%efghjk	5%ghjk	*3%*	*1%*	*1%*	*1%*	6%ghjk	*2%*	*1%*	8%mo	*2%*	*1%*	*1%*	*4%*	*2%*	*1%*	*	*4%*	*2%*	5%u	*3%*	*3%*	*4%*

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

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Absolutes/col percents

Table 50

Q13 - Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All respondents

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	2102	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	1150	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	48	38	10	31	15	-	2	11	5	1	5	2	2	9	9	47	1	-	-	18	6	23
	2%	3%b	1%	2%	2%	-	2%	5%lkl	3%	1%	3%	1%	1%	3%	6%lkl	3%	1%	-	-	4%	2%	2%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	25	19	4	18	7	-	1	4	3	3	4	1	3	3	4	25	-	-	-	7	6	11
	1%	2%	*	1%	1%	-	1%	2%	2%	2%	2%	*	1%	1%	2%	1%	-	-	-	2%	2%	1%
Smart TV	33	31	2	21	11	-	1	6	5	2	3	5	4	3	2	30	2	1	-	12	4	13
	2%	2%b	*	2%	1%	-	1%	3%	3%	1%	1%	2%	1%	1%	1%	2%	2%	3%	-	3%	1%	1%
Smartphone	139	93	46	71	62	3	6	19	8	11	14	10	20	22	20	127	4	2	6	32	24	71
	7%	7%	6%	6%	8%	9%	7%	9%	5%	6%	7%	4%	7%	8%	12%lk	7%	3%	6%	3%	7%	7%	8%
PC/Mac/laptop	268	183	83	157	103	6	10	34	17	28	27	15	36	48	25	239	9	6	14	61	54	124
	13%	14%b	10%	12%	13%	20%	12%	16%k	10%	17%k	14%	7%	13%	18%k	15%k	14%	7%	14%	7%	13%	15%	13%
Tablet computer (e.g. iPad)	128	93	33	76	45	3	7	16	5	9	13	13	22	19	13	115	4	1	7	28	21	66
	6%	7%b	4%	6%	6%	11%	9%	8%	3%	5%	7%	6%	8%	7%	8%	7%	3%	3%	4%	6%	6%	7%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	10	9	1	6	4	-	1	1	2	1	-	2	-	1	1	9	1	-	-	3	1	5
	*	1%	*	*	1%	-	1%	*	1%	1%	-	1%	-	1%	1%	1%	1%	-	-	1%	*	1%
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	23	18	5	13	9	1	1	4	2	1	2	-	5	7	*	22	1	1	-	7	2	13
	1%	1%	1%	1%	1%	3%	1%	2%	1%	*	1%	-	2%	3%	*	1%	1%	2%	-	1%	1%	1%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	4	4	-	4	*	-	-	-	-	2	1	-	-	1	1	4	-	-	-	-	2	2
	*	*	-	*	*	-	-	-	-	1%	*	-	-	*	1%	*	-	-	-	-	1%	*
None of these	77	49	28	37	35	1	5	5	4	6	6	8	10	9	14	68	7	1	1	14	12	42
	4%	4%	3%	3%	5%	4%	6%	2%	3%	4%	3%	4%	4%	3%	9%glmn	4%	5%	3%	1%	3%	3%	4%
Not stated	1544	877	664	948	563	22	58	142	125	115	136	188	198	185	96	1244	104	31	166	326	251	667
	73%	69%	81%a	75%	73%	73%	70%	68%	75%k	69%	73%n	82%gmn	73%n	68%n	58%	71%	83%o	75%	89%o	71%	71%	71%
Device nets: All TV	99	82	15	64	32	-	2	18	13	5	11	7	9	15	14	95	3	1	-	32	16	46
	5%	6%b	2%	5%	4%	-	2%	8%	8%	3%	6%	3%	3%	6%	9%	5%f	2%	3%	-	7%	5%	5%
All TV set-top box	69	53	14	45	22	-	2	14	8	4	8	3	6	13	12	68	1	-	-	23	12	33
	3%	4%b	2%	4%	3%	-	2%	7%k	5%	2%	4%	1%	2%	5%	7%kl	4%	1%	-	-	5%	3%	3%

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

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Absolutes/col percents

Table 50

Q13 - Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All respondents

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	2102	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	2102	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	1150	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	48 2%	48 3%	34 2%	43 3%	31 4%	32 3%	48 5%ei	37 5%e	25 5%e	13 2%	32 2%	48 5%jn	37 4%j	26 4%j	13 2%	48 2%	- -	48 3%	48 3%	48 2%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	25 1%	25 2%	17 1%	21 1%	12 1%	17 1%	14 2%	19 2%	15 3%	25 5%ei	17 1%	14 1%	20 2%	15 2%	25 4%jk	25 1%	- -	25 2%	24 1%	25 1%
Smart TV	33 2%	27 2%	23 1%	33 2%	21 3%	21 2%	16 2%	26 3%	24 5%ef	16 3%	23 2%	18 2%	27 3%	26 4%jk	18 3%	33 2%	- -	33 2%	33 2%	33 2%
Smartphone	139 7%	113 7%	117 7%	139 9%	91 11%ab	114 9%	77 9%	136 18%efi	85 17%efi	55 10%	117 8%	78 8%	139 15%jkn	87 14%jk	56 9%	139 7%	- -	132 8%	138 8%	139 7%
PC/Mac/laptop	268 13%	197 12%	268 16%a	235 16%a	162 20%a	253 21%fl	129 15%	171 22%fl	117 23%fl	92 17%	268 18%k	132 13%	190 20%k	130 20%k	94 16%	266 13%p	2 2%	251 15%	264 15%	266 13%
Tablet computer (e.g. iPad)	128 6%	102 6%	91 6%	122 8%b	92 11%ab	86 7%	72 8%	103 13%ef	126 25%efgi	51 9%	90 6%	72 7%	109 12%jk	128 20%jkln	52 9%	128 6%	- -	125 8%	128 7%	128 6%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	10 *	9 1%	9 1%	10 1%	7 1%	9 1%	6 1%	8 1%	8 2%	5 1%	9 1%	6 1%	8 1%	8 1%	5 1%	10 1%	- -	10 1%	10 1%	10 1%
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	23 1%	17 1%	18 1%	22 2%	23 3%ab	17 1%	13 2%	18 2%	16 3%e	7 1%	18 1%	13 1%	19 2%	16 3%	7 1%	23 1%	- -	23 1%	23 1%	23 1%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	4 *	4 *	2 *	2 *	4 1%	2 *	2 *	2 *	2 *	3 1%	2 *	2 *	2 *	2 *	3 *	4 *	- -	4 *	4 *	4 *
None of these	77 4%	50 3%	52 3%	58 4%	39 5%	41 3%	30 3%	34 4%	18 4%	18 3%	46 3%	32 3%	45 5%	22 4%	20 3%	76 4%	1 1%	69 4%	73 4%	76 4%
Not stated	1544 73%	1178 74%cd	1195 72%cd	1001 67%d	493 60%	792 65%gh	599 68%gh	396 51%	238 47%	358 65%gh	1027 70%lm	712 71%lm	529 56%	342 54%	411 68%lm	1429 72%	115 97%o	1135 68%	1255 70%	1429 72%
Device nets: All TV	99 5%	93 6%	67 4%	90 6%	58 7%b	63 5%	72 8%e	76 10%e	57 11%e	47 9%e	65 4%	73 7%j	78 8%j	60 9%j	48 8%j	99 5%	- -	99 6%	98 5%	99 5%
All TV set-top box	69 3%	69 4%	47 3%	60 4%	40 5%	45 4%	58 7%e	53 7%e	36 7%e	33 6%	45 3%	58 6%j	54 6%j	37 6%j	33 5%	69 3%	- -	68 4%	68 4%	69 3%

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

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Absolutes/col percents

Table 50

Q13 - Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All respondents

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	48	41	2	9	35	30	18	24	14	-	6	20	21	42	1	1	27	14	42	44
	2%	4%b	*	4%b	2%	4%i	1%	5%	5%	-	2%	2%	3%	2%	*	*	3%no	4%no	3%no	4%no
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	25	20	2	7	17	13	12	11	2	2	6	10	10	19	4	5	12	6	18	17
	1%	2%	*	3%bd	1%	2%	1%	2%	1%	3%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%
Smart TV	33	25	6	7	24	20	13	14	11	1	2	16	16	31	9	12	11	9	20	23
	2%	2%	1%	3%	1%	3%i	1%	3%	4%	2%	*	1%	2%	2%	2%	2%	1%	2%	2%	2%
Smartphone	139	115	11	22	112	62	77	52	24	4	15	63	61	124	26	27	76	22	97	86
	7%	10%bd	2%	10%b	7%b	8%	6%	11%	8%	5%	4%	6%	9%j	7%	5%	5%	8%	6%	8%	7%
PC/Mac/laptop	268	195	28	32	223	113	155	82	51	12	36	119	110	229	65	68	127	38	165	153
	13%	18%bd	6%	15%b	14%b	15%	11%	17%	17%	17%	9%	11%	17%jk	13%	12%	12%	14%	10%	13%	13%
Tablet computer (e.g. iPad)	128	101	9	15	99	63	65	51	26	7	4	58	65	123	25	27	68	15	83	81
	6%	9%bd	2%	7%b	6%b	9%i	5%	10%	9%	10%	1%	6%j	10%jk	7%j	5%	5%	7%	4%	6%	7%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	10	7	2	3	7	9	1	6	-	3	-	2	8	10	1	1	6	4	9	9
	*	1%	*	2%	*	1%i	*	1%	-	4%	-	*	1%jk	1%	*	*	1%	1%	1%	1%
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	23	15	1	2	20	13	10	13	4	-	3	8	12	20	5	6	11	4	15	17
	1%	1%	*	1%	1%	2%	1%	3%	1%	-	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	4	2	2	2	3	2	3	1	1	-	2	2	-	2	2	2	2	1	2	2
	*	*	1%	1%	*	*	*	*	*	-	*	*	-	*	*	*	*	*	*	*
None of these	77	45	11	17	51	29	48	20	10	4	5	37	35	72	17	20	39	10	49	41
	4%	4%	2%	8%abd	3%	4%	4%	4%	3%	5%	1%	4%	5%j	4%	3%	3%	4%	3%	4%	3%
Not stated	1544	702	387	117	1201	477	1068	293	204	45	339	787	413	1200	432	453	669	263	932	829
	73%	64%c	86%acd	55%	74%ac	65%	78%e	60%	67%	64%	85%klm	76%lm	63%	71%l	79%prs	78%s	71%	73%	72%	71%
Device nets: All TV	99	79	9	22	69	58	41	44	26	3	12	42	45	87	13	17	47	27	73	76
	5%	7%bd	2%	10%bd	4%	8%i	3%	9%	8%	5%	3%	4%	7%	5%	2%	3%	5%	7%no	6%n	7%no
All TV set-top box	69	56	3	15	49	39	30	32	15	2	11	27	30	58	4	5	37	19	56	56
	3%	5%bd	1%	7%bd	3%	5%i	2%	6%	5%	3%	3%	3%	5%	3%	1%	1%	4%no	5%no	4%no	5%no

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 50

Q13 - Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	2102	328	1662	112	258	70	270	58	67	852	360
Base	2102	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	1150	221	878	70	170	53	180	42	47	483	196
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	48	21	26	1	17	3	18	3	5	23	10
	2%	7%b	2%	1%	7%	6%	7%	6%	8%	3%	3%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	25	17	7	1	15	2	15	3	3	15	3
	1%	6%b	*	1%	6%	3%	6%	5%	5%	2%	1%
Smart TV	33	20	11	2	17	3	17	3	8	20	4
	2%	7%b	1%	2%	7%	4%	7%	5%	13%	2%	1%
Smartphone	139	50	85	5	42	8	44	6	15	65	16
	7%	16%bc	5%	4%	17%	13%	17%	12%	22%	8%	5%
PC/Mac/laptop	268	74	175	19	63	10	68	6	21	130	50
	13%	24%b	10%	18%	26%	17%	27%	13%	31%	15%	14%
Tablet computer (e.g. iPad)	128	38	84	5	36	2	37	1	8	64	15
	6%	12%b	5%	5%	15%e	4%	14%g	2%	13%	8%	4%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	10	7	3	-	7	-	7	-	2	8	-
	*	2%b	*	-	3%	-	3%	-	3%	1%	-
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	23	7	15	1	4	3	6	2	1	15	3
	1%	2%	1%	1%	2%	5%	2%	3%	1%	2%	1%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	4	3	1	-	3	1	3	-	-	2	*
	*	1%b	*	-	1%	1%	1%	-	-	*	*
None of these	77	19	48	11	15	4	15	3	2	27	7
	4%	6%b	3%	10%ab	6%	6%	6%	7%	3%	3%	2%
Not stated	1544	111	1366	68	81	30	86	25	13	594	269
	73%	37%	81%ac	64%a	33%	51%d	34%	52%d	20%	69%	76%
Device nets: All TV	99	54	42	4	46	8	46	8	16	53	16
	5%	18%bc	2%	4%	19%	13%	18%	16%	25%	6%	4%
All TV set-top box	69	35	32	2	30	5	30	5	8	35	13
	3%	12%bc	2%	2%	12%	9%	12%	11%	12%	4%	4%

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 51

Q13 - Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	2102	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	2102	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	1150	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	49	28	22	14	17	9	6	1	3	31	15	4	16	10	*	2	15	5	1	1	15	12	12	10	27	23
	2%	3%	2%	3%k	4%k	2%	1%	1%	1%	4%k	2%	1%	4%	2%	*	1%	3%	1%	1%	1%	3%	2%	3%	2%	2%	3%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	27	17	10	6	12	5	2	-	2	17	7	2	10	5	-	2	7	2	-	*	6	6	7	7	12	15
	1%	2%	1%	1%	3%	1%	1%	-	1%	2%	1%	*	3%	1%	-	1%	2%	1%	-	*	1%	1%	2%	2%	1%	2%
Smart TV	38	28	11	14	13	7	4	1	-	27	10	1	17	10	1	-	10	*	-	-	14	16	6	1	31	8
	2%	3%b	1%	3%hjk	3%k	2%	1%	1%	-	3%hjk	1%	*	5%	2%	1%	-	2%o	*	-	-	3%wy	2%	2%	*	2%w	1%
Smartphone	191	96	95	69	63	34	16	5	4	133	50	9	60	29	4	3	73	21	1	1	56	65	30	39	121	70
	9%	9%	9%	17%efghjk	14%efghjk	8%ghk	4%	2%	2%	16%efghjk	6%k	2%	16%mno	7%	3%	3%	15%qrs	5%	1%	1%	11%	9%	8%	9%	10%	8%
PC/Mac/laptop	586	306	280	155	142	122	95	41	31	296	217	73	139	119	30	18	157	98	11	13	178	215	86	107	393	193
	28%	29%	27%	39%efghjk	32%ghk	29%ghk	24%	18%	15%	35%fghjk	26%hk	16%	38%mno	28%o	23%	14%	33%qrs	25%r	11%	17%	34%wy	29%y	23%	23%	31%wy	23%
Tablet computer (e.g. iPad)	158	86	72	40	50	33	19	8	7	90	52	15	42	33	6	5	48	19	2	2	59	50	32	17	109	49
	7%	8%	7%	10%ghk	11%ghjk	8%k	5%	4%	3%	11%ghjk	6%	4%	11%	8%	5%	4%	10%qr	5%	2%	3%	11%uwy	7%	8%w	4%	9%w	6%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	9	6	3	3	3	1	2	*	-	5	3	*	4	2	-	-	2	1	*	-	7	2	-	1	8	1
	*	1%	*	1%	1%	*	1%	*	-	1%	*	*	1%	1%	-	-	*	*	*	-	1%j	*	-	*	1%	*
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	15	10	5	8	5	1	1	-	-	13	2	-	9	1	-	-	4	1	-	-	5	2	4	3	8	8
	1%	1%	*	2%ejk	1%	*	*	-	-	2%j	*	-	2%m	*	-	-	1%	*	-	-	1%	*	1%	1%	1%	1%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	3	1	1	1	2	-	-	-	-	3	-	-	1	-	-	-	1	-	-	-	1	1	1	-	2	1
	*	*	*	*	*	-	-	-	-	*	-	-	*	-	-	-	*	-	-	-	*	*	*	-	*	*
None of these	125	55	70	28	25	22	27	12	11	54	49	23	21	20	9	5	33	29	3	6	36	53	15	20	89	36
	6%	5%	7%	7%	6%	5%	7%	5%	5%	6%	6%	5%	6%	5%	7%	4%	7%	7%	3%	7%	7%	7%	4%	4%	7%	4%
Not stated	1172	571	601	137	206	235	262	172	159	344	497	331	132	250	87	102	211	247	85	57	243	402	228	299	645	526
	56%	54%	57%	34%	47%c	56%cdl	66%cdel	74%cdeij	76%cdeil	41%	61%cdl	75%cdefjl	36%	59%l	67%l	78%lm	45%	62%p	84%pq	72%p	47%	54%t	60%tx	65%tux	51%	63%tux
Device nets: All TV	107	67	40	33	37	18	11	2	5	70	30	7	39	23	2	3	31	7	1	1	34	30	25	18	64	43
	5%	6%b	4%	8%ghjk	8%ghjk	4%	3%	1%	2%	8%efghjk	4%	2%	11%mno	5%	1%	3%	7%q	2%	1%	2%	6%	4%	6%	4%	5%	5%
All TV set-top box	72	41	30	20	25	13	8	1	5	45	21	6	23	14	*	3	22	6	1	1	20	15	19	17	35	36
	3%	4%	3%	5%gk	6%gjk	3%	2%	1%	2%	5%gjk	3%	1%	6%	3%	*	3%	5%q	2%	1%	2%	4%	2%	5%	4%	3%	4%

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 51

Q13 - Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All respondents

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	2102	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	1150	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	49	39	10	30	19	1	1	12	5	3	4	2	2	10	10	48	1	-	-	18	7	23
	2%	3%b	1%	2%	2%	2%	2%	6%kl	3%	2%	2%	1%	1%	4%	6%kl	3%	1%	-	-	4%	2%	2%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	27	19	7	16	10	-	1	6	3	1	5	1	5	1	3	26	-	1	-	11	6	10
	1%	2%	1%	1%	1%	-	2%	3%m	2%	1%	3%	*	2%	*	2%	1%	-	2%	-	2%	2%	1%
Smart TV	38	36	2	28	9	-	2	2	5	1	5	7	4	2	7	35	1	2	1	9	6	20
	2%	3%b	*	2%	1%	-	3%	1%	3%	1%	3%	3%	1%	1%	4%m	2%	1%	4%	1%	2%	2%	2%
Smartphone	191	127	63	95	91	3	8	23	14	20	16	8	25	26	25	165	7	5	15	45	36	84
	9%	10%	8%	7%	12%c	10%	10%	11%k	8%	12%k	9%	3%	9%	10%	15%k	9%	5%	11%	8%	10%	10%	9%
PC/Mac/laptop	586	362	223	334	233	11	23	63	48	37	52	49	90	81	61	505	26	10	46	134	90	281
	28%	28%	27%	26%	30%	35%	28%	30%	29%	22%	28%	22%	33%	30%	36%gk	29%	21%	23%	25%	29%	25%	30%
Tablet computer (e.g. iPad)	158	110	46	100	51	3	13	15	11	11	15	11	27	17	15	134	9	4	11	39	25	71
	7%	9%	6%	8%	7%	10%	15%km	7%	7%	6%	8%	5%	10%	6%	9%	8%	7%	9%	6%	8%	7%	8%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	9	8	*	7	1	*	3	2	1	-	1	-	-	1	*	8	*	-	-	6	1	1
	*	1%	*	1%	*	1%	3%klm	1%	1%	-	*	-	-	*	*	*	*	-	-	1%k	*	*
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	15	11	4	6	8	1	-	1	1	1	1	-	3	3	2	11	3	1	-	2	2	8
	1%	1%	*	1%	1%	3%	-	*	*	1%	*	-	1%	1%	1%	1%	2%	2%	-	*	*	1%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	3	3	-	2	1	-	1	1	-	-	-	-	-	2	-	3	-	-	-	1	-	2
	*	*	-	*	*	-	1%	*	-	-	-	-	-	1%	-	*	-	-	-	*	-	*
None of these	125	80	44	76	43	2	4	16	8	6	13	19	10	20	8	104	13	2	6	28	20	57
	6%	6%	5%	6%	6%	7%	5%	8%	5%	4%	7%	8%	4%	7%	5%	6%	11%	4%	3%	6%	6%	6%
Not stated	1172	670	498	737	411	16	46	102	86	107	101	145	148	142	66	941	75	26	129	234	208	500
	56%	53%	61%a	58%	53%	53%	55%n	49%	52%n	64%gn	54%n	63%gn	55%n	52%n	39%	54%	60%	62%	69%a	51%	59%	53%
Device nets: All TV	107	88	19	67	36	1	3	17	13	5	12	9	10	13	19	101	2	2	1	33	17	52
	5%	7%b	2%	5%	5%	2%	4%	8%	8%	3%	7%	4%	4%	5%	12%klm	6%	2%	5%	1%	7%	5%	6%
All TV set-top box	72	55	17	42	27	1	2	16	8	4	8	3	6	10	13	70	1	1	-	25	12	32
	3%	4%b	2%	3%	4%	2%	2%	7%kl	5%	2%	4%	1%	2%	4%	8%kl	4%	1%	2%	-	6%	3%	3%

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

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Absolutes/col percents

Table 51

Q13 - Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All respondents

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	2102	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	2102	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	1150	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	49 2%	49 3%	34 2%	40 3%	30 4%	30 2%	49 6%ei	32 4%i	23 4%i	9 2%	30 2%	49 5%jn	34 4%	24 4%n	9 1%	49 2%	* *	49 3%	48 3%	49 2%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	27 1%	27 2%	16 1%	21 1%	12 1%	16 1%	16 2%	15 2%	11 2%	26 5%efg	16 1%	16 2%	16 2%	11 2%	27 4%klm	27 1%	- -	24 1%	25 1%	27 1%
Smart TV	38 2%	30 2%	28 2%	38 3%	24 3%	28 2%	23 3%	28 4%	25 5%e	18 3%	28 2%	23 2%	30 3%	25 4%	18 3%	38 2%	- -	38 2%	38 2%	38 2%
Smartphone	191 9%	154 10%	168 10%	191 13%a	118 14%ab	156 13%	100 11%	172 22%efi	87 17%f	69 13%	167 11%	102 10%	191 20%jkn	99 16%jk	70 12%	191 10%p	- -	186 11%	189 10%	191 10%
PC/Mac/laptop	586 28%	441 28%	586 36%a	467 31%	282 34%a	528 44%fghi	244 28%	276 36%f	191 37%f	203 37%f	586 40%kl	257 26%	322 34%k	219 34%k	217 36%k	581 29%p	5 4%	531 32%	574 32%	581 29%
Tablet computer (e.g. iPad)	158 7%	127 8%	112 7%	136 9%	92 11%ab	98 8%	86 10%	100 13%e	146 29%efgi	59 11%	109 7%	87 9%	116 12%jk	158 25%jkln	62 10%	158 8%	- -	153 9%	157 9%	158 8%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	9 *	8 *	8 *	9 1%	5 1%	8 1%	4 *	6 1%	9 2%	4 1%	8 1%	4 *	6 1%	9 1%	4 1%	9 *	- -	9 1%	9 *	9 *
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	15 1%	11 1%	11 1%	15 1%	15 2%ab	11 1%	7 1%	11 1%	12 2%f	6 1%	11 1%	7 1%	13 1%	12 2%	6 1%	15 1%	- -	15 1%	15 1%	15 1%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	3 *	2 *	3 *	2 *	3 *	3 *	2 *	2 *	1 *	1 *	3 *	2 *	2 *	1 *	1 *	3 *	- -	3 *	3 *	3 *
None of these	125 6%	87 5%	70 4%	86 6%	46 6%	38 3%	39 4%	34 4%	21 4%	32 6%e	44 3%	53 5%	43 5%	25 4%	36 6%	117 6%	9 7%	101 6%	108 6%	117 6%
Not stated	1172 56%	897 56%cd	869 53%d	746 50%	378 46%	537 44%h	469 53%eghi	310 40%h	170 33%	246 45%h	723 49%lm	561 56%jlmn	410 44%	251 40%	286 47%m	1067 54%	105 89%o	815 49%	907 50%	1067 54%q
Device nets: All TV	107 5%	99 6%	71 4%	91 6%	60 7%b	66 5%	80 9%e	70 9%e	51 10%e	47 9%	67 5%	82 8%j	74 8%j	53 8%j	48 8%j	107 5%	* *	104 6%	104 6%	107 5%
All TV set-top box	72 3%	72 4%b	46 3%	56 4%	38 5%	41 3%	60 7%e	44 6%	29 6%	31 6%	41 3%	61 6%j	47 5%j	30 5%	31 5%j	71 4%	* *	68 4%	69 4%	71 4%

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

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Absolutes/col percents

Table 51

Q13 - Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All respondents

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	49	39	2	7	38	27	23	22	13	-	6	23	20	44	2	2	27	16	43	44
	2%	4%b	*	3%b	2%	4%f	2%	5%	4%	-	1%	2%	3%	3%	*	*	3%no	4%no	3%no	4%no
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	27	22	2	10	14	11	16	7	4	3	8	9	10	19	6	6	13	5	18	17
	1%	2%d	1%	5%abd	1%	1%	1%	1%	1%	4%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Smart TV	38	27	6	8	28	25	13	21	12	-	3	20	15	35	8	9	21	7	28	25
	2%	2%	1%	4%	2%	3%f	1%	4%	4%	-	1%	2%	2%	2%	1%	2%	2%	2%	2%	2%
Smartphone	191	147	13	24	158	73	118	56	29	5	29	81	82	162	32	36	95	42	137	124
	9%	13%bd	3%	11%b	10%b	10%	9%	11%	10%	8%	7%	8%	12%k	10%	6%	6%	10%no	12%no	11%no	11%no
PC/Mac/laptop	586	383	76	46	507	198	389	137	78	20	103	289	191	480	160	170	241	99	341	302
	28%	35%bc	17%	22%	31%bc	27%	28%	28%	26%	28%	26%	28%	29%	28%	29%	29%	26%	28%	26%	26%
Tablet computer (e.g. iPad)	158	119	13	14	132	69	89	54	29	5	8	85	65	150	29	31	85	19	104	99
	7%	11%b	3%	7%	8%b	9%	6%	11%	10%	8%	2%	8%j	10%j	9%	5%	5%	9%	5%	8%	8%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	9	5	1	3	4	6	3	3	3	1	-	4	5	9	2	2	4	3	7	7
	*	*	*	2%d	*	1%	*	1%	1%	2%	-	*	1%	1%	*	*	*	1%	1%	1%
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	15	9	4	5	10	11	4	7	5	1	2	6	8	14	3	4	8	3	10	10
	1%	1%	1%	2%	1%	1%f	*	1%	1%	2%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	3	2	-	-	3	1	2	1	1	-	1	2	-	2	-	-	2	1	3	3
	*	*	-	-	*	*	*	*	*	-	*	*	-	*	-	-	*	*	*	*
None of these	125	72	21	19	87	51	75	34	22	6	17	63	45	108	31	34	71	12	83	68
	6%	7%	5%	9%	5%	7%	5%	7%	7%	8%	4%	6%	7%	6%	6%	6%	8%q	3%	6%	6%
Not stated	1172	492	329	102	872	380	792	234	168	39	257	591	319	910	322	338	521	199	720	652
	56%	45%	73%acd	48%	54%a	52%	58%e	48%	55%	55%	64%lm	57%l	49%	54%	59%	58%	56%	55%	56%	56%
Device nets: All TV	107	79	10	24	73	58	49	46	25	3	15	50	42	92	15	18	56	26	82	78
	5%	7%bd	2%	11%bd	5%	8%f	4%	9%	8%	4%	4%	5%	6%	5%	3%	3%	6%n	7%no	6%no	7%no
All TV set-top box	72	56	4	17	47	34	37	27	15	3	13	31	28	59	8	8	37	19	56	56
	3%	5%bd	1%	8%bd	3%	5%	3%	5%	5%	4%	3%	3%	4%	3%	1%	1%	4%no	5%no	4%no	5%no

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

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Absolutes/col percents

Table 51

Q13 - Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	2102	328	1662	112	258	70	270	58	67	852	360
Base	2102	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	1150	221	878	70	170	53	180	42	47	483	196
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	49	18	28	3	14	4	14	4	4	23	11
	2%	6%b	2%	3%	6%	7%	5%	9%	6%	3%	3%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	27	15	12	-	12	3	11	4	3	12	5
	1%	5%b	1%	-	5%	5%	4%	9%	5%	1%	1%
Smart TV	38	25	11	2	23	2	23	2	12	18	5
	2%	8%b	1%	2%	9%	3%	9%	4%	18%	2%	2%
Smartphone	191	62	124	6	51	10	54	7	11	92	28
	9%	20%bc	7%	5%	21%	18%	21%	15%	17%	11%	8%
PC/Mac/laptop	586	111	440	36	90	21	98	13	32	235	132
	28%	37%b	26%	34%	37%	35%	38%	28%	50%	27%	37%d
Tablet computer (e.g. iPad)	158	40	110	7	37	4	37	4	2	82	22
	7%	13%b	7%	7%	15%	6%	14%	8%	3%	10%	6%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	9	6	3	-	6	-	6	-	1	5	1
	*	2%b	*	-	2%	-	2%	-	2%	1%	*
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	15	8	7	*	7	*	7	*	-	13	1
	1%	3%b	*	*	3%	1%	3%	1%	-	2%	*
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	3	1	2	-	-	1	1	-	-	1	1
	*	*	*	-	-	1%	*	-	-	*	*
None of these	125	27	85	13	25	2	26	1	3	56	13
	6%	9%b	5%	12%b	10%	4%	10%	2%	4%	7%	4%
Not stated	1172	68	1053	51	48	20	50	18	8	448	179
	56%	22%	62%ac	48%a	20%	34%d	20%	37%d	12%	52%	51%
Device nets: All TV	107	54	48	5	45	9	44	10	18	49	20
	5%	18%bc	3%	5%	18%	15%	17%	21%	28%	6%	6%
All TV set-top box	72	30	38	3	23	7	22	9	7	33	15
	3%	10%b	2%	3%	9%	12%	9%	18%	11%	4%	4%

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

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Absolutes/col percents

Table 52

Q13 - Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	2102	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	2102	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	1150	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	25	17	9	10	9	3	3	-	-	19	7	-	11	6	-	-	8	1	-	-	6	8	8	3	14	11
	1%	2%	1%	2%k	2%k	1%	1%	-	-	2%k	1%	-	3%	1%	-	-	2%	*	-	-	1%	1%	2%	1%	1%	1%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	8	5	4	3	5	-	-	-	-	8	-	-	5	-	-	-	4	-	-	-	1	3	2	2	4	4
	*	*	*	1%j	1%j	-	-	-	-	1%j	-	-	1%	-	-	-	1%	-	-	-	*	*	1%	*	*	*
Smart TV	24	14	10	8	9	5	1	-	1	17	6	1	7	6	-	1	10	-	-	-	8	7	7	2	15	9
	1%	1%	1%	2%k	2%k	1%	*	-	*	2%k	1%	*	2%	1%	-	*	2%q	-	-	-	2%	1%	2%	*	1%	1%
Smartphone	37	21	15	14	18	2	3	-	-	32	5	-	18	4	-	-	14	1	-	-	12	9	8	8	21	16
	2%	2%	1%	3%eghjk	4%efghjk	*	1%	-	-	4%efghjk	1%	-	5%m	1%	-	-	3%q	*	-	-	2%	1%	2%	2%	2%	2%
PC/Mac/laptop	74	47	27	25	29	12	7	2	-	54	19	2	32	13	2	-	21	5	-	-	17	25	16	16	42	32
	4%	5%	3%	6%ghjk	6%ghjk	3%k	2%	1%	-	6%efghjk	2%	*	9%mo	3%	1%	-	5%q	1%	-	-	3%	3%	4%	4%	3%	4%
Tablet computer (e.g. iPad)	39	26	13	13	11	11	2	1	-	24	14	1	17	8	1	-	7	5	-	-	9	16	5	9	25	14
	2%	2%	1%	3%hk	2%k	3%k	1%	*	-	3%k	2%	*	5%	2%	1%	-	2%	1%	-	-	2%	2%	1%	2%	2%	2%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	5	4	1	2	2	-	-	-	-	5	-	-	4	-	-	-	1	-	-	-	2	2	-	1	4	1
	*	*	*	1%	1%	-	-	-	-	1%	-	-	1%	-	-	-	*	-	-	-	*	*	-	*	*	*
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	178	101	77	75	50	37	10	4	1	125	47	5	65	33	2	1	60	14	2	-	43	57	36	43	99	78
	8%	10%	7%	19%defghjk	11%fghjk	9%fghk	2%	2%	1%	15%efghjk	6%hk	1%	18%mno	8%o	2%	1%	13%qrs	4%	2%	-	8%	8%	9%	9%	8%	9%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	4	3	1	2	2	1	-	-	-	3	1	-	3	-	-	-	-	1	-	-	1	3	-	-	4	-
	*	*	*	*	*	*	-	-	-	*	*	-	1%	-	-	-	-	*	-	-	*	*	-	-	*	-
None of these	40	23	17	16	7	8	7	2	*	23	15	2	10	12	1	-	13	3	1	*	12	20	6	3	32	9
	2%	2%	2%	4%hk	2%	2%	2%	1%	*	3%k	2%	1%	3%	3%	1%	-	3%	1%	1%	1%	2%	3%	1%	1%	3%	1%
Not stated	1747	837	911	255	340	350	371	224	208	595	721	432	231	351	125	129	364	370	98	79	429	617	310	391	1046	701
	83%	80%	87%d	64%	77%c	83%cl	93%cdel	97%cdeij	99%cdefij	71%c	88%cdl	98%cdefijl	63%	83%l	96%lm	99%lm	77%	93%p	97%p	99%p	82%	84%	82%	85%	83%	83%
Device nets: All TV	52	30	22	21	19	8	3	-	1	39	12	1	18	11	-	1	21	1	-	-	15	15	15	6	31	21
	2%	3%	2%	5%fghjk	4%fghjk	2%	1%	-	*	5%fghjk	1%	*	5%	3%	-	*	5%q	*	-	-	3%	2%	4%	1%	2%	3%
All TV set-top box	32	20	12	13	12	3	3	-	-	25	7	-	14	6	-	-	12	1	-	-	7	11	10	4	18	14
	2%	2%	1%	3%eghjk	3%jk	1%	1%	-	-	3%jk	1%	-	4%	1%	-	-	2%q	*	-	-	1%	1%	3%	1%	1%	2%

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

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Absolutes/col percents

Table 52

Q13 - Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All respondents

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	2102	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	1150	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	25	22	2	20	6	-	1	2	1	3	2	1	1	9	5	24	1	-	-	3	5	16
	1%	2%b	*	2%	1%	-	1%	1%	*	2%	1%	1%	*	3%	3%	1%	1%	-	-	1%	1%	2%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	8	8	1	6	2	-	1	1	1	-	1	1	-	2	1	7	1	-	-	3	1	3
	*	1%	*	*	*	-	1%	*	1%	-	1%	*	-	1%	*	*	1%	-	-	1%	*	*
Smart TV	24	23	1	15	9	-	2	5	2	-	1	5	3	2	2	21	2	1	-	8	1	11
	1%	2%b	*	1%	1%	-	2%	2%	1%	-	1%	2%	1%	1%	1%	1%	2%	2%	-	2%	*	1%
Smartphone	37	28	6	22	13	1	3	2	1	5	4	3	4	6	5	33	2	-	1	5	9	19
	2%	2%	1%	2%	2%	5%	3%	1%	1%	3%	2%	2%	2%	2%	3%	2%	2%	-	1%	1%	2%	2%
PC/Mac/laptop	74	56	17	38	34	2	6	9	5	2	5	4	10	16	11	68	2	1	3	20	7	41
	4%	4%b	2%	3%	4%	8%	8%l	4%	3%	1%	3%	2%	4%	6%	6%	4%	2%	3%	1%	4%	2%	4%
Tablet computer (e.g. iPad)	39	32	4	24	13	-	3	6	*	3	2	-	5	7	4	31	4	1	3	10	5	17
	2%	3%b	*	2%	2%	-	4%k	3%	*	2%	1%	-	2%	3%	2%	2%	4%	2%	1%	2%	1%	2%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	5	4	1	4	1	-	1	-	-	-	1	-	-	1	1	4	1	-	-	1	1	2
	*	*	*	*	*	-	1%	-	-	-	*	-	-	1%	1%	*	1%	-	-	*	*	*
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	178	108	69	88	82	4	4	21	10	13	16	10	35	27	19	156	7	2	13	36	28	92
	8%	8%	8%	7%	11%c	13%	5%	10%	6%	8%	8%	4%	13%k	10%	12%	9%	5%	5%	7%	8%	8%	10%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	4	3	1	4	-	-	1	-	-	-	1	-	-	-	2	4	-	-	-	1	1	2
	*	*	*	*	-	-	1%	-	-	-	1%	-	-	-	1%	*	-	-	-	*	*	*
None of these	40	33	8	23	17	-	1	5	2	3	8	4	5	4	4	36	2	-	2	9	12	16
	2%	3%	1%	2%	2%	-	2%	2%	1%	2%	4%	2%	2%	2%	2%	2%	2%	-	1%	2%	3%	2%
Not stated	1747	1023	720	1072	631	24	67	166	146	144	151	205	220	213	120	1432	108	38	170	380	295	758
	83%	80%	88%a	84%	81%	79%	81%	80%	88%mn	86%n	81%	90%mn	81%	79%	72%	82%	86%	90%	91%	83%	83%	81%
Device nets: All TV	52	46	4	36	16	-	2	7	4	3	5	7	4	12	7	49	2	1	-	12	7	29
	2%	4%b	*	3%	2%	-	2%	3%	2%	2%	3%	3%	1%	4%	4%	3%	2%	2%	-	3%	2%	3%
All TV set-top box	32	28	3	24	8	-	1	3	2	3	4	2	1	10	5	30	2	-	-	6	6	18
	2%	2%b	*	2%	1%	-	1%	1%	1%	2%	2%	1%	*	4%l	3%	2%	2%	-	-	1%	2%	2%

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

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Absolutes/col percents

Table 52

Q13 - Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All respondents

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	2102	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	2102	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	1150	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	25 1%	25 2%	18 1%	25 2%	25 3%b	18 1%	25 3%	22 3%	19 4%e	9 2%	18 1%	25 3%	22 2%	19 3%j	9 1%	25 1%	- -	25 2%	25 1%	25 1%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	8 *	8 1%	6 *	8 1%	8 1%	6 1%	5 1%	7 1%	5 1%	8 2%	6 *	5 *	8 1%	5 1%	8 1%	8 *	- -	8 *	8 *	8 *
Smart TV	24 1%	19 1%	19 1%	24 2%	24 3%ab	18 1%	15 2%	22 3%	19 4%ef	12 2%	19 1%	15 1%	22 2%	19 3%j	12 2%	24 1%	- -	24 1%	24 1%	24 1%
Smartphone	37 2%	30 2%	32 2%	37 2%	37 4%abc	32 3%	24 3%	36 5%	25 5%e	18 3%	32 2%	24 2%	37 4%	27 4%j	18 3%	37 2%	- -	37 2%	37 2%	37 2%
PC/Mac/laptop	74 4%	62 4%	74 5%	67 4%	74 9%abc	73 6%	41 5%	56 7%	42 8%f	32 6%	74 5%	44 4%	61 6%	43 7%	36 6%	74 4%	- -	73 4%	74 4%	74 4%
Tablet computer (e.g. iPad)	39 2%	33 2%	27 2%	37 2%	39 5%abc	27 2%	27 3%	29 4%	37 7%efgi	13 2%	27 2%	27 3%	30 3%	39 6%jkln	13 2%	39 2%	- -	39 2%	39 2%	39 2%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	5 *	4 *	3 *	5 *	5 1%	3 *	4 *	4 1%	4 1%	2 *	3 *	4 *	4 *	4 1%	2 *	5 *	- -	5 *	5 *	5 *
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	178 8%	150 9%	161 10%	163 11%	178 22%abc	154 13%	94 11%	123 16%f	100 19%efl	74 14%	161 11%	97 10%	143 15%jk	104 16%jk	76 12%	178 9%p	- -	168 10%	177 10%	178 9%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	4 *	3 *	4 *	4 *	4 *	3 *	3 *	3 *	3 1%	3 *	4 *	3 *	3 *	3 1%	3 *	4 *	- -	4 *	4 *	4 *
None of these	40 2%	32 2%	33 2%	37 2%	40 5%abc	23 2%	23 3%	20 3%	13 3%	9 2%	28 2%	23 2%	26 3%	15 2%	10 2%	40 2%	- -	39 2%	40 2%	40 2%
Not stated	1747 83%	1295 81%d	1343 81%d	1165 78%d	469 57%	925 76%gh	674 76%gh	523 68%h	310 61%	409 75%gh	1168 79%lm	789 78%lm	660 70%	421 66%	461 76%m	1629 82%	118 100%o	1317 79%	1451 80%	1629 82%
Device nets: All TV	52 2%	47 3%	39 2%	51 3%	52 6%abc	39 3%	40 4%	45 6%e	38 7%e	24 4%	39 3%	40 4%	46 5%j	40 6%j	24 4%	52 3%	- -	52 3%	51 3%	52 3%
All TV set-top box	32 2%	32 2%	24 1%	31 2%	32 4%abc	24 2%	29 3%	27 4%	22 4%e	15 3%	24 2%	29 3%	28 3%	23 4%j	15 3%	32 2%	- -	32 2%	32 2%	32 2%

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 52

Q13 - Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All respondents

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	25 1%	21 2%	1 *	5 2%	19 1%	16 2%	9 1%	13 3%	7 2%	- -	3 1%	9 1%	13 2%	22 1%	- -	1 *	15 2%n	9 3%no	24 2%no	22 2%no
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	8 *	7 1%	- -	1 *	6 *	5 1%	4 *	5 1%	1 *	- -	1 *	4 *	3 *	7 *	1 *	1 *	6 1%	1 *	7 1%	6 1%
Smart TV	24 1%	23 2%b	1 *	7 3%bd	16 1%	17 2%	7 1%	13 3%	9 3%	- -	- -	9 1%	15 2%	24 1%	5 1%	6 1%	12 1%	6 2%	18 1%	17 1%
Smartphone	37 2%	31 3%bd	1 *	15 7%abd	22 1%	22 3%	14 1%	21 4%	5 2%	1 1%	4 1%	18 2%	15 2%	33 2%	6 1%	7 1%	23 2%	5 1%	28 2%	26 2%
PC/Mac/laptop	74 4%	66 6%bd	2 *	16 8%bd	50 3%b	32 4%	42 3%	22 4%	18 6%	2 3%	8 2%	37 4%	29 4%	66 4%	15 3%	17 3%	37 4%	11 3%	48 4%	46 4%
Tablet computer (e.g. iPad)	39 2%	29 3%b	1 *	7 3%b	29 2%	23 3%	16 1%	17 3%	13 4%	2 2%	2 *	17 2%	20 3%j	37 2%	4 1%	4 1%	22 2%	8 2%	30 2%	30 3%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	5 *	4 *	1 *	1 *	4 *	5 1%	- -	5 1%	2 1%	- -	- -	3 *	2 *	5 *	- -	- -	4 *	1 *	5 *	5 *
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	178 8%	124 11%bc	16 4%	9 4%	165 10%bc	80 11%	98 7%	57 12%	28 9%	11 16%	15 4%	76 7%	87 13%jk	162 10%	41 7%	43 7%	74 8%	37 10%	111 9%	106 9%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	4 *	2 *	2 *	2 1%d	2 *	4 1%	- -	3 1%	2 1%	- -	- -	2 *	1 *	3 *	- -	- -	3 *	2 *	4 *	4 *
None of these	40 2%	28 3%	3 1%	7 3%	31 2%	15 2%	25 2%	10 2%	7 2%	3 4%	5 1%	20 2%	16 2%	36 2%	8 1%	8 1%	23 2%	7 2%	29 2%	28 2%
Not stated	1747 83%	831 76%	424 94%acd	160 75%	1333 83%ac	563 77%	1184 87%a	364 74%	236 77%	55 77%	370 93%klm	877 85%l	493 75%	1370 81%l	483 88%pqrs	512 88%pqrs	766 82%	286 80%	1051 81%	938 80%
Device nets: All TV	52 2%	46 4%bd	2 *	13 6%bd	36 2%	33 4%	19 1%	26 5%	14 5%	- -	4 1%	20 2%	28 4%jk	48 3%	5 1%	7 1%	29 3%n	15 4%no	43 3%no	41 3%no
All TV set-top box	32 2%	27 2%	1 *	6 3%b	23 1%	20 3%	12 1%	17 3%	7 2%	- -	4 1%	12 1%	16 2%	28 2%	1 *	2 *	19 2%no	10 3%no	29 2%no	27 2%no

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 52

Q13 - Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	2102	328	1662	112	258	70	270	58	67	852	360
Base	2102	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	1150	221	878	70	170	53	180	42	47	483	196
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	25 1%	11 4%b	14 1%	- -	8 3%	3 5%	9 4%	2 4%	4 6%	12 1%	5 1%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	8 *	3 1%	6 *	- -	3 1%	- -	2 1%	1 2%	- -	4 *	2 *
Smart TV	24 1%	13 4%b	10 1%	1 1%	12 5%	1 2%	12 5%	1 2%	5 7%	16 2%	3 1%
Smartphone	37 2%	19 6%b	17 1%	1 1%	17 7%	2 3%	17 7%	2 4%	8 12%	19 2%	4 1%
PC/Mac/laptop	74 4%	26 8%b	43 3%	6 5%	17 7%	8 14%	21 8%	5 10%	6 9%	31 4%	12 3%
Tablet computer (e.g. iPad)	39 2%	15 5%b	21 1%	2 2%	14 6%	1 2%	14 5%	1 2%	1 1%	21 3%	4 1%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	5 *	2 1%	2 *	1 1%	2 1%	- -	2 1%	- -	1 1%	3 *	1 *
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	178 8%	36 12%	136 8%	6 6%	29 12%	7 11%	33 13%	2 5%	1 1%	71 8%	37 10%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	4 *	3 1%b	1 *	- -	3 1%	- -	3 1%	- -	1 1%	2 *	2 *
None of these	40 2%	6 2%	32 2%	2 2%	4 2%	2 4%	5 2%	1 2%	- -	19 2%	6 2%
Not stated	1747 83%	200 66%	1456 86%a	91 86%a	161 66%	38 65%	164 64%	35 73%	45 68%	698 82%	290 82%
Device nets: All TV	52 2%	26 9%bc	25 1%	1 1%	22 9%	4 7%	22 9%	4 8%	9 13%	29 3%	9 2%
All TV set-top box	32 2%	14 5%b	18 1%	- -	11 4%	3 5%	11 4%	3 6%	4 6%	15 2%	6 2%

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 53

Q13 - TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All ever use TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	1959	930	1029	388	445	380	321	221	204	833	701	425	348	337	119	126	485	364	102	78	556	708	318	377	1264	695
Base	1577	765	812	363	313	308	297	150	146	677	605	295	289	301	83	91	387	304	66*	55*	432	549	281	315	981	596
Effective Base	1621	783	838	335	375	317	268	184	166	698	583	349	300	285	100	103	398	298	84	63	463	587	259	317	1050	575
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	592	299	293	107	120	119	132	57	58	227	251	114	101	132	31	36	126	119	26	22	171	195	109	118	366	227
	38%	*39%*	*36%*	*29%*	38%c	39%c	44%ci	38%c	40%c	*34%*	41%ci	39%c	*35%*	44%l	*37%*	*39%*	*33%*	*39%*	*39%*	*40%*	*40%*	*35%*	*39%*	*37%*	*37%*	*38%*
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	185	90	95	38	39	32	37	12	27	77	69	39	32	33	5	20	45	36	6	8	72	45	38	29	117	68
	12%	*12%*	*12%*	*10%*	*12%*	*10%*	*13%*	*8%*	19%cdegjl	*11%*	*11%*	*13%*	*11%*	*11%*	*6%*	22%lmn	*12%*	*12%*	*9%*	*14%*	17%uwxy	*8%*	14%u	*9%*	12%u	*11%*
Smart TV	191	108	83	44	41	44	27	24	11	84	72	35	40	45	13	10	44	27	11	*	72	64	26	29	136	55
	12%	14%b	*10%*	*12%*	*13%*	14%h	*9%*	16%fh	*8%*	*12%*	*12%*	*12%*	*14%*	*15%*	*16%*	*11%*	11%s	9%s	16%s	*1%*	17%uvwy	*12%*	*9%*	*9%*	14%uvwy	*9%*
Smartphone	214	106	108	99	65	28	15	6	2	164	42	8	75	25	5	1	89	17	1	1	64	78	38	34	142	72
	14%	*14%*	*13%*	27%defghjk	21%efghjk	9%hk	5%h	*4%*	*1%*	24%efghjk	7%hk	*3%*	26%mno	8%o	6%o	*1%*	23%qrs	*6%*	*1%*	*1%*	*15%*	*14%*	*13%*	*11%*	*14%*	*12%*
PC/Mac/laptop	752	367	385	201	153	142	137	64	54	354	279	119	148	147	40	32	206	132	24	22	215	276	109	151	491	260
	48%	*48%*	*47%*	55%efghjk	49%hk	*46%*	*46%*	*43%*	*37%*	52%ghjk	46%h	*40%*	51%o	49%o	*48%*	*35%*	53%qr	*44%*	*37%*	*41%*	50%w	50%wy	*39%*	48%w	50%wy	*44%*
Tablet computer (e.g. iPad)	246	121	124	64	59	56	30	22	15	123	85	38	52	43	15	12	71	42	7	4	78	86	40	41	164	82
	16%	*16%*	*15%*	18%fh	19%fhk	18%fh	*10%*	*15%*	*10%*	18%fhjk	*14%*	*13%*	*18%*	*14%*	*18%*	*13%*	18%s	*14%*	*11%*	*7%*	*18%*	*16%*	*14%*	*13%*	*17%*	*14%*
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	9	4	5	3	3	1	1	1	-	6	2	1	4	1	-	-	2	1	1	-	5	4	-	1	9	1
	1%	*1%*	*1%*	*1%*	*1%*	*	*	*1%*	-	*1%*	*	*	*1%*	*	-	-	*1%*	*	*2%*	-	1%y	*1%*	-	*	1%y	*
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	129	81	48	49	39	28	10	2	1	88	38	3	52	27	1	1	36	11	1	-	36	45	26	23	80	49
	8%	11%b	*6%*	13%ghjk	13%ghjk	9%ghk	3%k	*1%*	*1%*	13%ghjk	6%ghk	*1%*	18%mno	9%no	*1%*	*1%*	9%qrs	*4%*	*1%*	-	*8%*	*8%*	*9%*	*7%*	*8%*	*8%*
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	13	10	3	1	6	1	3	2	-	7	4	2	4	3	2	-	3	*	-	-	3	6	3	1	9	4
	1%	1%b	*	*	2%c	*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*2%*	*1%*	*3%*	-	*1%*	*	-	-	*1%*	*1%*	*1%*	*	*1%*	*1%*
None of these	77	31	46	17	18	15	9	7	10	36	24	17	15	9	4	4	21	15	4	6	19	22	20	16	41	36
	5%	*4%*	*6%*	*5%*	*6%*	*5%*	*3%*	*5%*	*7%*	*5%*	*4%*	*6%*	*5%*	*3%*	*4%*	*5%*	*5%*	*5%*	*6%*	*11%*	*4%*	*4%*	7%t	*5%*	*4%*	*6%*
Device nets: All TV	885	447	438	179	179	171	180	86	90	358	351	175	160	181	45	60	198	170	41	29	274	284	162	165	558	327
	56%	*58%*	*54%*	*49%*	57%c	*56%*	61%cl	*57%*	61%cl	*53%*	58%c	59%c	*55%*	*60%*	*54%*	*66%*	*51%*	*56%*	*61%*	*54%*	63%uwxy	*52%*	*58%*	*52%*	57%u	*55%*
All TV set-top box	760	378	382	144	154	143	167	68	84	298	311	152	130	157	36	55	168	153	32	29	234	236	144	145	470	290
	48%	*49%*	*47%*	*40%*	49%c	*47%*	56%cegi	*45%*	58%cegi	*44%*	51%ci	51%ci	*45%*	*52%*	*43%*	60%lm	*43%*	*50%*	*48%*	*54%*	54%uwx	*43%*	51%u	*46%*	*48%*	*49%*

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 53

Q13 - TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All ever use TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	1959	1188	761	1231	668	31	94	214	195	140	185	110	194	290	229	1651	137	49	122	503	325	823
Base	1577	986	583	987	544	23**	66*	167	131	117	130	142*	213	227	122	1314	91	30*	141	364	246	703
Effective Base	1621	981	634	1011	559	26	83	191	171	126	164	95	169	260	208	1371	122	45	107	444	288	660
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	592	389	200	382	197	12	29	66	51	43	57	54	71	72	46	489	39	10	54	146	100	244
	38%	39%b	34%	39%	36%	50%	44%m	39%	39%	37%	44%m	38%	33%	32%	38%	37%	43%	32%	38%	40%	40%	35%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	185	105	79	126	54	1	8	18	14	11	10	21	33	33	18	166	5	3	12	40	21	105
	12%	11%	14%	13%	10%	6%	12%	11%	11%	10%	8%	15%	15%j	14%j	15%j	13%p	5%	8%	8%	11%	9%	15%u
Smart TV	191	130	60	127	59	3	6	19	13	12	14	24	21	32	18	159	11	3	18	38	26	95
	12%	13%	10%	13%	11%	12%	8%	11%	10%	10%	11%	17%	10%	14%	15%	12%	12%	8%	13%	10%	11%	14%
Smartphone	214	141	69	121	83	3	8	22	16	17	15	16	36	37	20	186	8	6	14	46	32	109
	14%	14%	12%	12%	15%	14%	12%	13%	12%	14%	12%	11%	17%	16%	16%	14%	8%	19%	10%	13%	13%	15%
PC/Mac/laptop	752	459	289	451	275	13	28	78	62	55	57	53	110	114	57	614	44	14	80	168	112	334
	48%	47%	50%	46%	50%	54%	42%	47%	47%	47%	44%	37%	52%k	50%k	47%	47%	48%	46%	57%o	46%	45%	47%
Tablet computer (e.g. iPad)	246	160	83	163	74	3	11	25	15	14	21	22	47	42	18	215	8	5	18	51	35	129
	16%	16%	14%	17%	14%	11%	16%	15%	12%	12%	16%	15%	22%hl	19%	15%	16%p	9%	15%	12%	14%	14%	18%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	9	8	1	6	2	1	1	*	-	1	1	1	-	3	-	8	-	-	1	2	2	4
	1%	1%	*	1%	*	6%	2%l	*	-	1%	1%	1%	-	1%	-	1%	-	-	1%	*	1%	1%
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	129	88	39	75	49	2	4	18	9	6	13	13	28	18	10	118	4	1	5	30	20	68
	8%	9%	7%	8%	9%	8%	6%	10%	7%	6%	10%	9%	13%l	8%	8%	9%	4%	5%	4%	8%	8%	10%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	13	12	1	13	1	-	1	1	1	2	1	2	1	2	-	10	1	-	2	2	3	4
	1%	1%b	*	1%d	*	-	1%	1%	*	2%	1%	1%	*	1%	-	1%	1%	-	2%	1%	1%	1%
None of these	77	45	31	52	23	-	3	10	4	6	4	10	10	13	4	65	7	2	3	18	9	38
	5%	5%	5%	5%	4%	-	5%	6%	3%	5%	3%	7%	5%	6%	3%	5%	8%d	7%	2%	5%	4%	5%
Device nets: All TV	885	565	315	576	287	15	38	95	73	61	77	91	114	122	73	744	48	14	78	207	138	400
	56%	57%	54%	58%d	53%	64%	58%	57%	56%	53%	59%	65%	53%	54%	60%	57%	53%	46%	55%	57%	56%	57%
All TV set-top box	760	481	276	496	246	13	36	82	66	54	67	73	100	101	62	642	42	12	64	184	121	337
	48%	49%	47%	50%	45%	56%	55%	49%	50%	47%	51%	52%	47%	45%	51%	49%	46%	41%	45%	50%	49%	48%

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

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Absolutes/col percents

Table 53

Q13 - TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All ever use TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	1959	1542	1587	1419	835	1220	890	745	558	539	1470	993	912	679	599	1883	76	1768	1718	1883
Base	1577	1244	1266	1157	681	965	739	622	457	436	1160	817	749	546	479	1513	64*	1419	1357	1513
Effective Base	1621	1281	1311	1183	698	1031	746	638	475	457	1223	826	772	572	506	1564	58	1480	1434	1564
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	592	592	450	429	273	305	546	234	163	93	380	592	282	197	104	567	26	547	486	567
	38%	48%bcd	36%	37%	40%	32%l	74%eghi	38%el	36%l	21%	33%n	73%ijmn	38%jn	36%n	22%	37%	41%	39%	36%	37%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	185	185	140	136	81	109	28	72	68	171	129	30	87	82	185	174	11	163	158	174
	12%	15%bc	11%	12%	12%	11%f	4%	12%f	15%ef	39%efgh	11%k	4%	12%k	15%jk	39%jklm	11%	17%	11%	12%	11%
Smart TV	191	125	151	191	99	124	82	108	96	61	145	84	127	106	65	189	2	184	180	189
	12%	10%	12%	16%ab	15%a	13%	11%	17%ef	21%efi	14%	12%	10%	17%jk	19%jkn	14%	12%p	3%	13%	13%	12%
Smartphone	214	162	179	214	131	163	100	194	112	78	176	106	214	120	80	214	*	208	210	214
	14%	13%	14%	19%ab	19%ab	17%	14%	31%efhi	24%efi	18%f	15%	13%	29%jkmn	22%jkn	17%	14%p	*	15%	15%	14%
PC/Mac/laptop	752	537	752	555	330	639	254	286	183	218	752	285	354	232	239	740	12	709	682	740
	48%	43%	59%acd	48%a	48%a	66%fghi	34%	46%f	40%f	50%fh	65%klmn	35%	47%k	43%k	50%klm	49%p	19%	50%	50%	49%
Tablet computer (e.g. iPad)	246	184	180	204	142	145	113	130	221	97	173	116	156	246	101	245	*	241	236	245
	16%	15%	14%	18%b	21%ab	15%	15%	21%ef	48%efgi	22%ef	15%	14%	21%jk	45%jkln	21%jk	16%p	1%	17%	17%	16%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	9	7	7	9	5	6	5	7	8	4	7	5	8	8	4	9	-	9	9	9
	1%	1%	1%	1%	1%	1%	1%	1%	2%e	1%	1%	1%	1%	1%j	1%	1%	-	1%	1%	1%
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	129	93	109	113	129	97	51	76	66	51	108	54	89	70	55	127	2	123	126	127
	8%	8%	9%	10%a	19%abc	10%f	7%	12%f	14%ef	12%f	9%k	7%	12%k	13%jk	11%k	8%	3%	9%	9%	8%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	13	12	8	9	13	7	4	4	6	8	8	4	8	6	9	13	-	13	13	13
	1%	1%	1%	1%	2%bc	1%	*	1%	1%	2%ef	1%	*	1%	1%	2%jk	1%	-	1%	1%	1%
None of these	77	54	41	53	29	18	20	26	4	15	24	25	32	9	17	65	13	46	60	65
	5%	4%	3%	5%	4%	2%	3%h	4%eh	1%	4%h	2%	3%	4%jm	2%	3%m	4%	20%p	3%	4%	4%
Device nets: All TV	885	820	669	674	404	482	588	366	289	275	587	638	437	338	300	847	38	811	747	847
	56%	66%bcd	53%	58%b	59%b	50%	80%eghi	59%e	63%e	63%e	51%	78%ijmn	58%j	62%j	63%j	56%	60%	57%	55%	56%
All TV set-top box	760	760	577	549	342	404	558	295	221	247	497	605	355	267	271	723	37	692	628	723
	48%	61%bcd	46%	47%	50%	42%	75%eghi	48%e	48%e	57%egh	43%	74%ijmn	47%j	49%j	57%ijm	48%	58%	49%	46%	48%

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

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Absolutes/col percents

Table 53

Q13 - TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All ever use TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	1959	1125	356	199	1539	583	1376	401	252	50	326	1048	578	1626	505	544	838	384	1222	1141
Base	1577	917	286	170	1227	566	1011	379	247	50*	278	783	511	1294	392	423	682	315	996	930
Effective Base	1621	942	287	168	1273	497	1149	341	215	45	273	862	488	1343	413	448	686	326	1012	947
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	592	351	106	72	453	263	329	170	123	18	88	298	203	500	12	17	313	225	538	546
	38%	38%	37%	42%	37%	46%j	33%	45%	50%	36%	32%	38%	40%lj	39%	3%	4%	46%no	71%noprs	54%nop	59%nopr
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	185	113	25	19	148	75	110	54	29	9	26	102	56	158	65	70	62	11	73	53
	12%	12%	9%	11%	12%	13%	11%	14%	12%	19%	9%	13%	11%	12%	17%pqrs	17%pqrs	9%qs	4%	7%q	6%
Smart TV	191	145	18	12	162	77	114	56	36	8	24	95	71	166	51	52	100	25	125	104
	12%	16%bc	6%	7%	13%bc	14%	11%	15%	15%	16%	9%	12%	14%j	13%	13%q	12%	15%qs	8%	13%q	11%
Smartphone	214	163	17	23	175	75	139	66	24	4	32	87	94	182	50	58	91	44	135	122
	14%	18%bd	6%	13%b	14%b	13%	14%	17%h	10%	8%	11%	11%	18%jkm	14%k	13%	14%	13%	14%	14%	13%
PC/Mac/laptop	752	458	123	43	646	218	534	139	103	21	151	358	241	599	254	265	304	102	406	357
	48%	50%bc	43%bc	25%	53%bc	38%	53%e	37%	42%	41%	54%km	46%	47%	46%	65%pqrs	63%pqrs	45%qs	32%	41%q	38%
Tablet computer (e.g. iPad)	246	183	21	12	218	102	143	78	50	9	24	131	91	222	69	76	113	32	145	132
	16%	20%bc	7%	7%	18%bc	18%j	14%	20%	20%	18%	9%	17%j	18%j	17%j	18%q	18%q	17%q	10%	15%q	14%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	9	8	-	1	8	4	5	3	1	-	1	6	2	8	3	3	5	1	6	5
	1%	1%	-	*	1%	1%	*	1%	1%	-	*	1%	*	1%	1%	1%	1%	*	1%	1%
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	129	95	15	5	116	51	78	34	22	10	11	61	57	118	41	43	56	14	70	61
	8%	10%bc	5%	3%	9%bc	9%	8%	9%	9%	19%gh	4%	8%j	11%jk	9%j	11%qrs	10%qrs	8%q	4%	7%	7%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	13	10	2	-	13	1	12	1	1	1	5	5	2	8	5	5	5	1	7	5
	1%	1%	1%	-	1%	*	1%	*	1%	1%	2%lm	1%	*	1%	1%	1%	1%	*	1%	1%
None of these	77	30	20	15	50	19	58	15	4	2	16	43	19	61	21	23	32	15	47	42
	5%	3%	7%ad	9%ad	4%	3%	6%d	4%	2%	4%	6%	5%	4%	5%	5%	5%	5%	5%	5%	5%
Device nets: All TV	885	546	143	101	687	377	508	251	164	34	128	454	300	754	122	133	421	246	668	643
	56%	60%b	50%	59%	56%	67%j	50%	66%	66%	67%	46%	58%j	59%j	58%j	31%	32%	62%no	78%noprs	67%nop	69%nop
All TV set-top box	760	452	130	90	586	326	434	215	143	27	113	391	252	643	76	87	364	233	597	583
	48%	49%	46%	53%	48%	58%j	43%	57%	58%	54%	41%	50%j	49%j	50%j	19%	21%	53%no	74%noprs	60%nop	63%nop

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

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Absolutes/col percents

Table 53

Q13 - TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All ever use TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	1959	313	1544	102	244	69	256	57	66	792	334
Base	1577	254	1246	77*	199	55*	210	44*	60*	639	260
Effective Base	1621	271	1265	86	211	60	223	49	57	660	282
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	592	92	477	23	73	19	76	16	19	252	100
	38%	36%	38%	30%	36%	35%	36%	36%	31%	39%	38%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	185	33	145	6	26	7	29	5	8	71	40
	12%	13%	12%	8%	13%	13%	14%	10%	13%	11%	15%
Smart TV	191	42	137	12	36	6	37	5	14	74	34
	12%	17%b	11%	15%	18%	10%	18%	11%	24%	12%	13%
Smartphone	214	54	154	6	45	9	48	6	13	84	42
	14%	21%bc	12%	8%	23%	16%	23%	14%	21%	13%	16%
PC/Mac/laptop	752	93	625	34	63	30	72	21	18	291	142
	48%	37%	50%a	44%	32%	55%d	34%	47%	30%	46%	55%d
Tablet computer (e.g. iPad)	246	41	195	9	33	8	35	6	2	130	37
	16%	16%	16%	12%	17%	15%	17%	13%	4%	20%d	14%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	9	2	7	-	2	-	2	-	-	3	1
	1%	1%	1%	-	1%	-	1%	-	-	*	1%
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	129	19	107	3	14	5	17	2	3	50	30
	8%	8%	9%	3%	7%	9%	8%	6%	5%	8%	11%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	13	3	10	-	3	1	3	-	-	1	5
	1%	1%	1%	-	1%	1%	2%	-	-	*	2%d
None of these	77	8	59	11	7	*	8	-	1	29	5
	5%	3%	5%	14%ab	4%	1%	4%	-	1%	5%	2%
Device nets: All TV	885	154	694	37	124	29	129	24	38	364	157
	56%	60%	56%	48%	63%	53%	62%	55%	63%	57%	60%
All TV set-top box	760	122	608	29	97	25	102	21	27	314	138
	48%	48%	49%	38%	49%	46%	48%	46%	44%	49%	53%

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

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Absolutes/col percents

Table 54

Q13 - On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All ever use On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	781	369	412	253	262	139	69	39	19	515	208	58	221	109	24	15	294	99	15	4	233	298	128	122	531	250
Base	683	333	350	243	188	125*	63*	41**	22**	431	188	64**	186	101*	31**	14**	245	87*	10**	8**	194	246	128*	116*	440	243
Effective Base	513	248	266	215	195	79	54	14	9	407	130	22	190	83	9	7	219	51	12	2	173	188	78	83	359	160
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	110	64	46	25	32	22	15	12	5	57	37	16	27	22	10	5	30	14	2	-	28	40	20	22	68	42
	16%	*19%*	*13%*	*10%*	17%c	*17%*	24%cl	*29%*	*20%*	*13%*	19%c	*26%*	*14%*	*22%*	*33%*	*32%*	*12%*	*16%*	*16%*	-	*15%*	*16%*	*16%*	*19%*	*15%*	*17%*
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	58	26	32	12	19	12	7	2	6	31	19	8	16	8	*	1	15	11	2	5	21	21	12	5	42	16
	8%	*8%*	*9%*	*5%*	10%c	*9%*	*11%*	*5%*	*27%*	*7%*	*10%*	*13%*	*9%*	*8%*	*2%*	*7%*	*6%*	*12%*	*17%*	*63%*	*11%*	*8%*	*9%*	*4%*	*10%*	*7%*
Smart TV	104	50	53	30	31	21	13	4	5	61	34	9	20	23	3	5	42	10	2	-	40	43	12	9	83	20
	15%	*15%*	*15%*	*12%*	*17%*	*17%*	*20%*	*10%*	*21%*	*14%*	*18%*	*14%*	*11%*	23%j	*9%*	*33%*	*17%*	*12%*	*15%*	-	21%wy	17%wy	*9%*	*7%*	19%wy	*8%*
Smartphone	85	46	39	45	26	9	4	1	1	71	12	1	35	10	1	1	37	2	-	-	28	25	20	13	52	32
	12%	*14%*	*11%*	19%efj	14%j	*7%*	*6%*	*2%*	*3%*	17%efj	*6%*	*2%*	*19%*	*10%*	*2%*	*5%*	15%ij	*2%*	-	-	*14%*	*10%*	*15%*	*11%*	*12%*	*13%*
PC/Mac/laptop	245	112	133	98	80	42	16	6	3	178	57	10	76	30	4	2	103	27	2	1	65	89	44	47	155	91
	36%	*34%*	*38%*	40%f	43%fj	*33%*	*25%*	*16%*	*15%*	41%fj	*30%*	*15%*	*41%*	*30%*	*14%*	*13%*	*42%*	*31%*	*20%*	*18%*	*34%*	*36%*	*34%*	*41%*	*35%*	*37%*
Tablet computer (e.g. iPad)	110	52	58	40	37	20	10	2	1	77	29	3	31	19	1	1	46	10	1	-	42	34	14	20	76	34
	16%	*16%*	*16%*	*17%*	*20%*	*16%*	*15%*	*4%*	*6%*	*18%*	*16%*	*5%*	*17%*	*19%*	*2%*	*9%*	*19%*	*12%*	*12%*	-	22%uv	*14%*	*11%*	*18%*	*17%*	*14%*
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	7	5	2	1	4	2	1	-	-	4	3	-	3	1	-	-	1	2	-	-	2	4	-	1	6	1
	1%	*1%*	*1%*	*	*2%*	*2%*	*1%*	-	-	*1%*	*1%*	-	*2%*	*1%*	-	-	*	*2%*	-	-	*1%*	*1%*	-	*1%*	*1%*	*
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	117	52	64	51	32	27	5	*	1	83	32	1	36	16	-	1	48	16	*	-	28	31	24	34	59	58
	17%	*16%*	*18%*	21%fj	*17%*	*21%*	*9%*	*1%*	*3%*	*19%*	*17%*	*2%*	*19%*	*16%*	-	*4%*	*19%*	*18%*	*4%*	-	*15%*	*13%*	*19%*	29%tux	*13%*	24%tux
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	4	3	2	-	2	1	*	1	-	2	2	1	2	1	1	-	1	1	-	-	1	4	-	-	4	-
	1%	*1%*	*	-	*1%*	*1%*	*	*1%*	-	*	*1%*	*1%*	*1%*	*1%*	*2%*	-	*	*1%*	-	-	*	*1%*	-	-	*1%*	-
None of these	105	55	50	39	17	17	10	17	4	57	27	21	25	14	13	3	32	13	3	2	21	49	21	14	70	35
	15%	*17%*	*14%*	16%cl	*9%*	*14%*	*16%*	*40%*	*19%*	*13%*	*15%*	*33%*	*14%*	*14%*	*42%*	*19%*	*13%*	*15%*	*33%*	*19%*	*11%*	20%l	*16%*	*12%*	*16%*	*14%*
Device nets: All TV	257	131	127	65	76	51	32	17	15	142	83	32	58	50	12	10	83	33	5	5	88	97	41	32	184	73
	38%	*39%*	*36%*	*27%*	41%c	41%c	50%cl	*41%*	*69%*	*33%*	44%cl	*51%*	*31%*	49%j	*39%*	*72%*	*34%*	*38%*	*49%*	*63%*	45%wy	*39%*	*32%*	*28%*	42%wy	*30%*
All TV set-top box	163	85	78	37	47	33	22	14	11	84	55	25	40	29	11	6	44	25	3	5	49	58	31	25	107	56
	24%	*26%*	*22%*	*15%*	25%c	26%c	34%cl	*34%*	*47%*	*19%*	29%cl	*39%*	*21%*	*29%*	*34%*	*39%*	*18%*	*29%*	*33%*	*63%*	*25%*	*23%*	*24%*	*22%*	*24%*	*23%*

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 54

Q13 - On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All ever use On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	781	553	225	450	296	16	43	92	82	44	93	37	67	116	124	698	39	17	27	217	137	344
Base	683	483	196	399	256	12**	34**	80*	65*	41*	69*	58**	85*	100	71*	602	30**	11**	40**	179	110	314
Effective Base	513	359	151	275	215	13	29	69	61	34	80	22	43	101	90	463	30	16	18	159	111	207
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	110	87	20	71	36	2	5	15	10	11	11	5	12	17	10	97	6	2	6	30	22	44
	16%	18%b	10%	18%	14%	18%	15%	18%	16%	27%	16%	9%	14%	17%	13%	16%	21%	14%	14%	17%	20%	14%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	58	42	16	41	16	1	3	10	6	4	7	4	2	5	7	48	-	1	9	18	11	19
	8%	9%	8%	10%	6%	10%	8%	12%	9%	9%	11%	7%	3%	5%	10%	8%	-	7%	23%	10%	10%	6%
Smart TV	104	87	16	64	36	-	3	10	15	2	9	10	13	14	14	91	6	2	5	28	11	51
	15%	18%b	8%	16%	14%	-	9%	13%	23%i	6%	13%	18%	15%	14%	20%	15%	20%	18%	12%	16%	10%	16%
Smartphone	85	62	22	42	39	1	3	9	12	7	11	5	9	12	12	80	2	2	1	25	18	37
	12%	13%	11%	11%	15%	12%	9%	12%	19%	18%	15%	8%	11%	12%	17%	13%	7%	17%	3%	14%	16%	12%
PC/Mac/laptop	245	169	76	135	99	7	15	39	21	12	21	13	35	39	24	221	12	4	9	76	34	111
	36%	35%	39%	34%	39%	58%	45%	49%i	33%	30%	31%	23%	41%	40%	34%	37%	39%	33%	23%	43%	31%	35%
Tablet computer (e.g. iPad)	110	78	32	60	45	3	7	20	12	6	11	9	8	18	7	98	3	3	6	39	16	42
	16%	16%	16%	15%	17%	21%	22%	25%ln	18%	14%	15%	15%	9%	18%	10%	16%	11%	26%	15%	22%u	15%	13%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	7	5	1	4	3	*	1	*	-	-	2	-	-	1	1	6	1	-	-	2	2	2
	1%	1%	1%	1%	1%	3%	4%	1%	-	-	3%	-	-	1%	2%	1%	3%	-	-	1%	2%	1%
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	117	80	36	59	51	3	7	9	9	5	14	11	28	17	5	105	2	1	8	26	19	61
	17%	17%	19%	15%	20%	23%	22%	11%	14%	11%	20%k	19%	33%ghmn	17%k	7%	17%	8%	6%	21%	14%	17%	19%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	4	4	*	4	*	-	1	1	-	-	1	-	-	1	*	4	-	-	-	2	1	1
	1%	1%	*	1%	*	-	4%	2%	-	-	1%	-	-	1%	*	1%	-	-	-	1%	1%	*
None of these	105	66	39	65	33	3	6	7	7	5	11	23	8	19	9	94	6	2	3	20	16	58
	15%	14%	20%	16%	13%	23%	16%	9%	11%	13%	15%	39%	9%	19%	13%	16%	21%	17%	7%	11%	15%	18%
Device nets: All TV	257	204	51	168	82	3	9	30	30	16	26	19	26	36	31	223	11	4	19	69	43	111
	38%	42%b	26%	42%d	32%	28%	27%	37%	46%	40%	38%	32%	30%	36%	43%	37%	38%	32%	48%	39%	39%	35%
All TV set-top box	163	124	37	109	50	3	7	22	16	15	19	8	15	22	17	140	6	2	15	45	33	62
	24%	26%	19%	27%d	20%	28%	20%	27%	25%	36%	27%	14%	17%	22%	23%	23%	21%	21%	36%	25%	30%u	20%

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 54

Q13 - On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All ever use On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	781	612	631	674	449	565	417	462	345	250	613	432	525	385	263	772	9	750	749	772
Base	683	532	537	595	384	473	344	401	295	230	516	364	454	328	240	659	25**	633	635	659
Effective Base	513	401	433	466	317	397	333	349	282	163	423	302	375	274	172	575	4	569	557	575
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	110	110	82	93	62	69	106	69	51	26	77	110	72	54	26	110	*	108	106	110
	16%	21%b	15%	16%	16%	15%	31%eghi	17%	17%	11%	15%	30%jlmn	16%	16%	11%	17%	1%	17%	17%	17%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	58	58	51	51	27	39	18	34	33	57	50	18	43	36	58	58	-	55	55	58
	8%	11%	9%	9%	7%	8%	5%	9%	11%f	25%efgh	10%k	5%	10%k	11%k	24%jklm	9%	-	9%	9%	9%
Smart TV	104	74	76	104	55	64	52	65	56	31	71	53	72	58	33	100	3	96	98	100
	15%	14%	14%	17%	14%	14%	15%	16%	19%	13%	14%	15%	16%	18%	14%	15%	14%	15%	15%	15%
Smartphone	85	69	65	85	58	61	47	83	43	36	64	49	85	46	37	84	*	84	84	84
	12%	13%	12%	14%	15%	13%	14%	21%efh	15%	16%	12%	13%	19%j	14%	15%	13%	1%	13%	13%	13%
PC/Mac/laptop	245	181	245	217	149	236	113	147	100	82	245	116	164	111	87	242	3	240	236	242
	36%	34%	46%ac	36%	39%	50%fghi	33%	37%	34%	35%	48%klmn	32%	36%	34%	36%	37%	11%	38%	37%	37%
Tablet computer (e.g. iPad)	110	87	74	101	74	69	60	80	106	42	73	61	88	110	43	110	*	109	109	110
	16%	16%	14%	17%	19%b	15%	17%	20%e	36%efgi	18%	14%	17%	19%	33%jkln	18%	17%	1%	17%	17%	17%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	7	6	6	7	4	6	6	4	5	1	6	6	4	5	1	7	-	7	7	7
	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	2%	1%	2%	1%	1%	-	1%	1%	1%
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	117	94	105	111	117	97	59	79	58	48	102	59	94	71	50	108	8	101	107	108
	17%	18%	19%	19%	30%abc	21%	17%	20%	20%	21%	20%	16%	21%	21%	21%	16%	33%	16%	17%	16%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	4	4	4	3	4	3	2	2	3	3	4	2	3	3	3	4	-	4	4	4
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%
None of these	105	72	64	76	38	50	37	37	20	19	57	49	47	25	20	95	10	88	88	95
	15%	13%	12%	13%	10%	11%	11%	9%	7%	8%	11%	13%m	10%	8%	8%	14%	42%	14%	14%	14%
Device nets: All TV	257	228	195	233	135	161	164	157	130	105	185	169	175	137	108	254	4	245	245	254
	38%	43%d	36%	39%	35%	34%	48%eg	39%	44%e	46%e	36%	46%jl	38%	42%	45%j	39%	15%	39%	39%	39%
All TV set-top box	163	163	128	139	86	103	120	98	79	79	122	124	110	85	79	163	*	158	155	163
	24%	31%bcd	24%	23%	22%	22%	35%egh	25%	27%	34%eg	24%	34%jlm	24%	26%	33%jl	25%	1%	25%	24%	25%

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

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Absolutes/col percents

Table 54

Q13 - On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All ever use On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	781	513	104	114	591	289	492	213	113	25	79	404	293	697	154	177	350	159	509	482
Base	683	425	105*	111*	500	304	379	219	111*	33**	68*	330	282	612	143*	165	297	138*	435	402
Effective Base	513	431	59	78	418	185	351	145	88	11	54	258	199	456	98	117	240	93	331	346
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	110	72	23	19	82	55	55	40	22	4	10	56	44	100	6	8	62	33	95	97
	16%	17%	22%	18%	16%	18%	15%	18%	20%	13%	15%	17%	15%	16%	4%	5%	21%no	24%no	22%no	24%no
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	58	36	13	13	36	29	29	20	13	2	8	31	19	50	21	24	20	9	29	25
	8%	8%	12%	12%	7%	10%	8%	9%	12%	6%	12%	9%	7%	8%	15%prs	14%prs	7%	6%	7%	6%
Smart TV	104	73	16	12	84	60	44	49	24	4	7	49	47	95	20	25	48	24	72	64
	15%	17%	15%	11%	17%	20%f	12%	22%	22%	13%	11%	15%	17%	16%	14%	15%	16%	17%	17%	16%
Smartphone	85	63	9	17	61	36	49	32	7	1	8	38	38	76	11	15	45	14	58	55
	12%	15%	8%	15%	12%	12%	13%	15%gh	6%	5%	12%	11%	14%	12%	8%	9%	15%	10%	13%	14%
PC/Mac/laptop	245	176	24	38	193	88	157	64	34	4	33	113	97	210	58	62	104	35	139	127
	36%	41%b	23%	34%	39%b	29%	42%e	29%	30%	12%	49%klm	34%	34%	34%	40%q	38%	35%	25%	32%	31%
Tablet computer (e.g. iPad)	110	79	11	15	82	59	51	47	25	3	6	53	51	104	21	25	54	20	75	72
	16%	19%	11%	14%	16%	20%	13%	22%	22%	11%	8%	16%	18%	17%	15%	15%	18%	15%	17%	18%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	7	6	1	*	5	5	2	4	2	-	-	4	3	7	1	2	4	1	5	6
	1%	1%	1%	*	1%	2%	1%	2%	2%	-	-	1%	1%	1%	*	1%	1%	1%	1%	2%
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	117	76	6	9	102	47	70	36	13	5	12	63	42	105	20	21	54	23	77	65
	17%	18%bc	6%	8%	20%bc	15%	18%	16%	12%	16%	17%	19%	15%	17%	14%	13%	18%	17%	18%	16%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	4	3	1	1	3	1	3	1	1	-	1	3	-	3	1	1	1	2	3	2
	1%	1%	1%	1%	1%	*	1%	*	1%	-	1%	1%	-	1%	1%	1%	*	1%	1%	1%
None of these	105	52	20	15	69	39	66	19	13	14	10	46	48	94	23	29	36	27	63	64
	15%	12%	19%	14%	14%	13%	17%	9%	11%	42%	14%	14%	17%	15%	16%	18%	12%	20%	14%	16%
Device nets: All TV	257	167	52	44	188	138	120	104	56	11	23	130	104	234	46	54	124	61	185	174
	38%	39%	49%	39%	38%	45%f	32%	47%	51%	33%	33%	39%	37%	38%	32%	33%	42%	44%	42%	43%no
All TV set-top box	163	104	36	32	113	81	82	57	34	6	17	87	60	146	27	31	79	40	120	118
	24%	24%	34%d	29%	23%	27%	22%	26%	31%	19%	25%	26%	21%	24%	19%	19%	27%	29%	28%	29%no

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

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Absolutes/col percents

Table 54

Q13 - On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All ever use On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**781**	219	522	40	182	37	185	34	52	327	126
Base	**683**	191	460	32*	162	30*	164	27**	49*	279	101*
Effective Base	**513**	171	319	33	140	31	143	29	45	257	93
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	**110**	37	69	3	33	4	32	5	7	51	18
	16%	*20%*	*15%*	*10%*	*21%*	*14%*	*20%*	*19%*	*15%*	*18%*	*18%*
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	**58**	24	32	2	22	2	21	3	9	27	5
	8%	13%b	*7%*	*5%*	*14%*	*8%*	*13%*	*11%*	*19%*	*10%*	*5%*
Smart TV	**104**	34	63	6	29	5	30	5	12	48	11
	15%	*18%*	*14%*	*20%*	*18%*	*17%*	*18%*	*16%*	*24%*	*17%*	*11%*
Smartphone	**85**	33	48	3	30	4	30	3	8	34	13
	12%	17%b	*11%*	*9%*	*18%*	*12%*	*18%*	*11%*	*17%*	*12%*	*13%*
PC/Mac/laptop	**245**	63	170	13	52	10	54	8	16	103	46
	36%	*33%*	*37%*	*39%*	*32%*	*35%*	*33%*	*30%*	*33%*	*37%*	*45%*
Tablet computer (e.g. iPad)	**110**	33	74	3	31	2	32	1	5	60	12
	16%	*17%*	*16%*	*9%*	*19%*	*8%*	*20%*	*5%*	*10%*	22%d	*11%*
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	**7**	5	2	-	3	2	3	2	1	4	1
	1%	3%b	*	-	*2%*	*6%*	*2%*	*8%*	*2%*	*2%*	*1%*
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	**117**	21	94	2	15	5	18	3	2	38	21
	17%	*11%*	20%a	*6%*	*9%*	*18%*	*11%*	*10%*	*5%*	*14%*	*20%*
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	**4**	-	4	-	-	-	-	-	-	1	3
	1%	-	*1%*	-	-	-	-	-	-	*	3%d
None of these	**105**	17	81	7	15	2	14	3	3	31	18
	15%	*9%*	18%a	21%a	*9%*	*8%*	*8%*	*11%*	*7%*	*11%*	*18%*
Device nets: All TV	**257**	89	158	10	78	12	77	13	28	117	32
	38%	47%b	*34%*	*32%*	*48%*	*39%*	*47%*	*47%*	*58%*	*42%*	*31%*
All TV set-top box	**163**	58	101	5	51	7	50	8	17	74	22
	24%	30%b	*22%*	*15%*	*32%*	*22%*	*30%*	*30%*	*34%*	*27%*	*22%*

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

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Absolutes/col percents

Table 55

Q13 - Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All ever use Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go)

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	1013	530	483	244	270	196	142	82	79	514	338	161	241	184	50	55	273	154	32	24	299	356	182	176	655	358
Base	909	475	435	244	203	177	158*	74*	54*	447	335	128*	208	185	43*	39*	239	150*	31**	15**	266	300	167	176	566	343
Effective Base	686	390	302	194	203	138	85	45	55	392	215	93	207	127	31	36	190	89	15	20	184	257	147	111	436	251
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	498	259	238	87	106	112	103	52	38	193	215	90	83	119	30	28	110	96	22	10	136	167	86	108	303	195
	55%	*55%*	*55%*	*36%*	52%ci	63%cdi	65%cdi	71%cdi	70%cdi	*43%*	64%cdi	71%cdi	*40%*	64%l	70%l	71%l	*46%*	64%p	*72%*	*70%*	*51%*	*56%*	*52%*	*62%*	*54%*	*57%*
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	51	27	24	13	17	12	6	1	2	29	18	3	14	11	*	2	16	7	*	*	17	13	13	8	30	21
	6%	*6%*	*5%*	*5%*	*8%*	*7%*	*4%*	*1%*	*4%*	*7%*	*5%*	*3%*	*7%*	*6%*	*1%*	*5%*	*7%*	*5%*	*2%*	*2%*	*6%*	*4%*	*8%*	*4%*	*5%*	*6%*
Smart TV	85	45	40	26	19	16	17	6	1	45	33	7	20	22	3	1	25	11	3	-	31	27	14	12	59	26
	9%	*10%*	*9%*	11%h	*9%*	*9%*	*11%*	*8%*	*2%*	10%h	*10%*	*5%*	*10%*	*12%*	*6%*	*2%*	*11%*	*7%*	*11%*	-	*12%*	*9%*	*9%*	*7%*	*10%*	*8%*
Smartphone	86	52	34	37	27	12	6	4	1	64	18	5	37	12	3	1	27	6	1	-	32	26	16	13	57	29
	9%	*11%*	*8%*	15%efhjk	13%efhjk	*7%*	*4%*	*6%*	*1%*	14%efhjk	*5%*	*4%*	18%mo	*6%*	*7%*	*2%*	12%o	*4%*	*4%*	-	*12%*	*9%*	*10%*	*7%*	*10%*	*9%*
PC/Mac/laptop	182	102	80	64	54	27	21	10	6	119	48	15	61	31	6	4	57	17	3	2	54	66	35	28	120	63
	20%	*22%*	*18%*	26%efhjk	27%efhjk	*16%*	*13%*	*13%*	*11%*	27%efghjk	*14%*	*12%*	30%mo	*17%*	*15%*	*10%*	24%o	*12%*	*11%*	*12%*	*20%*	*22%*	*21%*	*16%*	*21%*	*18%*
Tablet computer (e.g. iPad)	86	49	37	26	26	20	5	6	3	52	25	9	22	20	4	3	30	5	2	-	34	27	16	9	61	25
	9%	*10%*	*8%*	11%f	13%f	11%f	*3%*	*8%*	*5%*	12%f	*8%*	*7%*	*11%*	*11%*	*10%*	*6%*	13%p	*3%*	*6%*	-	13%w	*9%*	*10%*	*5%*	*11%*	*7%*
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	5	5	1	3	2	-	-	-	-	5	-	-	5	-	-	-	1	-	-	-	-	2	3	1	2	4
	1%	*1%*	*	*1%*	*1%*	-	-	-	-	*1%*	-	-	*2%*	-	-	-	*	-	-	-	-	*1%*	2%dx	*	*	*1%*
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	20	13	8	8	8	*	3	1	-	16	4	1	8	4	1	-	8	-	-	-	8	3	7	2	12	9
	2%	*3%*	*2%*	*3%*	4%c	*	*2%*	*1%*	-	4%c	*1%*	*1%*	*4%*	*2%*	*2%*	-	*3%*	-	-	-	*3%*	*1%*	*4%*	*1%*	*2%*	*3%*
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	2	2	-	-	2	-	-	-	-	2	-	-	2	-	-	-	-	-	-	-	1	1	-	-	2	-
	*	*	-	-	*1%*	-	-	-	-	*	-	-	*1%*	-	-	-	-	-	-	-	*1%*	*	-	-	*	-
None of these	114	48	66	40	12	18	25	9	9	53	43	19	22	16	4	6	30	27	6	4	27	42	19	26	70	44
	13%	*10%*	15%a	17%d	*6%*	*10%*	16%d	*13%*	17%d	12%d	13%d	15%d	*11%*	*9%*	*9%*	*15%*	*13%*	*18%*	*18%*	*24%*	*10%*	*14%*	*11%*	*15%*	*12%*	*13%*
Device nets: All TV	589	308	281	120	130	129	116	55	41	249	244	96	109	138	32	30	141	106	23	11	168	195	109	118	363	226
	65%	*65%*	*65%*	*49%*	64%c	73%ci	73%ci	74%ci	76%ci	*56%*	73%cdi	75%ci	*52%*	75%l	73%l	77%l	*59%*	71%p	*76%*	*72%*	*63%*	*65%*	*65%*	*67%*	*64%*	*66%*
All TV set-top box	537	280	257	98	117	120	109	53	40	215	228	94	93	127	31	30	122	101	23	11	150	176	98	113	326	211
	59%	*59%*	*59%*	*40%*	58%ci	68%ci	69%ci	72%ci	75%cdi	*48%*	68%cdi	73%cdi	*45%*	69%l	71%l	76%l	*51%*	68%p	*74%*	*72%*	*57%*	*59%*	*58%*	*64%*	*58%*	*61%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 55

Q13 - Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All ever use Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go)

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	1013	672	338	609	368	18	57	113	102	68	104	55	85	145	139	868	66	27	52	272	172	424
Base	909	598	307	528	348	19**	42*	98*	76*	67*	92*	84*	98*	128	84	767	52*	21**	69*	216	159	393
Effective Base	686	481	207	422	244	10	45	89	80	41	64	40	74	113	110	605	40	14	36	213	105	300
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	498	314	180	299	184	10	26	51	43	34	51	44	58	72	38	416	34	13	34	120	85	211
	55%	52%	59%	57%	53%	55%	62%	52%	57%	51%	56%	52%	60%	56%	45%	54%	66%	61%	50%	56%	53%	54%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	51	41	10	30	17	2	4	7	2	4	5	7	7	5	7	48	1	1	1	13	9	26
	6%	7%	3%	6%	5%	11%	9%	8%	3%	6%	6%	8%	7%	4%	8%	6%	2%	3%	2%	6%	6%	7%
Smart TV	85	67	18	57	27	-	3	8	8	8	9	7	8	10	10	71	6	2	6	20	17	35
	9%	11%b	6%	11%	8%	-	7%	8%	11%	12%	10%	8%	8%	8%	11%	9%	12%	8%	9%	9%	11%	9%
Smartphone	86	70	16	50	33	2	5	15	9	11	4	4	9	11	10	77	5	1	4	28	16	33
	9%	12%b	5%	10%	10%	11%	12%	15%l	11%	17%l	5%	5%	9%	9%	11%	10%	9%	3%	6%	13%	10%	8%
PC/Mac/laptop	182	125	56	111	67	2	8	28	14	14	22	8	20	21	22	158	9	4	11	50	36	72
	20%	21%	18%	21%	19%	13%	19%	29%km	18%	22%	24%	10%	21%	17%	26%k	21%	18%	19%	16%	23%	23%	18%
Tablet computer (e.g. iPad)	86	67	17	50	29	6	6	12	8	8	7	2	5	9	8	66	6	5	9	26	15	25
	9%	11%b	5%	9%	8%	32%	14%k	12%	11%	12%	8%	3%	6%	7%	9%	9%	11%	26%	13%	12%q	9%	6%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	5	3	2	3	3	-	1	1	-	-	-	2	-	-	1	5	-	-	-	2	-	3
	1%	1%	1%	*	1%	-	3%m	1%	-	-	-	3%	-	-	1%	1%	-	-	-	1%	-	1%
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	20	17	4	13	7	-	2	3	1	-	3	-	3	4	2	18	1	-	2	6	3	9
	2%	3%	1%	3%	2%	-	4%	3%	2%	-	3%	-	3%	3%	2%	2%	2%	-	3%	3%	2%	2%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	2	2	-	2	-	-	1	-	-	-	1	-	-	1	-	2	-	-	-	1	1	1
	*	*	-	*	-	-	2%	-	-	-	1%	-	-	*	-	*	-	-	-	*	1%	*
None of these	114	64	50	63	45	2	5	8	7	10	9	18	14	15	10	95	3	2	14	20	19	57
	13%	11%	16%	12%	13%	11%	13%	8%	9%	14%	10%	21%g	15%	12%	12%	12%	5%	11%	20%	9%	12%	14%
Device nets: All TV	589	390	195	360	210	12	30	59	52	39	60	56	69	84	49	500	37	15	38	142	100	259
	65%	65%	63%	68%d	60%	66%	72%	61%	69%	59%	66%	68%	71%	66%	58%	65%	72%	69%	55%	66%	63%	66%
All TV set-top box	537	344	189	322	195	12	28	57	45	37	56	49	63	77	43	455	34	14	34	130	93	232
	59%	58%	62%	61%	56%	66%	66%	58%	60%	55%	61%	59%	65%	60%	51%	59%	66%	65%	50%	60%	58%	59%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Table 55

Q13 - Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All ever use Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go)

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	1013	873	808	790	506	643	715	493	362	226	739	769	578	420	246	989	24	944	912	989
Base	909	775	709	715	441	534	633	435	305	194	620	685	506	362	209	875	34**	819	790	875
Effective Base	686	602	563	542	393	491	493	390	284	176	557	522	435	294	193	693	11	689	656	693
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	498	498	395	373	242	259	461	198	140	74	316	498	238	176	79	471	27	442	417	471
	55%	64%bcd	56%	52%	55%	49%l	73%eghl	45%	46%	38%	51%n	73%ijmn	47%n	49%n	38%	54%	80%	54%	53%	54%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	51	51	36	43	29	32	24	33	24	49	34	26	34	28	51	50	1	48	45	50
	6%	7%	5%	6%	7%	6%	4%	8%f	8%f	25%efgh	6%	4%	7%k	8%k	24%ijklm	6%	4%	6%	6%	6%
Smart TV	85	64	65	85	52	58	57	64	49	24	64	59	68	50	25	85	-	83	80	85
	9%	8%	9%	12%a	12%	11%	9%	15%f	16%ef	12%	10%	9%	13%k	14%k	12%	10%	-	10%	10%	10%
Smartphone	86	67	68	86	50	64	53	80	45	26	67	55	86	50	27	86	*	85	85	86
	9%	9%	10%	12%	11%	12%	8%	18%ef	15%f	13%	11%	8%	17%jk	14%k	13%k	10%	1%	10%	11%	10%
PC/Mac/laptop	182	132	182	153	100	168	104	105	69	47	182	108	119	77	51	182	1	178	174	182
	20%	17%	26%a	21%	23%a	31%fgh	16%	24%f	23%f	24%f	29%klm	16%	24%k	21%k	24%k	21%	2%	22%	22%	21%
Tablet computer (e.g. iPad)	86	66	62	80	44	51	54	51	78	19	56	60	55	86	19	86	-	84	79	86
	9%	8%	9%	11%	10%	10%	9%	12%	26%efgi	10%	9%	9%	11%	24%jkln	9%	10%	-	10%	10%	10%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	5	5	5	5	3	5	2	3	3	5	5	2	3	3	5	3	2	3	3	3
	1%	1%	1%	1%	1%	1%	*	1%	1%	3%g	1%	*	1%	1%	3%kl	*	7%	*	*	*
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	20	12	18	18	20	16	12	17	13	5	18	12	17	13	5	20	-	20	19	20
	2%	2%	3%	3%	5%a	3%	2%	4%	4%f	3%	3%	2%	3%	4%	2%	2%	-	2%	2%	2%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	2	1	2	2	2	2	1	1	2	1	2	1	1	2	1	2	-	2	2	2
	*	*	*	*	1%	*	*	*	1%	*	*	*	*	1%	*	*	-	*	*	*
None of these	114	78	74	82	43	52	39	46	27	28	65	46	62	39	32	111	3	92	92	111
	13%	10%	10%	11%	10%	10%l	6%	11%l	9%	14%l	10%k	7%	12%k	11%k	15%k	13%	9%	11%	12%	13%
Device nets: All TV	589	569	459	456	296	319	499	262	188	124	380	539	305	225	132	561	28	529	503	561
	65%	73%bcd	65%	64%	67%	60%	79%eghl	60%	62%	64%	61%	79%ijmn	60%	62%	63%	64%	84%	65%	64%	64%
All TV set-top box	537	537	422	404	263	284	474	222	157	112	342	512	262	194	118	509	28	479	451	509
	59%	69%bcd	59%	56%	60%	53%	75%eghl	51%	51%	58%	55%	75%ijmn	52%	54%	56%	58%	84%	58%	57%	58%

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

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Base: All ever use Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go)

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	1013	641	137	140	772	377	636	262	162	34	115	526	365	891	81	95	544	286	830	817
Base	909	557	135*	133*	685	391	518	261	168	39**	112*	439	353	792	81*	93*	490	247	737	726
Effective Base	686	492	84	98	539	282	405	190	132	28	74	351	258	608	56	67	355	208	559	550
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	498	303	85	43	411	218	280	143	103	13	68	241	187	428	12	13	284	179	463	463
	55%	*54%c*	*63%c*	*32%*	*60%c*	*56%*	*54%*	*55%*	*61%*	*35%*	*61%*	*55%*	*53%*	*54%*	*15%*	*14%*	*58%no*	*73%noprs*	*63%no*	*64%no*
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	51	37	6	13	35	28	23	17	11	5	4	23	23	47	9	10	24	11	35	32
	6%	*7%*	*4%*	*10%*	*5%*	*7%*	*4%*	*7%*	*6%*	*12%*	*4%*	*5%*	*7%*	*6%*	*11%s*	*11%rs*	*5%*	*4%*	*5%*	*4%*
Smart TV	85	64	9	9	68	43	42	31	20	6	9	40	35	75	9	11	48	21	69	67
	9%	*12%*	*6%*	*7%*	*10%*	*11%*	*8%*	*12%*	*12%*	*16%*	*8%*	*9%*	*10%*	*9%*	*11%*	*12%*	*10%*	*8%*	*9%*	*9%*
Smartphone	86	67	6	22	61	39	47	31	10	5	9	40	37	77	8	13	54	16	70	69
	9%	*12%b*	*4%*	*17%bd*	*9%*	*10%*	*9%*	*12%*	*6%*	*13%*	*8%*	*9%*	*11%*	*10%*	*10%*	*13%*	*11%*	*6%*	*10%*	*9%*
PC/Mac/laptop	182	133	14	35	133	81	101	53	32	11	27	90	64	154	24	25	105	32	137	133
	20%	*24%b*	*10%*	*26%b*	*19%b*	*21%*	*20%*	*20%*	*19%*	*28%*	*24%*	*20%*	*18%*	*19%*	*29%q*	*27%q*	*21%q*	*13%*	*19%*	*18%*
Tablet computer (e.g. iPad)	86	61	13	15	64	38	48	30	18	4	9	32	44	76	8	11	56	11	68	69
	9%	*11%*	*10%*	*11%*	*9%*	*10%*	*9%*	*12%*	*10%*	*11%*	*8%*	*7%*	*12%k*	*10%*	*9%*	*12%q*	*11%q*	*5%*	*9%q*	*9%q*
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	5	3	-	2	4	5	1	5	1	-	-	2	3	5	1	1	4	1	5	3
	1%	*1%*	*-*	*1%*	*1%*	*1%*	*	*2%*	*	*-*	*-*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	20	14	3	3	16	12	9	12	3	-	1	12	8	19	4	4	11	4	15	16
	2%	*2%*	*2%*	*2%*	*2%*	*3%*	*2%*	*4%*	*2%*	*-*	*1%*	*3%*	*2%*	*2%*	*5%*	*5%*	*2%*	*2%*	*2%*	*2%*
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	2	1	-	1	1	2	1	2	1	-	-	1	1	2	-	-	2	-	2	2
	*	*	-	*1%*	*	*	*	*1%*	*	-	-	*	*	*	-	-	*	-	*	*
None of these	114	56	16	19	73	36	78	25	13	6	10	54	49	104	25	26	41	25	66	69
	13%	*10%*	*12%*	*15%*	*11%*	*9%*	*15%d*	*9%*	*8%*	*14%*	*9%*	*12%*	*14%*	*13%*	*30%pqrs*	*28%pqrs*	*8%*	*10%*	*9%*	*10%*
Device nets: All TV	589	365	97	64	474	269	321	177	124	24	72	288	227	515	27	30	335	194	529	524
	65%	*66%c*	*72%c*	*48%*	*69%c*	*69%*	*62%*	*68%*	*73%*	*63%*	*64%*	*65%*	*64%*	*65%*	*33%*	*33%*	*68%no*	*79%nop*	*72%no*	*72%no*
All TV set-top box	537	330	90	56	435	238	299	154	111	18	71	260	204	464	19	21	302	186	488	485
	59%	*59%c*	*67%c*	*42%*	*64%c*	*61%*	*58%*	*59%*	*66%*	*47%*	*63%*	*59%*	*58%*	*59%*	*24%*	*23%*	*62%no*	*75%noprs*	*66%no*	*67%no*

Prepared by BDRC Continental

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 55

Q13 - Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All ever use Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go)

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	1013	237	731	45	184	53	192	45	51	437	172
Base	909	205	667	37*	164	41*	171	34*	53*	403	151
Effective Base	686	179	478	36	135	46	143	38	36	291	115
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	498	69	411	17	52	17	56	13	9	227	88
	55%	34%	62%a	47%	32%	42%	33%	39%	18%	56%	58%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	51	21	28	2	16	5	16	5	9	21	3
	6%	10%b	4%	4%	10%	12%	9%	15%	17%	5%	2%
Smart TV	85	30	50	5	27	3	27	3	9	44	11
	9%	15%b	7%	14%	17%	8%	16%	10%	16%	11%	7%
Smartphone	86	41	45	1	35	5	37	4	11	45	11
	9%	20%bc	7%	3%	22%	13%	22%	11%	20%	11%	7%
PC/Mac/laptop	182	50	123	10	40	9	43	7	17	83	27
	20%	24%	18%	27%	25%	22%	25%	21%	32%	21%	18%
Tablet computer (e.g. iPad)	86	37	46	3	35	2	35	2	12	56	12
	9%	18%b	7%	7%	22%e	4%	20%g	6%	23%	14%	8%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	5	4	1	-	4	-	4	-	3	2	3
	1%	2%b	*	-	2%	-	2%	-	6%	*	2%
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	20	9	10	2	8	1	8	1	3	14	2
	2%	4%b	1%	6%	5%	3%	5%	3%	6%	3%	1%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	2	1	1	-	1	1	1	-	-	1	1
	*	1%	*	-	*	1%	1%	-	-	*	1%
None of these	114	13	95	7	10	3	11	1	3	39	20
	13%	6%	14%a	18%a	6%	6%	7%	4%	5%	10%	13%
Device nets: All TV	589	109	457	23	85	24	88	21	24	268	97
	65%	53%	68%a	63%	52%	58%	52%	62%	46%	66%	64%
All TV set-top box	537	84	434	19	63	21	67	18	17	243	90
	59%	41%	65%a	51%	39%	51%	39%	53%	31%	60%	60%

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

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Absolutes/col percents

Table 56

Q13 - Paid Video On-demand content available through your subscription service provider (e.g. film rental on a pay per view basis on Virgin Media, Sky Go, etc.)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All ever use Paid Video On-demand content available through your subscription service provider (e.g. film rental on a pay per view basis on Virgin Media, Sky Go, etc.)

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	638	344	294	172	189	130	78	37	32	361	208	69	183	118	21	22	178	90	16	10	199	227	115	97	426	212
Base	571	322	249	167	139	119*	93*	31**	23**	306	212	54*	162	125*	21**	13**	143	86*	11**	9**	172	197	108*	94*	369	202
Effective Base	434	228	208	152	148	94	41	17	22	299	125	36	147	73	9	15	154	52	12	8	131	146	96	64	278	157
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	243	137	106	52	55	57	52	15	13	106	109	27	54	69	7	7	52	40	8	6	75	88	50	30	163	80
	43%	*42%*	*43%*	*31%*	*39%*	48%ci	56%ci	*47%*	*57%*	*35%*	52%cdi	51%c	*33%*	55%l	*33%*	*52%*	*37%*	*47%*	*74%*	*64%*	*44%*	*45%*	*46%*	*32%*	*44%*	*40%*
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	34	22	12	14	13	5	2	-	-	27	7	-	17	5	-	-	10	2	-	-	10	11	6	7	21	13
	6%	*7%*	*5%*	*8%*	10%jk	*4%*	*2%*	-	-	9%	*3%*	-	*10%*	*4%*	-	-	*7%*	*3%*	-	-	*6%*	*6%*	*6%*	*7%*	*6%*	*6%*
Smart TV	59	30	29	18	16	18	4	2	1	34	22	3	13	14	1	1	21	8	1	-	22	22	11	5	44	15
	10%	*9%*	*12%*	*11%*	*12%*	*15%*	*5%*	*5%*	*4%*	*11%*	*10%*	*5%*	*8%*	*12%*	*5%*	*7%*	*15%*	*9%*	*5%*	-	*13%*	*11%*	*10%*	*5%*	*12%*	*8%*
Smartphone	53	40	13	25	20	5	3	-	*	45	8	*	33	7	-	*	12	1	-	-	12	21	14	6	33	20
	9%	12%b	*5%*	15%efjk	14%efjk	*4%*	*3%*	-	*1%*	15%efjk	*4%*	*1%*	20%m	*6%*	-	*2%*	*8%*	*1%*	-	-	*7%*	*11%*	*13%*	*7%*	*9%*	*10%*
PC/Mac/laptop	105	61	44	38	37	13	13	2	2	75	26	4	41	16	*	2	34	9	1	-	27	40	23	15	67	38
	18%	*19%*	*18%*	23%ejk	27%ejk	*11%*	*14%*	*5%*	*11%*	25%ejk	*12%*	*8%*	26%m	*13%*	*2%*	*18%*	24%kl	*11%*	*12%*	-	*16%*	*20%*	*22%*	*16%*	*18%*	*19%*
Tablet computer (e.g. iPad)	49	29	20	13	23	8	5	-	*	35	13	*	18	10	-	*	17	3	-	-	18	16	8	7	35	14
	9%	*9%*	*8%*	*8%*	16%cejk	*7%*	*6%*	-	*2%*	11%k	*6%*	*1%*	*11%*	*8%*	-	*3%*	*12%*	*3%*	-	-	*11%*	*8%*	*7%*	*7%*	*9%*	*7%*
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	10	7	4	5	4	*	1	-	-	9	1	-	6	*	-	-	3	1	-	-	3	4	2	1	7	3
	2%	*2%*	*1%*	*3%*	*3%*	*	*1%*	-	-	*3%*	*	-	*4%*	*	-	-	*2%*	*1%*	-	-	*2%*	*2%*	*2%*	*1%*	*2%*	*1%*
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	24	15	8	12	7	3	1	1	-	19	3	1	11	3	1	-	8	-	-	-	8	6	8	2	14	9
	4%	*5%*	*3%*	7%j	*5%*	*2%*	*1%*	*2%*	-	6%j	*2%*	*1%*	*7%*	*3%*	*4%*	-	*6%*	-	-	-	*4%*	*3%*	*7%*	*2%*	*4%*	*5%*
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	2	1	2	1	1	-	-	-	-	2	-	-	1	-	-	-	2	-	-	-	1	-	1	-	1	1
	*	*	*1%*	*1%*	*1%*	-	-	-	-	*1%*	-	-	*	-	-	-	*1%*	-	-	-	*1%*	-	*1%*	-	*	*
None of these	117	64	53	29	17	29	22	14	7	46	51	21	26	22	12	4	19	29	2	3	35	36	17	30	71	46
	21%	*20%*	*21%*	*17%*	*12%*	24%di	*24%*	*44%*	*31%*	*15%*	24%di	39%cdi	*16%*	*18%*	*58%*	*27%*	*14%*	33%p	*17%*	*36%*	*20%*	*18%*	*15%*	32%uvx	*19%*	*23%*
Device nets: All TV	313	172	141	77	76	74	56	16	13	153	130	29	74	83	8	7	79	47	8	6	98	111	64	40	209	103
	55%	*53%*	*56%*	*46%*	*54%*	63%ci	*60%*	*52%*	*59%*	*50%*	61%ci	*55%*	*46%*	66%l	*38%*	*55%*	*55%*	*55%*	*79%*	*64%*	*57%*	*56%*	59%w	*42%*	57%w	*51%*
All TV set-top box	271	153	118	64	65	61	54	15	13	128	115	27	67	72	7	7	62	42	8	6	83	96	55	36	179	91
	47%	*47%*	*47%*	*38%*	*47%*	52%c	58%c	*47%*	*57%*	*42%*	54%ci	*51%*	*41%*	58%l	*33%*	*52%*	*43%*	*49%*	*74%*	*64%*	*49%*	*49%*	*51%*	*38%*	*49%*	*45%*

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 56

Q13 - Paid Video On-demand content available through your subscription service provider (e.g. film rental on a pay per view basis on Virgin Media, Sky Go, etc.)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All ever use Paid Video On-demand content available through your subscription service provider (e.g. film rental on a pay per view basis on Virgin Media, Sky Go, etc.)

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	638	452	183	392	223	12	33	77	57	46	75	40	46	87	99	560	35	17	26	167	121	272
Base	571	407	160	350	201	9**	23*	69*	43*	42*	62*	72**	53*	77*	56*	498	31**	13**	29**	135	104*	259
Effective Base	434	329	106	271	145	10	31	56	47	41	59	25	43	68	92	384	18	13	22	129	100	169
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	243	170	72	158	81	3	9	31	21	14	20	34	20	40	24	212	11	4	16	61	34	117
	43%	*42%*	*45%*	*45%*	*40%*	*38%*	*41%*	*45%*	*48%*	*33%*	*32%*	*47%*	*37%*	*52%i*	*42%*	*43%*	*36%*	*30%*	*55%*	*45%t*	*32%*	*45%t*
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	34	25	7	22	9	1	2	6	1	2	7	3	2	3	6	33	-	-	1	10	9	14
	6%	*6%*	*4%*	*6%*	*4%*	*15%*	*9%*	*9%*	*3%*	*5%*	*11%*	*4%*	*4%*	*4%*	*11%*	*7%*	-	-	*4%*	*7%*	*9%*	*6%*
Smart TV	59	49	10	32	24	-	2	8	6	4	5	6	9	8	6	53	2	1	3	16	10	28
	10%	*12%*	*6%*	*9%*	*12%*	-	*10%*	*11%*	*13%*	*10%*	*8%*	*8%*	*16%*	*10%*	*11%*	*11%*	*6%*	*8%*	*9%*	*12%*	*9%*	*11%*
Smartphone	53	43	7	31	20	-	1	6	4	7	5	5	5	9	8	49	3	1	-	11	12	27
	9%	*11%*	*4%*	*9%*	*10%*	-	*2%*	*9%*	*10%*	*17%*	*8%*	*7%*	*9%*	*12%*	*14%*	*10%*	*8%*	*9%*	-	*8%*	*11%*	*10%*
PC/Mac/laptop	105	83	22	63	39	1	2	19	5	8	11	5	10	20	14	94	4	3	5	26	18	49
	18%	*20%*	*14%*	*18%*	*19%*	*10%*	*10%*	*28%h*	*10%*	*19%*	*17%*	*7%*	*19%*	*26%h*	*25%h*	*19%*	*12%*	*26%*	*16%*	*19%*	*18%*	*19%*
Tablet computer (e.g. iPad)	49	43	6	32	13	2	4	9	4	3	5	1	7	7	4	43	3	1	2	17	7	19
	9%	*11%b*	*4%*	*9%*	*7%*	*25%*	*18%*	*13%*	*8%*	*7%*	*7%*	*2%*	*12%*	*9%*	*7%*	*9%*	*10%*	*8%*	*5%*	*13%*	*7%*	*7%*
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	10	9	1	7	3	-	1	1	2	-	2	-	-	1	2	9	1	-	-	4	2	3
	2%	*2%*	*1%*	*2%*	*2%*	-	*6%*	*1%*	*5%*	-	*3%*	-	-	*2%*	*3%*	*2%*	*3%*	-	-	*3%*	*2%*	*1%*
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	24	20	3	11	13	-	1	3	*	1	2	2	7	5	2	22	1	-	-	4	3	15
	4%	*5%*	*2%*	*3%*	*6%*	-	*3%*	*5%*	*1%*	*2%*	*3%*	*2%*	*13%h*	*6%*	*3%*	*4%*	*4%*	-	-	*3%*	*3%*	*6%*
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	2	2	-	2	-	-	-	1	-	1	-	-	-	1	-	2	-	-	-	1	1	1
	*	*1%*	-	*1%*	-	-	-	*1%*	-	*2%*	-	-	-	*1%*	-	*	-	-	-	*1%*	*1%*	*
None of these	117	70	48	72	40	2	5	7	6	11	16	26	11	12	5	99	9	3	6	18	27	54
	21%	*17%*	*30%b*	*21%*	*20%*	*25%*	*23%h*	*10%*	*14%*	*27%gn*	*25%gn*	*36%*	*21%*	*15%*	*9%*	*20%*	*30%*	*25%*	*21%*	*14%*	*26%s*	*21%*
Device nets: All TV	313	225	85	195	109	4	12	39	27	18	30	41	29	47	32	276	12	5	20	78	48	150
	55%	*55%*	*53%*	*56%*	*54%*	*44%*	*53%*	*56%*	*63%*	*43%*	*48%*	*57%*	*56%*	*61%*	*57%*	*55%*	*39%*	*38%*	*67%*	*58%*	*46%*	*58%*
All TV set-top box	271	190	78	175	89	4	11	36	22	16	26	37	22	43	27	238	11	4	17	68	42	128
	47%	*47%*	*49%*	*50%*	*44%*	*44%*	*46%*	*52%*	*51%*	*39%*	*41%*	*51%*	*41%*	*55%*	*49%*	*48%*	*36%*	*30%*	*58%*	*51%*	*40%*	*50%*

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

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Absolutes/col percents

Table 56

Q13 - Paid Video On-demand content available through your subscription service provider (e.g. film rental on a pay per view basis on Virgin Media, Sky Go, etc.)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All ever use Paid Video On-demand content available through your subscription service provider (e.g. film rental on a pay per view basis on Virgin Media, Sky Go, etc.)

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	638	545	503	518	352	430	445	365	268	181	474	471	410	297	190	627	11	604	595	627
Base	571	489	443	464	307	361	384	318	221	161	399	419	353	247	167	549	22**	521	513	549
Effective Base	434	362	342	367	277	340	312	309	234	143	365	304	340	246	150	458	5	450	446	458
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	243	243	198	187	136	151	215	122	87	54	175	243	140	101	55	235	8	226	218	235
	43%	50%c	45%	40%	44%	42%	56%eghi	38%	39%	33%	44%n	58%ijlmn	40%	41%	33%	43%	34%	43%	43%	43%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	34	34	26	28	16	24	18	21	16	33	26	18	23	17	34	34	-	33	33	34
	6%	7%	6%	6%	5%	7%	5%	7%	7%	21%efgh	6%	4%	7%	7%	20%jklm	6%	-	6%	6%	6%
Smart TV	59	44	43	59	34	39	37	45	41	20	42	37	48	41	20	58	*	58	58	58
	10%	9%	10%	13%	11%	11%	10%	14%	19%ef	12%	11%	9%	14%	17%jk	12%	11%	2%	11%	11%	11%
Smartphone	53	39	44	53	33	43	33	53	32	17	44	33	53	33	17	53	-	52	51	53
	9%	8%	10%	11%	11%	12%	9%	17%f	15%f	11%	11%	8%	15%k	13%k	10%	10%	-	10%	10%	10%
PC/Mac/laptop	105	79	105	87	58	103	59	71	45	35	105	61	75	48	35	105	*	103	102	105
	18%	16%	24%a	19%	19%	29%fh	15%	22%f	20%	22%	26%k	14%	21%k	20%	21%	19%	1%	20%	20%	19%
Tablet computer (e.g. iPad)	49	38	30	45	32	29	29	38	46	15	29	29	38	49	15	49	-	47	48	49
	9%	8%	7%	10%	11%	8%	8%	12%	21%efgi	10%	7%	7%	11%	20%jkln	9%	9%	-	9%	9%	9%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	10	8	7	10	7	7	6	7	7	4	7	6	7	7	4	10	-	10	10	10
	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	3%	2%	2%	-	2%	2%	2%
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	24	14	18	24	24	17	11	21	17	6	18	11	21	18	6	24	-	24	24	24
	4%	3%	4%	5%	8%a	5%	3%	7%f	8%f	3%	5%	3%	6%k	7%k	3%	4%	-	5%	5%	4%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	2	2	1	2	2	1	1	1	1	2	1	1	1	1	2	2	-	2	2	2
	*	*	*	*	1%	*	*	*	*	1%	*	*	*	*	1%	*	-	*	*	*
None of these	117	94	86	86	51	58	66	44	25	29	67	72	54	29	32	103	14	90	89	103
	21%	19%	19%	19%	17%	16%	17%	14%	12%	18%	17%	17%	15%	12%	19%m	19%	64%	17%	17%	19%
Device nets: All TV	313	298	245	251	170	194	248	167	123	91	222	276	190	138	93	305	8	294	286	305
	55%	61%	55%	54%	55%	54%	65%egh	53%	55%	56%	55%	66%ijlmn	54%	56%	56%	55%	36%	56%	56%	55%
All TV set-top box	271	271	218	209	146	170	226	138	97	81	195	254	158	112	83	263	8	253	245	263
	47%	55%c	49%	45%	48%	47%	59%egh	43%	44%	50%	49%	61%ijlmn	45%	45%	50%	48%	34%	49%	48%	48%

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

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Absolutes/col percents

Table 56

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And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All ever use Paid Video On-demand content available through your subscription service provider (e.g. film rental on a pay per view basis on Virgin Media, Sky Go, etc.)

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	638	426	77	105	471	266	372	194	110	21	58	321	255	576	56	68	358	161	519	505
Base	571	366	76*	93*	426	275	296	198	108*	23**	50*	276	239	515	55*	65*	330	135	465	452
Effective Base	434	332	42	88	317	199	237	137	95	20	46	202	187	388	44	54	221	127	340	329
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	243	170	28	24	205	114	129	79	50	5	25	116	101	218	3	4	146	78	224	228
	43%	47%c	37%	26%	48%c	41%	44%	40%	46%	19%	50%	42%	42%	42%	6%	6%	44%no	58%nop	48%no	50%no
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	34	25	4	6	26	18	16	14	5	1	5	15	14	29	6	8	15	8	24	23
	6%	7%	5%	6%	6%	7%	5%	7%	4%	5%	11%	5%	6%	6%	11%	12%	5%	6%	5%	5%
Smart TV	59	44	6	7	46	35	23	30	15	3	3	26	29	55	9	10	32	13	45	43
	10%	12%	8%	7%	11%	13%	8%	15%	14%	14%	6%	9%	12%	11%	16%	15%	10%	10%	10%	10%
Smartphone	53	41	6	16	34	29	24	25	6	3	8	19	25	45	4	6	29	12	42	40
	9%	11%	8%	17%d	8%	11%	8%	12%	5%	11%	16%k	7%	11%	9%	8%	9%	9%	9%	9%	9%
PC/Mac/laptop	105	80	10	20	77	51	54	33	22	7	10	48	45	93	12	13	63	19	82	76
	18%	22%	14%	22%	18%	19%	18%	17%	21%	28%	20%	17%	19%	18%	22%	21%	19%	14%	18%	17%
Tablet computer (e.g. iPad)	49	32	3	13	30	27	22	22	11	2	3	25	22	46	5	6	33	7	40	37
	9%	9%	5%	14%d	7%	10%	7%	11%	11%	9%	5%	9%	9%	9%	10%	10%	10%	5%	9%	8%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	10	8	2	4	6	8	2	7	1	1	-	4	6	10	-	-	5	5	10	10
	2%	2%	3%	4%	1%	3%	1%	4%	1%	5%	-	2%	3%	2%	-	-	2%	4%	2%	2%
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	24	17	2	5	18	15	9	11	4	2	3	9	12	21	4	6	10	6	16	20
	4%	5%	3%	5%	4%	5%	3%	6%	4%	7%	5%	3%	5%	4%	6%	9%pr	3%	4%	3%	4%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	2	2	-	-	2	-	2	-	-	-	1	1	1	1	-	1	1	1	1	2
	*	1%	-	-	1%	-	1%	-	-	-	2%	*	*	*	-	1%	*	1%	*	1%
None of these	117	49	25	13	86	46	71	34	18	6	10	62	42	104	20	22	67	21	88	82
	21%	13%	32%ac	14%	20%a	17%	24%	17%	17%	28%	19%	22%	18%	20%	37%pqrs	33%pqrs	20%	16%	19%	18%
Device nets: All TV	313	217	38	35	257	154	159	111	64	9	31	145	136	281	15	18	183	92	275	275
	55%	59%c	49%	38%	60%c	56%	54%	56%	60%	38%	62%	52%	57%	54%	27%	28%	55%no	68%nop	59%no	61%no
All TV set-top box	271	189	32	29	225	127	143	88	53	6	30	130	111	241	9	12	157	84	241	244
	47%	52%c	42%	32%	53%c	46%	48%	45%	49%	24%	59%	47%	47%	47%	16%	18%	48%no	63%nopr	52%no	54%no

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All ever use Paid Video On-demand content available through your subscription service provider (e.g. film rental on a pay per view basis on Virgin Media, Sky Go, etc.)

		Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
	Total	Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	638	194	410	34	161	33	165	29	44	293	101
Base	571	172	371	27**	146	26**	150	22**	42*	271	87*
Effective Base	434	144	267	26	118	28	122	24	39	194	74
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	243	45	187	11	35	10	39	6	10	124	43
	43%	26%	50%ab	41%	24%	38%	26%	27%	23%	46%	50%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	34	21	13	1	16	5	16	5	7	18	3
	6%	12%ab	3%	2%	11%	18%	11%	23%	16%	7%	4%
Smart TV	59	24	30	5	22	2	22	2	8	32	8
	10%	14%	8%	18%	15%	8%	15%	7%	18%	12%	9%
Smartphone	53	35	17	1	30	4	30	5	9	27	9
	9%	20%ab	5%	5%	21%	17%	20%	23%	22%	10%	10%
PC/Mac/laptop	105	48	54	3	38	10	41	7	10	50	15
	18%	28%ab	15%	11%	26%	38%	28%	30%	25%	18%	17%
Tablet computer (e.g. iPad)	49	24	24	1	24	1	24	*	7	32	1
	9%	14%ab	6%	3%	16%	2%	16%	2%	16%	12%d	1%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	10	6	5	-	6	-	5	*	3	4	1
	2%	3%	1%	-	4%	-	3%	2%	8%	2%	1%
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	24	9	13	1	8	1	8	2	-	15	4
	4%	5%	4%	3%	6%	5%	5%	8%	-	5%	5%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	2	1	1	-	1	1	1	-	-	1	1
	*	1%	*	-	1%	2%	1%	-	-	*	1%
None of these	117	22	88	8	20	2	19	2	4	40	19
	21%	12%	24%ab	29%	13%	7%	13%	9%	10%	15%	22%
Device nets: All TV	313	78	219	15	63	16	66	12	20	160	52
	55%	45%	59%ab	56%	43%	60%	44%	57%	47%	59%	60%
All TV set-top box	271	62	197	12	48	14	51	11	15	138	46
	47%	36%	53%ab	43%	33%	54%	34%	50%	37%	51%	53%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Table 57

Q13 - Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All ever use Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.)

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**1240**	604	636	352	350	248	151	77	62	702	399	139	313	204	50	37	389	195	27	25	334	465	212	229	799	441
Base	**1058**	550	508	336	272	226	139*	48*	37*	607	365	85*	288	208	33*	20*	319	157	15**	17**	261	394	196	207	656	402
Effective Base	**830**	387	456	289	234	147	90	53	37	523	237	90	229	117	32	32	298	129	23	12	247	300	137	155	542	292
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	**97**	62	35	21	25	27	14	8	2	46	41	10	26	28	7	2	21	13	1	-	30	31	21	15	61	36
	9%	11%b	*7%*	*6%*	*9%*	*12%*	*10%*	16%cl	*6%*	*8%*	*11%*	*12%*	*9%*	*13%*	*20%*	*12%*	*6%*	*8%*	*8%*	*-*	*11%*	*8%*	*11%*	*7%*	*9%*	*9%*
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	**44**	24	20	13	14	11	1	*	4	27	12	5	15	6	*	3	12	6	-	2	12	9	12	11	21	23
	4%	*4%*	*4%*	*4%*	*5%*	*5%*	*1%*	*1%*	11%cfgi	*4%*	*3%*	6%d	*5%*	*3%*	*1%*	13%m	*4%*	*4%*	*-*	*10%*	*5%*	*2%*	6%u	*5%*	*3%*	6%u
Smart TV	**77**	49	29	22	16	19	14	5	2	38	33	7	19	25	3	2	18	8	2	*	25	26	19	7	51	26
	7%	*9%*	*6%*	*7%*	*6%*	*8%*	*10%*	*10%*	*5%*	*6%*	*9%*	*8%*	*7%*	*12%*	*9%*	*8%*	*6%*	*5%*	*12%*	*3%*	10%w	*7%*	10%w	*3%*	*8%*	*7%*
Smartphone	**286**	132	154	135	84	42	16	6	3	219	58	9	92	34	5	1	127	24	1	1	72	106	50	58	178	108
	27%	*24%*	30%a	40%defghjk	31%efghjk	*19%*	*11%*	*13%*	*7%*	36%efghjk	*16%*	*10%*	32%mo	*16%*	*15%*	*7%*	40%q	*15%*	*7%*	*8%*	*28%*	*27%*	*25%*	*28%*	*27%*	*27%*
PC/Mac/laptop	**665**	354	311	214	179	128	97	25	22	393	225	47	182	143	18	10	211	82	6	12	159	266	108	132	426	240
	63%	*64%*	*61%*	*64%*	*66%*	*57%*	70%egk	*52%*	*58%*	*65%*	*62%*	*55%*	*63%*	*69%*	*55%*	*51%*	66%q	*52%*	*44%*	*67%*	*61%*	68%vy	*55%*	*64%*	65%w	*60%*
Tablet computer (e.g. iPad)	**250**	133	117	84	68	58	25	9	6	152	83	15	72	50	8	4	80	34	1	2	74	79	52	45	153	97
	24%	*24%*	*23%*	*25%*	*25%*	*26%*	*18%*	*19%*	*16%*	*25%*	*23%*	*18%*	*25%*	*24%*	*23%*	*20%*	*25%*	*21%*	*10%*	*11%*	28%u	*20%*	*26%*	*22%*	*23%*	*24%*
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	**17**	9	8	2	9	2	2	1	1	11	4	2	7	2	-	-	4	2	1	1	6	10	1	1	16	1
	2%	*2%*	*2%*	*1%*	3%c	*1%*	*1%*	*2%*	*2%*	*2%*	*1%*	*2%*	*3%*	*1%*	*-*	*-*	*1%*	*2%*	*7%*	*4%*	2%y	3%y	*	*	2%y	*
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	**76**	48	28	32	29	11	3	1	1	61	14	1	35	11	1	1	26	2	-	-	16	22	21	18	38	38
	7%	*9%*	*6%*	10%dfjk	11%efgjk	*5%*	*2%*	*2%*	*2%*	10%efgjk	*4%*	*2%*	12%m	*5%*	*2%*	*3%*	8%q	*2%*	*-*	*-*	*6%*	*6%*	11%x	*8%*	*6%*	10%x
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	**7**	5	2	1	3	-	2	1	-	4	2	1	2	2	1	-	2	-	-	-	1	4	2	1	4	2
	1%	*1%*	*	*	*1%*	*-*	*1%*	2%i	*-*	*1%*	*	*1%*	*1%*	*1%*	*3%*	*-*	*1%*	*-*	*-*	*-*	*	*1%*	*1%*	*	*1%*	*1%*
None of these	**103**	41	63	25	14	33	18	6	7	39	51	13	14	20	3	3	25	31	3	4	26	44	13	20	70	33
	10%	*7%*	12%a	*7%*	*5%*	15%cdi	13%di	14%di	19%cdi	*6%*	14%cdi	16%cdi	*5%*	*10%*	*9%*	17%d	*8%*	20%p	*23%*	*20%*	*10%*	*11%*	*7%*	*9%*	*11%*	*8%*
Device nets: All TV	**194**	116	78	54	50	47	23	12	8	104	70	20	54	47	9	6	50	23	3	2	61	58	45	30	119	75
	18%	21%b	*15%*	*16%*	*18%*	*21%*	*17%*	*25%*	*20%*	*17%*	*19%*	*23%*	*19%*	*23%*	*27%*	*30%*	*16%*	*15%*	*21%*	*10%*	23%uw	*15%*	23%u	*15%*	*18%*	*19%*
All TV set-top box	**134**	81	53	35	36	35	15	8	7	70	50	14	37	32	7	5	33	18	1	2	40	37	33	25	76	58
	13%	*15%*	*11%*	*10%*	*13%*	*16%*	*10%*	*16%*	*18%*	*12%*	*14%*	*17%*	*13%*	*15%*	*20%*	*25%*	*10%*	*11%*	*8%*	*10%*	15%u	*9%*	17%u	*12%*	*12%*	*14%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Q13 - Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All ever use Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.)

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	1240	794	439	719	469	22	56	150	133	80	124	62	114	180	182	1081	63	36	60	339	204	538
Base	1058	683	369	574	441	18**	37*	124	94	75*	106*	91*	128*	150	107	912	44*	25**	77*	256	181	476
Effective Base	830	549	276	522	290	15	51	112	104	57	84	38	91	139	137	742	48	27	36	261	141	354
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	97	78	19	66	30	1	4	17	10	9	6	6	11	9	17	88	5	2	3	31	15	42
	9%	11%b	5%	12%d	7%	4%	10%	14%m	10%	12%	6%	6%	8%	6%	16%lm	10%	12%	7%	4%	12%	8%	9%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	44	26	17	27	16	1	1	8	7	3	5	3	4	2	7	41	-	1	3	16	9	16
	4%	4%	5%	5%	4%	3%	4%	6%m	7%m	5%	5%	3%	3%	1%	7%m	4%	-	3%	3%	6%	5%	3%
Smart TV	77	60	17	50	25	*	5	13	7	5	5	10	11	11	4	70	3	2	3	25	9	36
	7%	9%b	5%	9%	6%	2%	12%n	10%	8%	6%	4%	11%	8%	7%	4%	8%	7%	8%	4%	10%	5%	8%
Smartphone	286	173	109	141	129	5	12	36	31	27	32	11	40	36	33	258	10	4	13	80	58	120
	27%	25%	29%	25%	29%	28%	33%jk	29%k	33%k	36%k	30%k	12%	31%k	24%	31%k	28%	23%	16%	17%	31%	32%	25%
PC/Mac/laptop	665	415	245	363	277	12	21	83	57	42	63	47	85	102	70	571	23	13	58	161	105	305
	63%	61%	66%	63%	63%	68%	55%	67%	61%	57%	59%	52%	67%	68%	65%	63%	53%	54%	75%p	63%	58%	64%
Tablet computer (e.g. iPad)	250	170	79	139	98	3	10	32	15	17	27	13	36	39	20	209	11	6	24	57	44	108
	24%	25%	21%	24%	22%	18%	28%	26%	16%	22%	25%	14%	28%h	26%	19%	23%	26%	23%	32%	22%	24%	23%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	17	16	1	13	4	*	1	4	-	1	4	-	-	2	3	16	-	-	1	6	5	6
	2%	2%b	*	2%	1%	2%	4%hl	3%	-	1%	4%	-	-	2%	3%	2%	-	-	1%	2%	3%	1%
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	76	53	22	34	41	1	7	14	1	2	12	6	10	11	6	69	1	2	5	23	14	33
	7%	8%	6%	6%	9%	4%	20%hiklmn	11%h	2%	3%	11%h	6%	8%h	8%h	5%	8%	2%	7%	6%	9%	8%	7%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	7	6	1	5	2	-	-	2	-	1	-	-	1	1	-	5	-	-	2	2	1	2
	1%	1%	*	1%	*	-	-	2%	-	1%	-	-	1%	*	-	1%	-	-	2%	1%	*	*
None of these	103	60	43	46	51	4	2	9	3	5	11	18	12	19	8	86	6	5	7	13	15	57
	10%	9%	12%	8%	12%	20%	5%	7%	3%	6%	10%	20%ghn	10%	13%h	7%	9%	13%	21%	9%	5%	8%	12%s
Device nets: All TV	194	144	48	125	64	2	7	30	23	14	15	18	23	21	25	177	6	4	8	60	29	87
	18%	21%b	13%	22%d	14%	9%	20%	24%m	24%m	19%	14%	20%	18%	14%	23%m	19%	13%	15%	11%	23%	16%	18%
All TV set-top box	134	99	34	88	44	1	4	23	17	12	11	9	14	10	22	121	5	2	5	44	23	55
	13%	15%b	9%	15%d	10%	7%	11%	18%m	18%m	16%	10%	9%	11%	7%	21%lm	13%	12%	10%	7%	17%t	13%	12%

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

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Absolutes/col percents

Table 57

Q13 - Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All ever use Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.)

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	1240	953	1039	986	651	917	603	622	460	373	1004	633	731	522	397	1232	8	1181	1216	1232
Base	1058	785	881	858	547	779	493	552	386	318	844	520	637	432	333	1053	5**	978	1044	1053
Effective Base	830	677	690	667	501	631	449	460	347	277	682	449	532	388	295	826	4	832	815	826
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	97	97	68	80	51	58	95	64	44	21	64	97	68	46	21	96	1	96	96	96
	9%	12%b	8%	9%	9%	7%	19%eghi	12%ei	11%ei	7%	8%	19%jlmn	11%n	11%n	6%	9%	16%	10%	9%	9%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	44	44	31	33	19	30	17	25	22	44	31	18	26	23	44	42	2	36	41	42
	4%	6%	4%	4%	3%	4%	4%	4%	6%	14%efgh	4%	3%	4%	5%	13%klm	4%	42%	4%	4%	4%
Smart TV	77	60	62	77	49	58	45	57	46	28	60	47	63	47	30	77	1	76	75	77
	7%	8%	7%	9%	9%	8%	9%	10%	12%e	9%	7%	9%	10%	11%j	9%	7%	11%	8%	7%	7%
Smartphone	286	222	238	286	182	228	146	259	133	103	236	152	286	143	106	285	*	273	283	285
	27%	28%	27%	33%ab	33%ab	29%	30%	47%efhi	34%	32%	28%	29%	45%jkmn	33%	32%	27%	6%	28%	27%	27%
PC/Mac/laptop	665	479	665	534	352	621	289	333	221	205	665	303	395	249	219	664	1	624	664	664
	63%	61%	76%acd	62%	64%	80%fghi	59%	60%	57%	65%	79%klmn	58%	62%	58%	66%klm	63%	18%	64%	64%	63%
Tablet computer (e.g. iPad)	250	194	189	227	161	170	132	162	233	87	186	134	187	250	88	250	*	242	250	250
	24%	25%	22%	26%b	29%b	22%	27%	29%e	60%efgi	27%	22%	26%	29%j	58%jkln	26%	24%	6%	25%	24%	24%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	17	14	13	17	12	12	13	13	15	6	13	13	13	15	6	17	-	17	17	17
	2%	2%	1%	2%	2%	2%	3%	2%	4%e	2%	2%	3%	2%	4%j	2%	2%	-	2%	2%	2%
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	76	57	64	66	76	62	40	56	38	28	64	41	60	41	29	76	-	75	76	76
	7%	7%	7%	8%	14%abc	8%	8%	10%	10%	9%	8%	8%	9%	9%	9%	7%	-	8%	7%	7%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	7	7	6	6	7	4	3	5	3	4	6	4	6	3	4	7	-	7	7	7
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%
None of these	103	83	60	75	42	29	40	31	15	27	35	51	35	19	28	102	2	79	98	102
	10%	11%b	7%	9%	8%	4%	8%eh	6%	4%	9%eh	4%	10%jlm	5%	4%	8%jm	10%	29%	8%	9%	10%
Device nets: All TV	194	177	138	166	103	125	135	125	92	77	133	140	135	97	79	191	3	183	189	191
	18%	22%ab	16%	19%	19%	16%	27%e	23%e	24%e	24%e	16%	27%jl	21%j	22%j	24%j	18%	58%	19%	18%	18%
All TV set-top box	134	134	92	106	66	82	105	83	58	58	88	108	87	62	58	131	3	125	130	131
	13%	17%bcd	10%	12%	12%	10%	21%egh	15%e	15%e	18%e	10%	21%jlm	14%	14%	17%	12%	58%	13%	12%	12%

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

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Absolutes/col percents

Table 57

Q13 - Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All ever use Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.)

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	1240	812	171	143	987	429	811	315	169	37	168	619	447	1066	282	317	559	234	793	739
Base	1058	673	146*	129	841	432	626	319	158	41**	150	489	413	901	249	279	471	183	654	604
Effective Base	830	603	91	108	648	293	551	205	137	28	105	404	321	724	178	204	379	186	559	538
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	97	72	12	18	72	59	39	44	28	-	14	39	44	83	7	7	45	37	83	86
	9%	11%	8%	14%	9%	14%f	6%	14%	18%	-	10%	8%	11%	9%	3%	2%	10%no	20%nopr	13%no	14%nop
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	44	32	4	11	29	21	23	16	7	2	8	19	18	36	10	11	21	7	28	23
	4%	5%	3%	9%d	3%	5%	4%	5%	4%	6%	5%	4%	4%	4%	4%	4%	4%	4%	4%	4%
Smart TV	77	60	7	8	61	39	39	29	19	1	7	41	30	71	12	14	40	18	58	55
	7%	9%	5%	6%	7%	9%	6%	9%	12%	2%	4%	8%	7%	8%	5%	5%	8%	10%	9%	9%
Smartphone	286	201	29	38	234	113	173	91	33	10	32	119	134	252	63	70	126	54	181	168
	27%	30%b	20%	29%	28%	26%	28%	29%	21%	24%	21%	24%	32%jk	28%	25%	25%	27%	30%	28%	28%
PC/Mac/laptop	665	424	87	53	571	240	425	174	83	24	105	318	240	557	162	176	288	115	403	366
	63%	63%c	59%c	41%	68%c	56%	68%e	54%	53%	60%	70%kl	65%	58%	62%	65%	63%	61%	63%	62%	60%
Tablet computer (e.g. iPad)	250	186	25	21	209	108	142	85	42	10	24	118	108	226	46	55	128	29	157	150
	24%	28%bc	17%	17%	25%	25%	23%	27%	26%	24%	16%	24%	26%kj	25%kj	19%	20%	27%noq	16%	24%q	25%q
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	17	13	1	4	11	13	4	11	7	-	3	8	7	15	3	3	10	4	14	13
	2%	2%	*	3%	1%	3%f	1%	4%	4%	-	2%	2%	2%	2%	1%	1%	2%	2%	2%	2%
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	76	63	3	12	58	35	42	27	17	4	6	38	33	71	18	20	29	18	47	48
	7%	9%b	2%	9%b	7%	8%	7%	8%	11%	10%	4%	8%	8%	8%	7%	7%	6%	10%	7%	8%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	7	7	-	-	7	1	6	-	1	-	2	3	1	4	2	2	2	3	4	5
	1%	1%	-	-	1%	*	1%	-	1%	-	2%	1%	*	*	1%	1%	*	1%	1%	1%
None of these	103	62	15	12	80	48	56	34	20	7	12	43	45	88	24	27	50	13	63	57
	10%	9%	10%	10%	9%	11%	9%	11%	12%	17%	8%	9%	11%	10%	10%	10%	11%	7%	10%	9%
Device nets: All TV	194	141	23	36	140	104	90	79	46	3	26	87	81	168	28	31	91	55	146	142
	18%	21%	16%	28%bd	17%	24%f	14%	25%	29%	8%	17%	18%	20%	19%	11%	11%	19%no	30%nopr	22%no	24%no
All TV set-top box	134	97	16	29	95	74	60	56	33	2	21	55	59	113	17	17	61	43	104	102
	13%	14%	11%	23%abd	11%	17%f	10%	18%	21%	6%	14%	11%	14%	13%	7%	6%	13%no	23%nopr	16%no	17%no

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

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Absolutes/col percents

Table 57

Q13 - Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All ever use Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.)

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	1240	278	890	72	224	54	234	44	60	526	220
Base	1058	246	745	67*	204	42*	214	32*	59*	457	185
Effective Base	830	203	579	49	159	47	169	38	42	339	147
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	97	37	57	3	33	4	33	4	9	48	17
	9%	15%bc	8%	5%	16%	9%	16%	12%	15%	10%	9%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	44	21	21	2	16	4	16	5	7	20	11
	4%	8%b	3%	3%	8%	11%	7%	15%	13%	4%	6%
Smart TV	77	29	42	6	25	4	26	3	9	32	12
	7%	12%b	6%	10%	12%	8%	12%	9%	15%	7%	6%
Smartphone	286	70	194	21	61	10	63	8	13	112	50
	27%	29%	26%	31%	30%	23%	29%	24%	23%	24%	27%
PC/Mac/laptop	665	115	505	45	96	19	103	12	27	270	131
	63%	47%	68%a	68%a	47%	45%	48%	36%	45%	59%	71%h
Tablet computer (e.g. iPad)	250	73	165	13	66	6	69	4	15	126	36
	24%	29%b	22%	19%	32%e	15%	32%f	12%	25%	28%	19%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	17	11	6	-	11	-	11	-	3	12	1
	2%	4%b	1%	-	5%	-	5%	-	4%	3%	*
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	76	21	53	2	19	2	21	1	4	33	14
	7%	9%	7%	4%	9%	5%	10%	2%	6%	7%	7%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	7	2	4	1	2	-	2	-	-	1	3
	1%	1%	*	2%	1%	-	1%	-	-	*	2%
None of these	103	14	82	8	11	4	12	2	3	45	13
	10%	6%	11%a	11%	5%	9%	6%	8%	5%	10%	7%
Device nets: All TV	194	77	108	10	65	11	65	11	23	86	34
	18%	31%bc	14%	15%	32%	27%	30%	35%	39%	19%	18%
All TV set-top box	134	52	77	5	45	8	44	8	15	63	26
	13%	21%bc	10%	8%	22%	18%	21%	26%	25%	14%	14%

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

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Table 58

Q13 - Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All ever use Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**727**	357	370	260	241	118	64	29	15	501	182	44	228	100	18	11	273	82	11	4	212	258	128	129	470	257
Base	**613**	316	297	244	179	107*	54*	18**	11**	423	161	29*	200	97*	12**	7**	223	64*	5**	4**	175	206	116	116*	381	232
Effective Base	**547**	268	280	223	171	74	58	24	9	394	126	31	178	71	15	9	217	56	10	2	154	200	102	94	353	195
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	**58**	33	25	15	21	12	8	*	1	36	20	2	19	13	-	1	17	7	*	-	17	13	17	10	30	27
	9%	*10%*	*8%*	*6%*	*12%*	*12%*	14%c	*2%*	*10%*	*9%*	12%c	*5%*	*10%*	*13%*	-	*16%*	*8%*	*12%*	*7%*	-	*10%*	*6%*	15%ux	*8%*	*8%*	*12%*
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	**30**	19	11	10	11	5	1	1	2	21	6	3	13	4	-	2	8	2	1	-	10	10	8	3	20	10
	5%	*6%*	*4%*	*4%*	*6%*	*5%*	*2%*	*3%*	*21%*	*5%*	*4%*	*10%*	*6%*	*4%*	-	*34%*	*4%*	*4%*	*11%*	-	*6%*	*5%*	*6%*	*2%*	*5%*	*4%*
Smart TV	**40**	22	18	12	14	9	4	1	1	26	13	1	12	9	-	1	14	3	1	-	15	15	9	2	30	11
	7%	*7%*	*6%*	*5%*	*8%*	*8%*	*7%*	*4%*	*5%*	*6%*	*8%*	*4%*	*6%*	*9%*	-	*8%*	*6%*	*5%*	*13%*	-	9%w	*7%*	*7%*	*2%*	8%w	*5%*
Smartphone	**105**	59	46	54	34	10	5	2	-	88	15	2	44	13	2	-	44	2	-	-	23	37	23	23	59	46
	17%	*19%*	*15%*	22%efj	19%j	*9%*	*9%*	*12%*	-	21%efj	*9%*	*8%*	*22%*	*13%*	*18%*	-	20%kl	*3%*	-	-	*13%*	*18%*	*20%*	*20%*	*16%*	*20%*
PC/Mac/laptop	**306**	159	147	124	96	50	27	7	2	220	76	10	105	46	6	2	115	31	1	*	81	108	52	65	189	117
	50%	*50%*	*50%*	*51%*	53%k	*46%*	*49%*	*41%*	*20%*	52%k	*47%*	*33%*	*53%*	*47%*	*48%*	*25%*	*51%*	*48%*	*26%*	*11%*	*47%*	*52%*	*45%*	*56%*	*50%*	*50%*
Tablet computer (e.g. iPad)	**116**	59	57	43	40	24	7	1	*	83	31	1	37	21	1	-	46	11	-	*	44	31	19	21	75	41
	19%	*19%*	*19%*	*18%*	22%k	22%k	*14%*	*5%*	*4%*	20%k	*19%*	*5%*	*19%*	*21%*	*7%*	-	*20%*	*16%*	-	*11%*	25%u	*15%*	*17%*	*18%*	*20%*	*18%*
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	**5**	4	1	1	3	*	-	*	-	4	*	*	3	*	*	-	1	-	-	-	2	2	*	1	4	1
	1%	*1%*	*	*	*2%*	*	-	*2%*	-	*1%*	*	*1%*	*1%*	*	*3%*	-	*1%*	-	-	-	*1%*	*1%*	*	*	*1%*	*
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	**28**	17	10	16	9	2	-	*	1	25	2	1	14	2	*	1	10	-	-	-	8	8	5	6	16	12
	5%	*6%*	*4%*	7%fj	*5%*	*2%*	-	*2%*	*10%*	6%	*1%*	*5%*	*7%*	*2%*	*3%*	*16%*	*5%*	-	-	-	*5%*	*4%*	*4%*	*6%*	*4%*	*5%*
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	**3**	2	1	1	1	-	1	1	-	2	1	1	*	1	1	-	1	-	-	-	1	2	-	1	2	1
	*	*1%*	*	*	*1%*	-	*1%*	*3%*	-	*	*	*2%*	*	*1%*	*5%*	-	*1%*	-	-	-	*	*1%*	-	*1%*	*1%*	*
None of these	**104**	48	57	40	18	20	12	8	6	58	32	14	21	20	5	2	38	12	3	3	23	43	16	22	67	38
	17%	*15%*	*19%*	*16%*	*10%*	*18%*	23%d	*46%*	*50%*	*14%*	20%d	48%cdefij	*10%*	20%	*42%*	*32%*	*17%*	*20%*	*56%*	*78%*	*13%*	*21%*	*14%*	*19%*	*17%*	*16%*
Device nets: All TV	**118**	66	53	37	41	22	13	2	3	78	35	5	40	22	-	3	38	13	2	-	39	34	31	14	73	45
	19%	*21%*	*18%*	*15%*	*23%*	*21%*	*24%*	*9%*	*31%*	*18%*	*22%*	*18%*	*20%*	*23%*	-	*50%*	*17%*	*21%*	*31%*	-	23%w	*16%*	27%uw	*12%*	*19%*	*19%*
All TV set-top box	**84**	48	36	25	30	16	9	1	3	55	25	4	30	15	-	3	25	10	1	-	26	21	24	12	47	37
	14%	*15%*	*12%*	*10%*	*17%*	*15%*	*17%*	*6%*	*31%*	*13%*	*15%*	*15%*	*15%*	*15%*	-	*50%*	*11%*	*15%*	*18%*	-	*15%*	*10%*	21%ux	*11%*	*12%*	*16%*

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 58

Q13 - Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All ever use Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	727	490	233	401	292	14	38	85	83	49	73	33	75	102	123	661	32	14	20	206	122	333
Base	613	414	195	326	261	10**	26*	72*	61*	44*	57*	45**	89*	89*	73*	556	21**	9**	27**	160	101*	295
Effective Base	547	371	172	336	196	11	35	66	67	38	57	27	63	81	100	505	29	13	14	165	95	249
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	58	45	12	41	17	-	1	11	8	3	2	2	7	9	10	54	2	-	2	21	6	27
	9%	11%	6%	12%d	6%	-	6%	15%j	14%	7%	4%	3%	8%	11%	13%	10%	11%	-	6%	13%	5%	9%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	30	23	7	19	9	1	1	4	3	2	5	4	3	3	3	29	-	1	1	8	7	13
	5%	6%	4%	6%	3%	5%	3%	5%	6%	5%	9%	9%	4%	3%	5%	5%	-	6%	4%	5%	7%	4%
Smart TV	40	34	6	26	14	-	2	5	6	1	5	5	5	3	3	35	1	1	3	14	6	16
	7%	8%b	3%	8%	5%	-	8%	7%	10%	2%	8%	11%	5%	4%	4%	6%	6%	9%	10%	9%	6%	5%
Smartphone	105	70	34	50	49	2	3	12	6	10	12	6	17	14	16	96	4	1	5	21	21	54
	17%	17%	18%	15%	19%	22%	13%	16%	9%	22%	20%	13%	20%	16%	23%h	17%	17%	7%	17%	13%	21%	18%
PC/Mac/laptop	306	194	108	154	138	8	14	42	28	24	27	17	49	44	33	278	11	4	14	84	51	143
	50%	47%	56%	47%	53%	78%	52%	59%	46%	55%	46%	37%	55%	50%	45%	50%	50%	41%	52%	53%	50%	48%
Tablet computer (e.g. iPad)	116	82	32	58	52	3	6	18	7	6	12	9	19	12	8	98	3	2	12	31	18	49
	19%	20%	17%	18%	20%	27%	23%	24%n	12%	14%	21%	21%	22%	14%	11%	18%	16%	20%	44%	20%	18%	17%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	5	4	1	4	1	-	1	1	-	-	-	-	-	-	3	5	-	-	-	2	-	3
	1%	1%	*	1%	*	-	5%hlm	1%	-	-	-	-	-	-	3%	1%	-	-	-	1%	-	1%
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	28	21	5	15	12	1	2	4	1	3	3	2	5	4	4	27	-	-	1	6	5	16
	5%	5%	2%	5%	5%	8%	6%	5%	1%	6%	5%	5%	6%	4%	6%	5%	-	-	4%	4%	5%	5%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	3	3	-	3	-	-	*	2	-	-	-	-	-	1	-	3	-	-	-	2	-	1
	*	1%	-	1%	-	-	2%	3%	-	-	-	-	-	1%	-	1%	-	-	-	2%	-	*
None of these	104	60	45	57	42	1	2	3	8	7	14	13	15	23	9	93	5	2	4	13	21	59
	17%	14%	23%b	17%	16%	13%	9%	4%	13%	15%	25%g	29%	17%g	25%gn	13%	17%	22%	24%	15%	8%	20%s	20%s
Device nets: All TV	118	93	25	77	38	1	3	16	18	5	11	10	15	15	16	108	4	1	5	36	16	56
	19%	22%b	13%	24%d	15%	5%	11%	21%	29%fl	10%	19%	23%	17%	17%	22%	19%	17%	15%	19%	23%	15%	19%
All TV set-top box	84	63	19	56	25	1	1	12	12	5	7	5	10	12	13	78	2	1	3	26	12	41
	14%	15%	10%	17%d	9%	5%	6%	17%	19%	10%	13%	12%	11%	14%	18%	14%	11%	6%	10%	16%	12%	14%

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 58

Q13 - Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All ever use Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	727	563	611	613	432	569	374	456	318	251	602	387	504	350	262	724	3	697	712	724
Base	613	465	507	527	359	474	308	400	277	214	497	317	433	297	224	610	3**	587	603	610
Effective Base	547	452	458	465	351	434	311	366	250	202	454	322	405	275	209	546	2	528	537	546
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	58 9%	58 12%	44 9%	51 10%	37 10%	41 9%	56 18%eghi	45 11%	28 10%	16 8%	42 8%	58 18%ijlmn	45 10%	29 10%	16 7%	58 9%	- -	57 10%	57 9%	58 9%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	30 5%	30 7%	20 4%	24 4%	16 5%	20 4%	16 5%	17 4%	15 5%	30 14%efgh	20 4%	16 5%	19 4%	16 5%	30 14%klm	30 5%	- -	30 5%	29 5%	30 5%
Smart TV	40 7%	32 7%	28 6%	40 8%	27 8%	26 5%	24 8%	29 7%	29 10%e	16 8%	28 6%	26 8%	33 8%	30 10%j	18 8%	40 7%	- -	39 7%	40 7%	40 7%
Smartphone	105 17%	77 16%	91 18%	105 20%	64 18%	88 19%	55 18%	104 26%efi	55 20%	35 16%	91 18%	56 18%	105 24%jkn	58 20%	35 16%	105 17%	- -	100 17%	104 17%	105 17%
PC/Mac/laptop	306 50%	234 50%	306 60%acd	262 50%	185 52%	296 62%fghi	147 48%	198 49%	124 45%	110 52%	306 62%klmn	153 48%	217 50%	132 44%	115 51%	304 50%	2 75%	298 51%	302 50%	304 50%
Tablet computer (e.g. iPad)	116 19%	84 18%	90 18%	109 21%	75 21%	87 18%	58 19%	87 22%	113 41%efgi	48 22%	90 18%	58 18%	90 21%	116 39%jkln	48 22%	116 19%	- -	112 19%	116 19%	116 19%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	5 1%	5 1%	5 1%	5 1%	4 1%	5 1%	3 1%	4 1%	4 1%	4 2%	5 1%	3 1%	4 1%	4 1%	4 2%	5 1%	- -	5 1%	5 1%	5 1%
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	28 5%	24 5%	21 4%	25 5%	28 8%b	20 4%	21 7%	24 6%	20 7%	11 5%	20 4%	22 7%	24 6%	21 7%	11 5%	28 5%	- -	28 5%	28 5%	28 5%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	3 *	2 1%	2 *	2 *	3 1%	1 *	1 *	* *	* *	2 1%	2 *	1 *	1 *	* *	2 1%	3 *	- -	3 1%	3 1%	3 *
None of these	104 17%	76 16%	74 15%	81 15%	55 15%	59 12%	42 14%	52 13%	29 10%	31 14%	67 13%	44 14%	60 14%	35 12%	36 16%	103 17%	1 25%	93 16%	101 17%	103 17%
Device nets: All TV	118 19%	110 24%b	82 16%	105 20%	75 21%	76 16%	86 28%eg	82 20%	62 22%e	55 26%e	80 16%	89 28%jl	88 20%	66 22%j	56 25%j	118 19%	- -	116 20%	117 19%	118 19%
All TV set-top box	84 14%	84 18%b	60 12%	70 13%	51 14%	56 12%	67 22%egh	57 14%	38 14%	42 20%e	57 12%	69 22%jlm	60 14%	40 14%	42 19%j	84 14%	- -	82 14%	82 14%	84 14%

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

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Absolutes/col percents

Table 58

Q13 - Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All ever use Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	727	493	93	112	553	256	471	190	103	23	75	362	285	647	146	165	325	150	475	434
Base	613	413	73*	100*	462	248	365	188	96*	23**	71*	278	258	536	125	143	275	119	394	355
Effective Base	547	406	59	95	413	213	335	154	87	21	45	276	235	511	102	118	251	130	378	353
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	58	46	4	11	40	37	21	32	15	2	8	20	30	50	2	2	30	21	51	52
	9%	11%	5%	11%	9%	15%j	6%	17%	16%	7%	11%	7%	12%	9%	2%	1%	11%no	18%nop	13%no	15%no
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	30	23	4	10	19	15	16	9	6	2	5	16	8	24	5	5	17	4	21	16
	5%	6%	5%	10%c	4%	6%	4%	5%	6%	10%	8%	6%	3%	4%	4%	4%	6%	4%	5%	5%
Smart TV	40	32	3	7	29	25	16	19	13	-	2	21	17	39	4	7	19	12	31	30
	7%	8%	4%	7%	6%	10%j	4%	10%	13%	-	2%	8%	7%	7%	3%	5%	7%	10%n	8%	9%
Smartphone	105	83	6	17	86	39	66	31	12	3	8	47	50	97	25	30	42	23	65	60
	17%	20%bd	9%	17%	19%	16%	18%	17%	12%	15%	12%	17%	19%	18%	20%	21%	15%	19%	17%	17%
PC/Mac/laptop	306	208	34	30	258	97	209	73	37	8	40	142	122	265	72	77	131	57	188	167
	50%	50%c	47%d	30%	56%cd	39%	57%e	39%	39%	36%	56%	51%	48%	49%	57%	54%	48%	48%	48%	47%
Tablet computer (e.g. iPad)	116	82	14	17	89	47	69	35	20	7	9	49	58	107	24	26	55	15	70	63
	19%	20%	19%	17%	19%	19%	19%	19%	21%	31%	12%	18%	22%	20%	19%	18%	20%	13%	18%	18%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	5	4	-	2	3	3	2	3	1	-	-	2	3	5	1	1	2	2	4	4
	1%	1%	-	2%	1%	1%	1%	1%	1%	-	-	1%	1%	1%	*	*	1%	1%	1%	1%
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	28	20	3	7	21	18	10	17	5	-	3	12	14	25	4	5	13	8	21	21
	5%	5%	4%	7%	4%	7%j	3%	9%	5%	-	4%	4%	5%	5%	3%	3%	5%	7%	5%	6%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	3	3	-	-	3	-	3	-	-	-	1	2	1	2	1	1	1	1	2	2
	*	1%	-	-	1%	-	1%	-	-	-	1%	1%	*	*	*	1%	*	1%	*	1%
None of these	104	63	15	15	77	42	62	30	19	6	14	46	41	87	23	24	50	18	68	57
	17%	15%	21%	15%	17%	17%	17%	16%	20%	28%	19%	16%	16%	16%	18%	17%	18%	15%	17%	16%
Device nets: All TV	118	92	10	28	78	69	50	54	30	4	13	52	52	104	11	14	60	35	94	89
	19%	22%	14%	28%bd	17%	28%j	14%	29%	32%	18%	19%	19%	20%	19%	8%	10%	22%no	29%no	24%no	25%no
All TV set-top box	84	65	8	21	54	48	36	38	19	4	13	34	36	70	7	7	44	24	68	64
	14%	16%	10%	21%c	12%	19%j	10%	20%	20%	18%	18%	12%	14%	13%	5%	5%	16%no	20%no	17%no	18%no

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

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Absolutes/col percents

Table 58

Q13 - Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All ever use Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**727**	217	462	48	178	39	187	30	51	294	129
Base	**613**	196	376	41*	165	31*	173	23**	52*	261	105*
Effective Base	**547**	158	361	32	127	34	135	25	35	213	89
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	**58**	25	30	3	20	4	21	4	6	32	11
	9%	*13%*	*8%*	*6%*	*12%*	*14%*	*12%*	*17%*	*12%*	*12%*	*11%*
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	**30**	19	11	1	15	4	14	5	8	15	4
	5%	9%b	*3%*	*2%*	*9%*	*13%*	*8%*	*21%*	*15%*	*6%*	*4%*
Smart TV	**40**	18	20	2	17	2	17	1	7	19	4
	7%	*9%*	*5%*	*5%*	*10%*	*5%*	*10%*	*4%*	*13%*	*7%*	*3%*
Smartphone	**105**	37	63	4	31	6	31	6	9	48	17
	17%	*19%*	*17%*	*10%*	*19%*	*19%*	*18%*	*28%*	*18%*	*18%*	*16%*
PC/Mac/laptop	**306**	72	210	24	59	12	65	7	18	116	67
	50%	*36%*	56%a	59%a	*36%*	*39%*	*37%*	*29%*	*34%*	*44%*	64%b
Tablet computer (e.g. iPad)	**116**	45	65	6	45	1	45	-	10	61	17
	19%	*23%*	*17%*	*14%*	27%d	*3%*	*26%*	-	*20%*	*23%*	*16%*
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	**5**	3	1	-	3	1	2	1	1	1	1
	1%	*2%*	*	-	*2%*	*2%*	*1%*	*4%*	*3%*	*1%*	*1%*
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	**28**	11	15	1	11	-	11	-	4	15	5
	5%	*6%*	*4%*	*3%*	*7%*	-	*7%*	-	*7%*	*6%*	*5%*
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	**3**	1	2	-	1	-	1	-	-	-	2
	*	*	*1%*	-	*1%*	-	*	-	-	-	*2%*
None of these	**104**	20	75	9	16	4	19	2	2	36	10
	17%	*10%*	20%a	*22%*	*10%*	*12%*	*11%*	*7%*	*5%*	*14%*	*10%*
Device nets: All TV	**118**	55	58	5	45	10	45	10	19	58	17
	19%	28%b	*16%*	*12%*	*27%*	*32%*	*26%*	*42%*	*37%*	*22%*	*16%*
All TV set-top box	**84**	40	41	3	31	8	31	9	13	43	15
	14%	20%b	*11%*	*8%*	*19%*	*27%*	*18%*	*38%*	*25%*	*16%*	*14%*

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

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Absolutes/col percents

Table 59

Q13 - YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All ever use YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	1540	741	799	356	393	316	220	140	115	749	536	255	320	270	78	73	429	266	62	42	435	569	246	290	1004	536
Base	1469	750	719	347	349	313	223	127*	110*	696	536	237	313	294	70**	73*	383	242	57**	37**	370	524	262	313	894	575
Effective Base	877	405	482	286	198	181	131	57	56	467	312	112	199	150	28	37	269	170	29	19	293	321	136	155	604	291
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	75	46	29	13	25	18	9	5	6	37	27	11	21	18	4	4	16	9	2	2	23	20	20	12	43	33
	5%	6%	4%	4%	7%	6%	4%	4%	5%	5%	5%	5%	7%	6%	5%	5%	4%	4%	3%	4%	6%	4%	8%	4%	5%	6%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	46	25	21	12	12	6	4	1	12	23	9	13	13	5	1	5	10	4	-	7	11	12	16	7	23	23
	3%	3%	3%	3%	3%	2%	2%	1%	11%cdefgij	3%	2%	6%	4%	2%	2%	7%	3%	2%	-	19%	3%	2%	6%ux	2%	3%	4%
Smart TV	69	44	26	17	17	17	9	7	3	34	25	10	18	19	5	3	16	7	3	-	26	26	14	3	52	17
	5%	6%	4%	5%	5%	5%	4%	6%	2%	5%	5%	4%	6%	6%	6%	4%	4%	3%	4%	-	7%wy	5%w	5%w	1%	6%w	3%
Smartphone	384	170	214	147	118	69	34	14	2	265	103	15	110	49	10	1	155	54	4	1	79	166	68	71	245	139
	26%	23%	30%a	42%efghjk	34%efghjk	22%hk	15%hk	11%h	1%	38%efghjk	19%hk	7%	35%mo	17%o	14%	1%	41%q	22%	7%	2%	21%	32%wy	26%	23%	27%	24%
PC/Mac/laptop	924	482	442	217	208	213	153	78	56	425	365	134	187	200	54	40	237	165	24	16	235	349	146	194	584	340
	63%	64%	62%	63%	59%	68%h	68%h	61%	51%	61%	68%dhik	57%	60%	68%	77%	56%	62%	68%	42%	43%	64%	67%w	56%	62%	65%w	59%
Tablet computer (e.g. iPad)	303	154	149	70	78	85	33	24	12	149	118	36	70	62	12	10	79	56	12	2	86	105	50	62	191	112
	21%	21%	21%	20%	22%	27%hk	15%	19%	11%	21%	22%	15%	22%	21%	17%	14%	21%	23%	21%	6%	23%	20%	19%	20%	21%	20%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	18	10	8	6	7	2	2	*	1	13	4	1	8	2	*	-	4	2	-	1	8	7	1	2	15	3
	1%	1%	1%	2%	2%	1%	1%	*	1%	2%	1%	*	3%	1%	1%	-	1%	1%	-	2%	2%	1%	*	1%	2%	*
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	64	36	28	22	25	10	4	1	2	48	14	3	24	10	*	2	24	4	1	-	12	21	18	13	33	31
	4%	5%	4%	6%dljk	7%dljk	3%	2%	1%	2%	7%dljk	3%	1%	8%	3%	1%	2%	6%q	1%	1%	-	3%	4%	7%	4%	4%	5%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	4	3	1	-	2	-	2	1	-	2	2	1	1	2	1	-	1	-	-	-	1	1	2	-	3	2
	*	*	*	-	1%	-	1%	*	-	*	*	*	*	1%	1%	-	*	-	-	-	*	*	1%	-	*	*
None of these	166	87	79	27	30	20	33	28	28	57	53	56	28	37	5	17	29	16	23	11	41	49	22	54	90	76
	11%	12%	11%	8%	9%	6%	15%cei	22%cdeij	25%cdeij	8%	10%	24%cdeij	9%	13%	7%	23%d	8%	7%	40%	29%	11%	9%	8%	17%uvx	10%	13%
Device nets: All TV	183	109	74	41	51	37	21	13	20	91	58	34	49	39	9	12	42	19	4	9	60	55	48	21	115	68
	12%	14%	10%	12%	15%	12%	10%	11%	18%	13%	11%	14%	16%	13%	13%	16%	11%	8%	8%	23%	16%uw	10%	18%uw	7%	13%w	12%
All TV set-top box	118	68	50	24	35	23	13	7	18	59	35	24	32	22	5	9	26	14	2	9	34	30	35	19	64	54
	8%	9%	7%	7%	10%	7%	6%	5%	16%cef	8%	7%	10%	10%	7%	7%	12%	7%	6%	3%	23%	9%	6%	13%uwx	6%	7%	9%

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

Table 59

Q13 - YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All ever use YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	1540	959	573	924	563	25	69	171	160	107	148	87	156	219	202	1319	94	42	85	400	255	664
Base	1469	902	560	841	580	24**	54*	154	125	111*	124*	149*	200*	200	132	1250	75*	34**	111*	333	235	682
Effective Base	877	564	310	543	309	13	38	115	106	60	92	48	97	145	131	750	53	25	54	257	149	363
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	75	60	16	48	26	-	3	11	6	4	6	7	7	15	9	69	3	2	2	21	10	38
	5%	7%b	3%	6%	5%	-	6%	7%	5%	4%	5%	4%	4%	7%	7%	5%	5%	5%	1%	6%	4%	6%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	46	25	19	35	9	1	1	11	6	3	4	7	4	3	6	44	-	1	1	17	7	20
	3%	3%	3%	4%d	2%	2%	1%	7%m	4%	3%	3%	5%	2%	2%	4%	4%	-	2%	1%	5%	3%	3%
Smart TV	69	53	16	41	24	1	3	9	9	1	6	10	8	10	5	61	2	2	5	21	7	33
	5%	6%b	3%	5%	4%	5%	5%	6%	7%	1%	5%	7%	4%	5%	4%	5%	3%	5%	4%	6%	3%	5%
Smartphone	384	244	138	188	178	8	11	37	34	31	40	25	62	52	39	331	18	6	29	82	71	178
	26%	27%	25%	22%	31%c	34%	20%	24%	27%	27%	32%k	17%	31%	26%	30%	26%	25%	17%	26%	25%	30%	26%
PC/Mac/laptop	924	561	358	535	363	14	34	96	72	71	73	87	127	131	83	775	44	19	86	203	144	429
	63%	62%	64%	64%	63%	58%	63%	63%	58%	64%	59%	58%	63%	65%	63%	62%	60%	55%	77%b	61%	61%	63%
Tablet computer (e.g. iPad)	303	190	113	165	123	6	14	29	22	19	26	32	41	43	22	248	12	12	32	65	45	138
	21%	21%	20%	20%	21%	25%	25%	19%	17%	17%	21%	22%	21%	21%	17%	20%	16%	34%	29%	19%	19%	20%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	18	18	-	14	4	-	2	3	1	1	3	-	-	2	5	18	-	-	-	7	4	7
	1%	2%b	-	2%	1%	-	4%l	2%	1%	1%	3%	-	-	1%	3%l	1%	-	-	-	2%	2%	1%
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	64	43	21	32	31	1	5	7	5	3	5	5	11	11	6	58	3	1	3	16	8	33
	4%	5%	4%	4%	5%	3%	9%	5%	4%	2%	4%	3%	5%	6%	5%	5%	4%	2%	3%	5%	3%	5%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	4	4	1	3	1	-	-	1	-	2	-	-	-	1	-	3	1	-	1	1	2	1
	*	*	*	*	*	-	-	*	-	1%	-	-	-	*	-	*	1%	-	1%	*	1%	*
None of these	166	75	90	100	62	3	4	13	9	17	20	17	23	28	8	139	15	3	9	27	37	75
	11%	8%	16%a	12%	11%	12%	8%	9%	7%	15%	16%n	11%	11%	14%n	6%	11%	20%	8%	8%	8%	16%s	11%
Device nets: All TV	183	132	49	120	57	2	5	28	20	8	15	24	20	28	18	166	6	4	7	52	24	91
	12%	15%b	9%	14%	10%	7%	9%	18%	16%	7%	12%	16%	10%	14%	14%	13%	8%	12%	6%	16%	10%	13%
All TV set-top box	118	82	35	80	36	1	3	20	12	7	10	14	12	18	14	110	3	2	2	35	18	58
	8%	9%	6%	10%	6%	2%	6%	13%	9%	6%	8%	9%	6%	9%	11%	9%	5%	7%	2%	10%	7%	8%

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

Table 59

Q13 - YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All ever use YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	1540	1199	1291	1178	734	1056	696	674	487	457	1220	756	810	585	491	1529	11	1406	1505	1529
Base	1469	1108	1199	1109	653	962	618	637	433	422	1109	676	753	511	456	1458	11**	1232	1435	1458
Effective Base	877	711	754	731	475	653	454	455	334	294	732	474	537	389	306	872	6	909	858	872
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	75 5%	75 7%	55 5%	64 6%	42 6%	44 5%	73 12%eghi	49 8%ei	30 7%i	14 3%	47 4%	75 11%jlmn	51 7%h	31 6%	14 3%	75 5%	- -	73 6%	75 5%	75 5%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	46 3%	46 4%b	24 2%	32 3%	17 3%	22 2%	17 3%	19 3%	20 5%	40 9%efgh	24 2%	17 3%	21 3%	22 4%j	46 10%jklm	46 3%	- -	34 3%	45 3%	46 3%
Smart TV	69 5%	47 4%	47 4%	69 6%b	40 6%	41 4%	33 5%	46 7%e	40 9%efi	21 5%	46 4%	35 5%	51 7%j	42 8%j	22 5%	69 5%	- -	67 5%	69 5%	69 5%
Smartphone	384 26%	284 26%	315 26%	384 35%ab	215 33%ab	284 30%	182 29%	337 53%efhi	143 33%	112 27%	307 28%	190 28%	384 51%jkmn	156 31%	116 25%	384 26%	* 4%	348 28%	384 27%	384 26%
PC/Mac/laptop	924 63%	676 61%	924 77%acd	695 63%	404 62%	798 83%fghi	366 59%	379 59%	237 55%	260 62%	924 83%klmn	394 58%	459 61%	280 55%	277 61%	920 63%	4 35%	822 67%	906 63%	920 63%
Tablet computer (e.g. iPad)	303 21%	225 20%	214 18%	253 23%b	177 27%ab	182 19%	133 22%	158 25%e	260 60%efgi	102 24%	201 18%	141 21%	194 26%j	303 59%jkln	106 23%	303 21%	* 4%	271 22%	298 21%	303 21%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	18 1%	17 2%	13 1%	18 2%	13 2%	12 1%	14 2%	16 3%	17 4%e	9 2%	13 1%	14 2%	16 2%	17 3%	9 2%	18 1%	- -	18 1%	18 1%	18 1%
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	64 4%	51 5%	47 4%	57 5%	64 10%abc	42 4%	32 5%	44 7%	31 7%	28 7%	46 4%	34 5%	49 7%	33 6%	28 6%	64 4%	- -	59 5%	64 4%	64 4%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	4 *	4 *	2 *	2 *	4 1%	2 *	1 *	2 *	1 *	3 1%	2 *	1 *	2 *	2 *	3 1%	4 *	- -	4 *	4 *	4 *
None of these	166 11%	146 13%bcd	88 7%	94 8%	51 8%	23 2%	59 9%egh	27 4%	12 3%	52 12%egh	28 3%	79 12%jlm	31 4%	15 3%	63 14%jlm	158 11%	7 65%	94 8%	154 11%q	158 11%q
Device nets: All TV	183 12%	161 15%b	118 10%	157 14%b	95 15%b	99 10%	116 19%e	107 17%e	84 19%e	68 16%e	109 10%	121 18%j	116 15%j	89 17%j	75 16%j	183 13%	- -	167 14%	182 13%	183 13%
All TV set-top box	118 8%	118 11%b	76 6%	93 8%	57 9%	63 7%	87 14%e	65 10%e	47 11%e	51 12%e	68 6%	90 13%jl	68 9%j	50 10%j	57 12%j	118 8%	- -	105 8%	117 8%	118 8%

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

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And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All ever use YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	1540	932	255	150	1243	486	1054	340	203	44	247	798	488	1286	398	430	666	282	948	872
Base	1469	834	278	146	1176	531	938	364	211	51*	280	703	479	1182	395	422	649	234	884	782
Effective Base	877	613	126	104	712	299	579	217	125	31	130	437	322	758	214	235	365	206	549	530
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	75 5%	52 6%	9 3%	9 6%	58 5%	41 8%i	34 4%	33 9%	16 8%	1 2%	16 6%	29 4%	31 6%	60 5%	1 *	1 *	37 6%no	33 14%noprs	70 8%no	70 9%no
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	46 3%	28 3%	9 3%	11 7%d	29 2%	16 3%	30 3%	12 3%	5 2%	3 5%	7 2%	24 3%	15 3%	39 3%	19 5%	21 5%	17 3%	6 3%	23 3%	22 3%
Smart TV	69 5%	48 6%	9 3%	6 4%	57 5%	36 7%i	34 4%	29 8%	15 7%	1 2%	8 3%	34 5%	27 6%	61 5%	16 4%	19 5%	35 5%	14 6%	49 6%	47 6%
Smartphone	384 26%	278 33%bd	47 17%	36 25%	333 28%b	154 29%	230 25%	108 30%	61 29%	14 26%	50 18%	174 25%	158 33%jk	332 28%j	83 21%	91 21%	182 28%	66 28%	248 28%n	223 29%no
PC/Mac/laptop	924 63%	527 63%c	181 65%c	55 38%	786 67%c	315 59%	609 65%	209 57%	126 60%	31 60%	196 70%	430 61%	297 62%	726 61%	255 64%	271 64%	389 60%	148 63%	537 61%	468 60%
Tablet computer (e.g. iPad)	303 21%	215 26%bc	33 12%	21 14%	255 22%b	121 23%	183 19%	94 26%	53 25%	14 28%	42 15%	138 20%	123 26%jk	261 22%	80 20%	87 21%	146 22%q	34 14%	179 20%	166 21%q
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	18 1%	15 2%	2 1%	6 4%bd	11 1%	15 3%i	3 *	12 3%	6 3%	1 2%	2 1%	8 1%	8 2%	16 1%	2 *	2 *	12 2%	4 2%	15 2%	15 2%
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	64 4%	45 5%	5 2%	13 9%bd	49 4%	33 6%	31 3%	26 7%	11 5%	1 2%	7 2%	33 5%	25 5%	57 5%	17 4%	19 5%	29 4%	11 5%	40 5%	41 5%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	4 *	3 *	2 1%	- -	4 *	- -	4 *	- -	- -	- -	3 1%	2 *	- -	2 *	2 1%	2 1%	2 *	1 *	2 *	2 *
None of these	166 11%	63 8%	34 12%	20 14%d	126 11%	38 7%	128 14%i	26 7%	15 7%	8 16%	35 13%	89 13%j	38 8%	127 11%	41 10%	43 10%	90 14%	20 8%	109 12%	86 11%
Device nets: All TV	183 12%	122 15%	27 10%	27 18%	137 12%	89 17%i	94 10%	70 19%	33 16%	4 7%	29 10%	85 12%	70 15%	154 13%	34 9%	40 9%	83 13%	52 22%nopr	135 15%no	133 17%no
All TV set-top box	118 8%	77 9%	19 7%	20 14%d	85 7%	56 11%i	63 7%	43 12%	20 10%	4 7%	22 8%	52 7%	45 9%	96 8%	19 5%	21 5%	51 8%	38 16%nopr	90 10%no	89 11%no

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

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Absolutes/col percents

Table 59

Q13 - YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All ever use YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	1540	287	1163	90	227	60	240	47	61	632	283
Base	1469	258	1125	86*	207	51*	218	40*	61*	609	277
Effective Base	877	207	630	56	163	45	174	33	43	366	148
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	75	20	53	3	17	3	18	3	5	32	12
	5%	8%	5%	3%	8%	6%	8%	6%	8%	5%	4%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	46	17	27	2	14	3	13	4	4	24	10
	3%	7%b	2%	2%	7%	5%	6%	10%	6%	4%	4%
Smart TV	69	25	42	3	22	3	22	3	8	25	11
	5%	10%b	4%	3%	11%	6%	10%	6%	13%	4%	4%
Smartphone	384	78	285	22	66	12	70	8	16	160	66
	26%	30%	25%	25%	32%	23%	32%	20%	26%	26%	24%
PC/Mac/laptop	924	129	740	54	98	32	107	23	28	346	194
	63%	50%	66%a	63%	47%	62%	49%	57%	46%	57%	70%d
Tablet computer (e.g. iPad)	303	61	229	13	57	4	59	3	12	148	57
	21%	24%	20%	15%	28%e	8%	27%g	7%	20%	24%	21%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	18	12	6	-	12	-	12	-	5	12	1
	1%	5%b	1%	-	6%	-	5%	-	8%	2%	*
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	64	17	44	2	15	2	17	1	5	29	11
	4%	7%	4%	3%	7%	4%	8%	2%	9%	5%	4%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	4	2	3	-	2	-	2	-	-	-	2
	*	1%	*	-	1%	-	1%	-	-	-	1%
None of these	166	14	138	14	11	2	11	2	1	66	29
	11%	5%	12%a	16%a	5%	5%	5%	5%	1%	11%	11%
Device nets: All TV	183	59	117	7	50	9	49	9	17	78	31
	12%	23%bc	10%	8%	24%	18%	23%	23%	28%	13%	11%
All TV set-top box	118	35	79	4	29	6	29	7	9	54	22
	8%	14%b	7%	5%	14%	11%	13%	17%	14%	9%	8%

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

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Absolutes/col percents

Table 60

Q13 - Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All ever use Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	1346	623	723	350	381	270	172	96	77	731	442	173	316	213	52	42	415	229	44	35	365	502	224	255	867	479
Base	1258	613	645	335	317	259	203*	74*	71*	651	462	145*	291	243	39*	40**	361	219	34**	31**	311	458	234	256	768	490
Effective Base	757	334	431	288	203	152	81	49	34	481	224	81	211	100	31	19	270	133	19	16	239	258	122	153	486	274
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	64	42	22	12	18	16	11	4	3	30	27	7	18	18	2	3	12	9	2	-	19	14	21	10	33	31
	5%	7%b	3%	4%	6%	6%	5%	5%	4%	5%	6%	5%	6%	7%	6%	8%	3%	4%	5%	-	6%	3%	9%ux	4%	4%	6%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	36	18	17	8	9	3	6	1	8	17	10	9	11	4	1	3	7	5	-	5	3	8	18	6	11	24
	3%	3%	3%	2%	3%	1%	3%	1%	11%cdeij	3%	2%	6%e	4%	2%	2%	7%	2%	2%	-	17%	1%	2%	8%tuwx	2%	1%	5%ux
Smart TV	43	27	16	16	10	10	4	2	1	26	15	3	14	11	1	1	12	3	1	-	20	15	7	1	35	8
	3%	4%	3%	5%	3%	4%	2%	3%	1%	4%	3%	2%	5%	5%	3%	1%	3%	2%	2%	-	6%wy	3%	3%	1%	5%wy	2%
Smartphone	416	181	235	153	130	74	46	10	2	283	120	12	115	59	5	2	168	62	5	-	104	168	68	76	272	144
	33%	29%	36%a	46%efghjk	41%efghjk	29%ghk	23%hk	13%	3%	43%efghjk	26%hk	8%	39%mn	24%	12%	6%	47%l	28%	16%	-	33%	37%	29%	30%	35%	29%
PC/Mac/laptop	768	389	380	207	182	168	123	44	44	389	291	88	167	168	30	24	222	123	15	19	189	299	132	148	489	279
	61%	63%	59%	62%	57%	65%	60%	60%	62%	60%	63%	61%	57%	69%l	75%	61%	62%	56%	43%	62%	61%	65%y	56%	58%	64%	57%
Tablet computer (e.g. iPad)	236	120	116	63	73	54	25	13	8	136	79	20	66	44	7	4	70	36	6	4	76	85	36	39	161	75
	19%	20%	18%	19%	23%l	21%	12%	17%	11%	21%	17%	14%	23%	18%	17%	11%	19%	16%	18%	11%	24%vwy	19%	15%	15%	21%	15%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	14	10	4	6	4	-	1	-	3	10	1	3	8	1	-	2	3	1	-	1	6	3	2	2	10	4
	1%	2%	1%	2%	1%	-	1%	-	4%ej	2%	*	2%	3%	*	-	5%	1%	*	-	2%	2%	1%	1%	1%	1%	1%
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	41	26	15	18	14	4	4	1	1	32	8	1	19	7	-	1	13	1	1	-	7	11	9	14	17	24
	3%	4%	2%	5%ej	4%	1%	2%	1%	1%	5%j	2%	1%	6%	3%	-	1%	4%	*	2%	-	2%	2%	4%	6%x	2%	5%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	3	2	1	-	3	-	-	-	-	3	-	-	2	-	-	-	1	-	-	-	1	1	-	-	3	-
	*	*	*	-	1%	-	-	-	-	*	-	-	1%	-	-	-	*	-	-	-	*	*	-	-	*	-
None of these	157	73	84	29	36	21	38	18	15	66	59	33	34	26	3	10	32	33	14	5	36	47	27	47	84	74
	13%	12%	13%	9%	11%	8%	19%cei	24%cdeij	21%cei	10%	13%	23%cdeij	12%	11%	9%	25%	9%	15%	42%	16%	12%	10%	12%	18%ux	11%	15%
Device nets: All TV	134	78	56	36	32	27	21	7	11	69	47	18	38	30	5	6	31	18	2	5	40	33	43	18	73	61
	11%	13%	9%	11%	10%	10%	10%	9%	16%	11%	10%	12%	13%	12%	12%	15%	9%	8%	7%	17%	13%d	7%	18%uwx	7%	9%	12%d
All TV set-top box	96	57	39	20	25	18	17	5	11	45	35	16	27	21	3	6	18	14	2	5	22	20	38	16	42	54
	8%	9%	6%	6%	8%	7%	8%	7%	16%c	7%	8%	11%	9%	9%	8%	15%	5%	6%	5%	17%	7%	4%	16%uwx	6%	5%	11%ux

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

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Absolutes/col percents

Table 60

Q13 - Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All ever use Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	1346	845	493	776	519	25	63	147	136	89	133	70	140	198	187	1163	81	35	67	346	222	595
Base	1258	781	470	705	513	19**	51*	123	99*	102*	111*	114*	180*	171	122	1074	61*	26**	97*	274	213	588
Effective Base	757	479	272	425	298	20	38	106	92	46	81	43	85	140	115	671	54	25	34	234	120	338
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	64	49	15	37	27	-	3	11	12	4	4	3	7	10	7	61	3	1	-	26	9	26
	5%	6%	3%	5%	5%	-	6%	9%	12%kl	4%	4%	2%	4%	6%	6%	6%	5%	2%	-	10%u	4%	4%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	36	22	13	25	11	-	1	6	4	2	4	8	2	2	3	32	1	-	3	11	6	15
	3%	3%	3%	4%	2%	-	2%	5%	4%	2%	4%	7%	1%	1%	2%	3%	1%	-	3%	4%	3%	3%
Smart TV	43	39	4	28	13	*	1	4	6	2	3	5	6	8	3	38	2	2	2	11	5	22
	3%	5%b	1%	4%	3%	2%	2%	3%	6%	2%	3%	5%	3%	4%	2%	3%	4%	6%	2%	4%	2%	4%
Smartphone	416	261	150	209	190	10	12	40	36	41	35	31	70	62	40	366	19	5	26	87	75	204
	33%	33%	32%	30%	37%c	53%	23%	32%	36%	40%	31%	27%	39%	36%	33%	34%	32%	17%	27%	32%	35%	35%
PC/Mac/laptop	768	456	308	427	316	12	29	79	59	55	60	68	103	119	70	642	33	15	78	168	115	360
	61%	58%	65%	61%	61%	66%	57%	64%	60%	54%	54%	59%	57%	69%l	58%	60%	55%	56%	80%op	61%	54%	61%
Tablet computer (e.g. iPad)	236	163	73	141	86	3	9	28	13	12	25	18	35	38	24	203	10	6	17	50	38	115
	19%	21%	15%	20%	17%	18%	19%	23%	13%	12%	23%	16%	19%	22%	19%	19%	17%	24%	17%	18%	18%	20%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	14	12	2	12	2	-	3	4	2	-	2	-	-	-	2	12	-	-	2	8	2	2
	1%	2%	*	2%	*	-	5%lm	3%m	2%	-	2%	-	-	-	1%	1%	-	-	2%	3%u	1%	*
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	41	27	11	22	18	1	2	4	3	2	3	2	8	7	7	39	1	-	2	9	6	24
	3%	3%	2%	3%	4%	4%	4%	3%	3%	2%	3%	2%	4%	4%	6%	4%	1%	-	2%	3%	3%	4%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	3	3	-	3	-	-	1	1	-	-	1	-	-	1	-	3	-	-	-	1	1	1
	*	*	-	*	-	-	2%	*	-	-	1%	-	-	*	-	*	-	-	-	1%	*	*
None of these	157	86	70	85	68	1	9	12	5	20	20	14	21	13	14	129	12	6	11	26	40	63
	13%	11%	15%	12%	13%	7%	17%h	10%	5%	20%hm	18%hm	13%	12%	8%	12%	12%	20%	21%	11%	9%	19%su	11%
Device nets: All TV	134	102	32	82	49	*	3	16	22	7	11	16	15	19	12	121	6	2	5	41	18	62
	11%	13%b	7%	12%	10%	2%	6%	13%	22%dijlmn	7%	10%	14%	8%	11%	10%	11%	10%	8%	5%	15%	8%	11%
All TV set-top box	96	68	28	59	37	-	3	15	16	6	9	11	9	11	10	89	4	1	3	33	15	41
	8%	9%	6%	8%	7%	-	6%	12%	16%lm	6%	8%	9%	5%	7%	8%	8%	6%	2%	3%	12%u	7%	7%

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

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Absolutes/col percents

Table 60

Q13 - Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All ever use Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	1346	1045	1113	1064	671	941	642	659	463	392	1061	693	788	541	422	1332	14	1236	1295	1332
Base	1258	949	1030	1010	586	840	559	623	394	363	956	612	729	461	394	1245	13**	1075	1212	1245
Effective Base	757	595	634	616	456	569	421	405	352	248	627	403	480	376	260	749	8	814	724	749
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	64	64	44	53	37	40	63	45	26	11	40	64	47	27	11	64	-	57	61	64
	5%	7%	4%	5%	6%	5%	11%eghi	7%i	7%	3%	4%	10%jlmn	6%n	6%	3%	5%	-	5%	5%	5%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	36	36	17	23	11	14	12	16	15	30	17	12	17	15	36	36	-	27	35	36
	3%	4%b	2%	2%	2%	2%	2%	3%	4%e	8%efgh	2%	2%	2%	3%	9%klm	3%	-	3%	3%	3%
Smart TV	43	31	29	43	27	27	24	32	29	18	29	24	34	31	18	43	-	43	43	43
	3%	3%	3%	4%	5%	3%	4%	5%	7%e	5%	3%	4%	5%	7%j	5%	3%	-	4%	4%	3%
Smartphone	416	299	340	416	234	305	199	360	173	122	335	205	416	193	126	416	-	369	412	416
	33%	31%	33%	41%ab	40%ab	36%	36%	58%efhi	44%efi	34%	35%	34%	57%jkmn	42%jkn	32%	33%	-	34%	34%	33%
PC/Mac/laptop	768	572	768	623	361	676	325	372	213	225	768	358	438	252	242	766	2	691	752	766
	61%	60%	75%acd	62%	62%	80%fghi	58%	60%	54%	62%	80%klmn	58%	60%	55%	61%	62%	13%	64%	62%	62%
Tablet computer (e.g. iPad)	236	183	172	209	150	150	122	160	217	82	169	125	178	236	86	236	-	230	233	236
	19%	19%	17%	21%	26%ab	18%	22%	26%e	55%efgi	23%	18%	20%	24%j	51%jkln	22%	19%	-	21%	19%	19%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	14	13	12	14	8	11	8	10	10	10	12	8	10	10	10	14	-	14	14	14
	1%	1%	1%	1%	1%	1%	1%	2%	3%	3%	1%	1%	1%	2%	2%	1%	-	1%	1%	1%
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	41	31	32	36	41	30	23	34	24	14	31	24	35	24	14	41	-	40	41	41
	3%	3%	3%	4%	7%abc	4%	4%	5%	6%	4%	3%	4%	5%	5%	4%	3%	-	4%	3%	3%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	3	2	3	2	3	3	2	1	2	1	3	2	1	2	1	3	-	3	3	3
	*	*	*	*	*	*	*	*	1%	*	*	*	*	*	*	*	-	*	*	*
None of these	157	127	95	96	59	29	52	26	8	41	33	69	33	12	48	146	11	96	135	146
	13%	13%bc	9%	10%	10%	3%	9%egh	4%	2%	11%egh	3%	11%jlm	5%	3%	12%jlm	12%	87%	9%	11%	12%
Device nets: All TV	134	121	81	110	70	72	89	84	62	52	78	91	89	64	57	134	-	119	130	134
	11%	13%b	8%	11%	12%ab	9%	16%e	13%e	16%e	14%e	8%	15%j	12%j	14%j	14%j	11%	-	11%	11%	11%
All TV set-top box	96	96	57	72	46	51	71	58	38	38	54	73	60	39	44	96	-	81	93	96
	8%	10%b	6%	7%	8%	6%	13%e	9%	10%e	11%e	6%	12%j	8%	8%	11%j	8%	-	8%	8%	8%

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 60

Q13 - Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All ever use Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	1346	844	202	141	1078	441	905	315	184	35	190	690	460	1150	314	342	592	256	848	788
Base	1258	746	219*	136*	990	478	780	336	194*	36**	208*	590	456	1046	298	322	565	208	773	707
Effective Base	757	561	84	93	605	256	508	197	98	28	99	394	271	663	177	197	305	199	473	456
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	64	50	3	6	47	32	32	28	13	-	14	28	22	50	1	1	36	22	58	60
	5%	7%b	1%	4%	5%	7%	4%	8%	7%	-	7%	5%	5%	5%	*	*	6%no	11%no	8%no	8%no
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	36	23	7	9	21	14	21	10	6	2	7	17	11	28	15	15	15	5	20	16
	3%	3%	3%	7%d	2%	3%	3%	3%	3%	6%	4%	3%	3%	3%	5%	5%	3%	2%	3%	2%
Smart TV	43	31	8	7	34	24	19	17	13	1	2	22	19	41	9	11	22	9	31	32
	3%	4%	4%	5%	3%	5%	2%	5%	7%	3%	1%	4%	4%	4%	3%	3%	4%	4%	4%	4%
Smartphone	416	297	44	38	346	167	249	126	52	13	48	191	176	367	79	88	208	67	275	253
	33%	40%bc	20%	28%	35%b	35%	32%	37%	27%	37%	23%	32%	39%kl	35%	27%	28%	37%no	32%	36%no	36%no
PC/Mac/laptop	768	465	139	52	653	261	507	178	110	19	141	360	264	624	193	205	334	121	455	408
	61%	62%c	63%c	38%	66%c	55%	65%e	53%	57%	51%	68%	61%	58%	60%	65%	64%	59%	58%	59%	58%
Tablet computer (e.g. iPad)	236	177	24	21	199	103	134	74	46	11	18	115	103	218	44	47	124	30	154	144
	19%	24%b	11%	15%	20%b	21%	17%	22%	24%	30%	9%	20%kl	23%kl	21%	15%	15%	22%no	14%	20%	20%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	14	11	2	5	8	9	5	6	4	1	3	5	7	11	3	3	6	5	11	9
	1%	2%	1%	4%d	1%	2%	1%	2%	2%	3%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	41	27	3	7	32	20	21	17	6	1	5	17	19	36	10	11	22	8	29	30
	3%	4%	2%	5%	3%	4%	3%	5%	3%	3%	3%	3%	4%	3%	3%	3%	4%	4%	4%	4%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	3	2	-	1	2	2	1	2	1	-	1	1	1	2	-	-	2	1	3	3
	*	*	-	1%	*	*	*	*	*	-	*	*	*	*	-	-	*	*	*	*
None of these	157	71	31	29	102	45	112	28	25	6	35	72	50	122	36	39	73	24	98	80
	13%	10%	14%	21%ad	10%	10%	14%	8%	13%	17%	17%	12%	11%	12%	12%	12%	13%	12%	13%	11%
Device nets: All TV	134	95	18	21	94	64	70	49	29	3	22	63	49	112	24	26	68	33	101	98
	11%	13%	8%	15%	10%	13%	9%	14%	15%	9%	10%	11%	11%	11%	8%	8%	12%	16%no	13%	14%no
All TV set-top box	96	70	10	15	64	44	52	35	17	2	20	44	32	76	15	15	49	25	74	72
	8%	9%	4%	11%	7%	9%	7%	10%	9%	6%	10%	7%	7%	7%	5%	5%	9%	12%no	10%o	10%no

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

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Absolutes/col percents

Table 60

Q13 - Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All ever use Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	1346	271	1001	74	218	53	229	42	58	560	229
Base	1258	243	940	74*	199	44*	209	34**	57*	543	202
Effective Base	757	190	535	43	152	39	162	29	41	313	131
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	64	21	42	1	16	5	16	4	5	25	11
	5%	8%b	5%	1%	8%	11%	8%	13%	10%	5%	6%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	36	15	18	2	14	2	13	3	3	20	5
	3%	6%b	2%	3%	7%	4%	6%	8%	6%	4%	3%
Smart TV	43	25	18	-	22	3	22	3	8	23	6
	3%	10%bc	2%	-	11%	7%	11%	7%	15%	4%	3%
Smartphone	416	90	301	24	79	12	83	8	21	190	58
	33%	37%	32%	32%	40%	26%	40%	23%	37%	35%	29%
PC/Mac/laptop	768	117	605	46	92	24	101	16	24	304	148
	61%	48%	64%a	63%	46%	55%	48%	46%	42%	56%	73%h
Tablet computer (e.g. iPad)	236	61	166	9	55	6	57	4	10	116	31
	19%	25%b	18%	13%	28%	13%	27%	11%	18%	21%	16%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	14	7	6	1	7	-	7	-	4	8	1
	1%	3%b	1%	1%	4%	-	3%	-	8%	1%	*
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	41	12	28	2	10	2	11	1	2	17	8
	3%	5%	3%	2%	5%	4%	5%	3%	4%	3%	4%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	3	1	1	-	1	1	1	-	-	1	1
	*	1%	*	-	*	1%	1%	-	-	*	1%
None of these	157	18	123	15	17	2	16	2	2	64	16
	13%	8%	13%a	21%a	8%	4%	8%	6%	4%	12%	8%
Device nets: All TV	134	54	77	3	44	10	44	10	15	62	20
	11%	22%bc	8%	4%	22%	22%	21%	28%	27%	11%	10%
All TV set-top box	96	33	60	3	26	7	26	7	9	42	16
	8%	14%b	6%	4%	13%	15%	13%	20%	16%	8%	8%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 61

Q13 - Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All ever use Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	643	340	303	218	221	121	52	15	16	439	173	31	222	95	10	13	217	78	5	3	208	226	112	97	434	209
Base	558	310	247	210	170	111*	45*	9**	13**	381	155	21**	198	96*	6**	11**	183	60*	3**	1**	173	186	109*	89*	359	198
Effective Base	464	232	239	188	158	71	46	11	6	346	112	13	174	58	8	4	172	62	3	3	151	156	80	80	307	158
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	48	28	20	16	16	9	4	2	1	32	14	3	19	8	1	1	13	6	1	-	14	12	15	7	26	22
	9%	9%	8%	8%	9%	8%	10%	19%	8%	8%	9%	13%	9%	8%	15%	9%	7%	10%	27%	-	8%	7%	14%	8%	7%	11%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	25	15	10	10	10	3	1	-	*	21	4	*	12	3	-	-	8	1	-	*	7	6	6	6	13	12
	4%	5%	4%	5%	6%	3%	2%	-	2%	5%	3%	1%	6%	3%	-	-	5%	2%	-	22%	4%	3%	5%	7%	4%	6%
Smart TV	33	21	12	13	9	7	2	1	1	23	9	2	11	8	1	1	12	1	-	-	13	11	9	-	24	9
	6%	7%	5%	6%	5%	6%	5%	7%	7%	6%	6%	7%	6%	9%	10%	8%	6%	1%	-	-	8%w	6%w	9%w	-	7%w	5%
Smartphone	139	76	64	58	50	24	7	1	*	108	30	1	58	17	1	*	50	13	-	-	43	46	23	27	89	50
	25%	24%	26%	28%	29%d	21%	15%	6%	3%	28%d	19%	4%	29%	18%	9%	4%	28%	22%	-	-	25%	25%	21%	30%	25%	25%
PC/Mac/laptop	268	155	113	94	84	56	24	3	7	178	80	10	95	51	3	7	83	29	*	*	91	97	44	35	188	80
	48%	50%	46%	45%	49%	51%	53%	36%	57%	47%	51%	48%	48%	53%	49%	60%	45%	49%	12%	33%	53%wy	52%wy	41%	40%	52%wxy	40%
Tablet computer (e.g. iPad)	128	69	59	44	40	30	10	3	1	85	40	3	44	24	1	1	41	16	2	-	42	38	27	21	80	48
	23%	22%	24%	21%	24%	27%	22%	29%	4%	22%	26%	14%	22%	25%	18%	5%	22%	27%	48%	-	24%	21%	24%	24%	22%	24%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	10	5	5	6	4	-	-	-	-	10	-	-	5	-	-	-	5	-	-	-	5	2	-	3	7	3
	2%	2%	2%	3%	3%	-	-	-	-	3%	-	-	3%	-	-	-	3%	-	-	-	3%	1%	-	3%	2%	1%
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	23	18	6	8	12	2	1	-	-	20	4	-	14	4	-	-	6	-	-	-	7	7	7	3	13	10
	4%	6%	2%	4%	7%	2%	2%	-	-	5%	2%	-	7%	4%	-	-	3%	-	-	-	4%	4%	6%	4%	4%	5%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	4	3	1	1	1	1	2	-	-	2	2	-	2	2	-	-	-	1	-	-	1	2	2	-	2	2
	1%	1%	*	*	1%	1%	4%	-	-	*	1%	-	1%	2%	-	-	-	1%	-	-	1%	1%	2%	-	1%	1%
None of these	77	36	41	34	20	11	7	2	3	54	18	5	23	9	1	3	31	9	*	1	21	26	11	19	47	30
	14%	12%	17%	16%	12%	10%	16%	22%	26%	14%	12%	24%	11%	9%	26%	24%	17%	15%	14%	45%	12%	14%	10%	21%	13%	15%
Device nets: All TV	99	58	41	39	31	18	7	2	2	70	25	4	38	18	1	1	32	7	1	*	34	24	28	13	58	41
	18%	19%	16%	19%	18%	16%	16%	26%	14%	18%	16%	18%	19%	18%	25%	12%	18%	12%	27%	22%	19%	13%	25%d	15%	16%	21%
All TV set-top box	69	40	28	26	23	12	5	2	1	49	17	3	28	10	1	1	21	7	1	*	20	15	20	13	36	33
	12%	13%	12%	12%	14%	11%	11%	19%	11%	13%	11%	14%	14%	11%	15%	9%	11%	11%	27%	22%	12%	8%	18%ux	15%	10%	17%ux

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

Table 61

Q13 - Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All ever use Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	643	459	180	384	230	13	34	76	59	46	64	30	63	96	116	584	27	18	14	169	110	305
Base	558	397	156	324	212	8**	25*	66*	41*	52**	51*	41**	72*	86*	70*	505	21**	11**	21**	132	103*	270
Effective Base	464	330	130	279	163	11	33	62	53	25	50	25	55	76	95	429	21	17	9	143	66	234
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	48	38	10	31	15	-	2	11	5	1	5	2	2	9	9	47	1	-	-	18	6	23
	9%	10%	6%	10%	7%	-	6%	17%kl	13%k	2%	10%	4%	3%	11%	13%k	9%	5%	-	-	14%	6%	8%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	25	19	4	18	7	-	1	4	3	3	4	1	3	3	4	25	-	-	-	7	6	11
	4%	5%	3%	6%	3%	-	3%	6%	6%	5%	8%	2%	5%	4%	5%	5%	-	-	-	6%	6%	4%
Smart TV	33	31	2	21	11	-	1	6	5	2	3	5	4	3	2	30	2	1	-	12	4	13
	6%	8%k	1%	6%	5%	-	3%	9%	13%mn	3%	5%	11%	5%	3%	3%	6%	9%	11%	-	9%	4%	5%
Smartphone	139	93	46	71	62	3	6	19	8	11	14	10	20	22	20	127	4	2	6	32	24	71
	25%	23%	29%	22%	29%	33%	23%	28%	18%	20%	27%	24%	27%	25%	28%	25%	18%	23%	27%	24%	24%	26%
PC/Mac/laptop	268	183	83	157	103	6	10	34	17	28	27	15	36	48	25	239	9	6	14	61	54	124
	48%	46%	54%	48%	48%	74%	40%	51%	41%	54%	52%	36%	50%	56%kl	36%	47%	43%	55%	64%	46%	53%	46%
Tablet computer (e.g. iPad)	128	93	33	76	45	3	7	16	5	9	13	13	22	19	13	115	4	1	7	28	21	66
	23%	23%	22%	23%	21%	42%	29%	24%	13%	17%	25%	31%	30%kl	22%	18%	23%	20%	12%	31%	21%	21%	24%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	10	9	1	6	4	-	1	1	2	1	-	2	-	1	1	9	1	-	-	3	1	5
	2%	2%	1%	2%	2%	-	2%	1%	5%	2%	-	5%	-	2%	2%	2%	4%	-	-	3%	1%	2%
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	23	18	5	13	9	1	1	4	2	1	2	-	5	7	*	22	1	1	-	7	2	13
	4%	5%	3%	4%	4%	10%	3%	5%	5%	2%	3%	-	7%	8%k	1%	4%	4%	8%	-	5%	2%	5%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	4	4	-	4	*	-	-	-	-	2	1	-	-	1	1	4	-	-	-	-	2	2
	1%	1%	-	1%	*	-	-	-	-	3%	1%	-	-	1%	2%	1%	-	-	-	-	2%	1%
None of these	77	49	28	37	35	1	5	5	4	6	6	8	10	9	14	68	7	1	1	14	12	42
	14%	12%	18%	11%	17%	15%	19%	8%	11%	12%	11%	20%	14%	11%	20%kl	13%	32%	13%	5%	11%	11%	16%
Device nets: All TV	99	82	15	64	32	-	2	18	13	5	11	7	9	15	14	95	3	1	-	32	16	46
	18%	21%k	10%	20%	15%	-	6%	26%kl	32%kl	10%	21%	17%	13%	18%	20%	19%	14%	11%	-	24%	16%	17%
All TV set-top box	69	53	14	45	22	-	2	14	8	4	8	3	6	13	12	68	1	-	-	23	12	33
	12%	13%	9%	14%	10%	-	6%	20%	19%	7%	16%	6%	8%	15%	17%	13%	5%	-	-	17%	11%	12%

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

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Absolutes/col percents

Table 61

Q13 - Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All ever use Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	643	497	521	555	381	489	346	424	319	219	512	356	471	345	226	640	3	616	630	640
Base	558	420	454	490	330	420	287	376	274	190	443	294	411	294	195	555	3**	524	548	555
Effective Base	464	369	369	400	296	357	270	323	254	161	362	278	358	262	166	463	2	478	455	463
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	48 9%	48 11%	34 8%	43 9%	31 9%	32 8%	48 17%eghi	37 10%	25 9%	13 7%	32 7%	48 16%ijlmn	37 9%	26 9%	13 6%	48 9%	-	48 9%	48 9%	48 9%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	25 4%	25 6%	17 4%	21 4%	12 4%	17 4%	14 5%	19 5%	15 5%	25 13%efgh	17 4%	14 5%	20 5%	15 5%	25 13%jklm	25 4%	-	25 5%	24 4%	25 4%
Smart TV	33 6%	27 6%	23 5%	33 7%	21 6%	21 5%	16 6%	26 7%	24 9%	16 8%	23 5%	18 6%	27 7%	26 9%	18 9%	33 6%	-	33 6%	33 6%	33 6%
Smartphone	139 25%	113 27%	117 26%	139 28%	91 28%	114 27%	77 27%	136 36%ef	85 31%	55 29%	117 26%	78 27%	139 34%	87 30%	56 29%	139 25%	-	132 25%	138 25%	139 25%
PC/Mac/laptop	268 48%	197 47%	268 59%acd	235 48%	162 49%	253 60%fghi	129 45%	171 46%	117 43%	92 48%	268 60%klmn	132 45%	190 46%	130 44%	94 48%	266 48%	2 75%	251 48%	264 48%	266 48%
Tablet computer (e.g. iPad)	128 23%	102 24%	91 20%	122 25%	92 28%b	86 20%	72 25%	103 27%e	126 46%efgi	51 27%	90 20%	72 25%	109 27%j	128 43%jkln	52 27%	128 23%	-	125 24%	128 23%	128 23%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	10 2%	9 2%	9 2%	10 2%	7 2%	9 2%	6 2%	8 2%	8 3%	5 3%	9 2%	6 2%	8 2%	8 3%	5 3%	10 2%	-	10 2%	10 2%	10 2%
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	23 4%	17 4%	18 4%	22 5%	23 7%	17 4%	13 5%	18 5%	16 6%	7 4%	18 4%	13 5%	19 5%	16 6%	7 4%	23 4%	-	23 4%	23 4%	23 4%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	4 1%	4 1%	2 1%	2 1%	4 1%	2 *	2 1%	2 *	2 1%	3 2%	2 1%	2 1%	2 1%	2 1%	3 1%	4 1%	-	4 1%	4 1%	4 1%
None of these	77 14%	50 12%	52 12%	58 12%	39 12%	41 10%	30 11%	34 9%	18 7%	18 10%	46 10%	32 11%	45 11%	22 8%	20 10%	76 14%	1 25%	69 13%	73 13%	76 14%
Device nets: All TV	99 18%	93 22%b	67 15%	90 18%	58 18%	63 15%	72 25%e	76 20%	57 21%	47 25%e	65 15%	73 25%j	78 19%	60 20%	48 25%j	99 18%	-	99 19%	98 18%	99 18%
All TV set-top box	69 12%	69 16%b	47 10%	60 12%	40 12%	45 11%	58 20%egh	53 14%	36 13%	33 18%e	45 10%	58 20%ijlm	54 13%	37 13%	33 17%j	69 12%	-	68 13%	68 12%	69 12%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
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Table 61

Q13 - Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All ever use Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	643	459	74	110	473	258	385	198	101	21	60	312	267	579	123	141	320	117	437	410
Base	558	394	63*	97*	414	259	298	198	101*	25**	60*	251	244	494	117*	131*	268	96	365	342
Effective Base	464	343	48	93	331	195	273	145	69	17	33	234	204	437	79	93	241	101	340	318
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	48	41	2	9	35	30	18	24	14	-	6	20	21	42	1	1	27	14	42	44
	9%	10%	2%	9%	9%	12%j	6%	12%	14%	-	11%	8%	9%	8%	1%	*	10%no	15%no	11%no	13%no
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	25	20	2	7	17	13	12	11	2	2	6	10	10	19	4	5	12	6	18	17
	4%	5%	3%	7%	4%	5%	4%	5%	2%	8%	9%	4%	4%	4%	3%	4%	4%	7%	5%	5%
Smart TV	33	25	6	7	24	20	13	14	11	1	2	16	16	31	9	12	11	9	20	23
	6%	6%	9%	7%	6%	8%	4%	7%	11%	5%	3%	6%	6%	6%	8%	9%	4%	9%	6%	7%
Smartphone	139	115	11	22	112	62	77	52	24	4	15	63	61	124	26	27	76	22	97	86
	25%	29%	18%	23%	27%	24%	26%	26%	24%	15%	26%	25%	25%	25%	22%	20%	28%	23%	27%	25%
PC/Mac/laptop	268	195	28	32	223	113	155	82	51	12	36	119	110	229	65	68	127	38	165	153
	48%	49%c	44%	33%	54%c	44%	52%	41%	51%	47%	60%	47%	45%	46%	56%q	52%	47%	39%	45%	45%
Tablet computer (e.g. iPad)	128	101	9	15	99	63	65	51	26	7	4	58	65	123	25	27	68	15	83	81
	23%	26%c	15%	16%	24%	24%	22%	26%	26%	29%	7%	23%j	27%j	25%j	21%	21%	25%q	15%	23%	24%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	10	7	2	3	7	9	1	6	-	3	-	2	8	10	1	1	6	4	9	9
	2%	2%	3%	3%	2%	3%j	*	3%	-	11%	-	1%	3%	2%	*	*	2%	4%	3%	3%
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	23	15	1	2	20	13	10	13	4	-	3	8	12	20	5	6	11	4	15	17
	4%	4%	2%	2%	5%	5%	4%	7%	4%	-	6%	3%	5%	4%	4%	5%	4%	5%	4%	5%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	4	2	2	2	3	2	3	1	1	-	2	2	-	2	2	2	2	1	2	2
	1%	*	4%q	2%	1%	1%	1%	*	1%	-	3%j	1%	-	*	1%	1%	1%	1%	1%	1%
None of these	77	45	11	17	51	29	48	20	10	4	5	37	35	72	17	20	39	10	49	41
	14%	11%	17%	18%	12%	11%	16%	10%	10%	15%	8%	15%	14%	15%	15%	15%	14%	11%	13%	12%
Device nets: All TV	99	79	9	22	69	58	41	44	26	3	12	42	45	87	13	17	47	27	73	76
	18%	20%	15%	23%	17%	22%j	14%	22%	26%	13%	20%	17%	18%	18%	11%	13%	17%	28%nop	20%	22%no
All TV set-top box	69	56	3	15	49	39	30	32	15	2	11	27	30	58	4	5	37	19	56	56
	12%	14%	5%	15%	12%	15%	10%	16%	15%	8%	19%	11%	12%	12%	4%	4%	14%no	20%no	15%no	16%no

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

Table 61

Q13 - Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All ever use Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**643**	212	385	46	175	37	182	30	50	293	97
Base	**558**	192	327	38*	163	29*	169	23**	52*	263	83*
Effective Base	**464**	157	273	34	127	32	133	25	35	198	65
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	**48**	21	26	1	17	3	18	3	5	23	10
	9%	*11%*	*8%*	*4%*	*11%*	*12%*	*11%*	*11%*	*10%*	*9%*	*12%*
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	**25**	17	7	1	15	2	15	3	3	15	3
	4%	*9%b*	*2%*	*2%*	*9%*	*6%*	*9%*	*11%*	*6%*	*6%*	*4%*
Smart TV	**33**	20	11	2	17	3	17	3	8	20	4
	6%	*10%b*	*3%*	*5%*	*11%*	*9%*	*10%*	*11%*	*16%*	*7%*	*5%*
Smartphone	**139**	50	85	5	42	8	44	6	15	65	16
	25%	*26%*	*26%*	*12%*	*26%*	*26%*	*26%*	*26%*	*28%*	*25%*	*20%*
PC/Mac/laptop	**268**	74	175	19	63	10	68	6	21	130	50
	48%	*38%*	*54%a*	*50%*	*39%*	*35%*	*40%*	*26%*	*39%*	*49%*	*60%*
Tablet computer (e.g. iPad)	**128**	38	84	5	36	2	37	1	8	64	15
	23%	*20%*	*26%*	*14%*	*22%*	*8%*	*22%*	*4%*	*16%*	*25%*	*18%*
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	**10**	7	3	-	7	-	7	-	2	8	-
	2%	*4%b*	*1%*	-	*5%*	-	*4%*	-	*4%*	*3%*	-
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	**23**	7	15	1	4	3	6	2	1	15	3
	4%	*4%*	*5%*	*3%*	*3%*	*10%*	*3%*	*7%*	*2%*	*6%*	*4%*
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	**4**	3	1	-	3	1	3	-	-	2	*
	1%	*2%*	*	-	*2%*	*2%*	*2%*	-	-	*1%*	*
None of these	**77**	19	48	11	15	4	15	3	2	27	7
	14%	*10%*	*15%*	*28%a*	*9%*	*13%*	*9%*	*14%*	*4%*	*10%*	*8%*
Device nets: All TV	**99**	54	42	4	46	8	46	8	16	53	16
	18%	*28%bc*	*13%*	*10%*	*28%*	*27%*	*27%*	*34%*	*31%*	*20%*	*19%*
All TV set-top box	**69**	35	32	2	30	5	30	5	8	35	13
	12%	*18%b*	*10%*	*5%*	*18%*	*18%*	*18%*	*23%*	*15%*	*13%*	*15%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 62

Q13 - Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All ever use Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	1142	572	570	274	311	226	158	97	76	585	384	173	265	195	65	47	320	189	32	29	352	430	174	186	782	360
Base	930	480	450	262	235	185	138*	59*	51*	497	323	110	236	172	44*	29*	261	151	16**	22**	280	336	153	161	616	314
Effective Base	783	401	382	229	203	150	98	66	45	432	247	109	202	128	42	35	230	119	28	14	243	283	128	130	525	258
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	49	28	22	14	17	9	6	1	3	31	15	4	16	10	*	2	15	5	1	1	15	12	12	10	27	23
	5%	6%	5%	5%	7%	5%	4%	2%	5%	6%	5%	3%	7%	6%	1%	5%	6%	3%	4%	5%	5%	4%	8%	6%	4%	7%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	27	17	10	6	12	5	2	-	2	17	7	2	10	5	-	2	7	2	-	*	6	6	7	7	12	15
	3%	4%	2%	2%	5%	3%	2%	-	4%	4%	2%	2%	4%	3%	-	6%	3%	1%	-	2%	2%	2%	5%	4%	2%	5%x
Smart TV	38	28	11	14	13	7	4	1	-	27	10	1	17	10	1	-	10	*	-	-	14	16	6	1	31	8
	4%	6%b	2%	5%	6%	4%	3%	2%	-	5%	3%	1%	7%	6%	3%	-	4%q	*	-	-	5%w	5%w	4%	1%	5%w	2%
Smartphone	191	96	95	69	63	34	16	5	4	133	50	9	60	29	4	3	73	21	1	1	56	65	30	39	121	70
	21%	20%	21%	26%ghjk	27%ghjk	18%k	12%	8%	8%	27%efghjk	15%	8%	25%n	17%	9%	12%	28%q	14%	6%	3%	20%	19%	20%	24%	20%	22%
PC/Mac/laptop	586	306	280	155	142	122	95	41	31	296	217	73	139	119	30	18	157	98	11	13	178	215	86	107	393	193
	63%	64%	62%	59%	60%	66%	69%	70%	62%	60%	67%j	66%	59%	70%ij	69%	63%	60%	65%	71%	60%	64%	64%	56%	66%	64%	61%
Tablet computer (e.g. iPad)	158	86	72	40	50	33	19	8	7	90	52	15	42	33	6	5	48	19	2	2	59	50	32	17	109	49
	17%	18%	16%	15%	21%	18%	14%	14%	14%	18%	16%	14%	18%	19%	14%	17%	18%	13%	12%	11%	21%w	15%	21%w	11%	18%	16%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	9	6	3	3	3	1	2	*	-	5	3	*	4	2	-	-	2	1	*	-	7	2	-	1	8	1
	1%	1%	1%	1%	1%	*	2%	1%	-	1%	1%	*	1%	1%	-	-	1%	1%	3%	-	2%y	*	-	*	1%	*
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	15	10	5	8	5	1	1	-	-	13	2	-	9	1	-	-	4	1	-	-	5	2	4	3	8	8
	2%	2%	1%	3%j	2%	*	1%	-	-	3%j	1%	-	4%	*	-	-	2%	1%	-	-	2%	1%	3%	2%	1%	2%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	3	1	1	1	2	-	-	-	-	3	-	-	1	-	-	-	1	-	-	-	1	1	1	-	2	1
	*	*	*	*	1%	-	-	-	-	1%	-	-	1%	-	-	-	1%	-	-	-	*	*	1%	-	*	*
None of these	125	55	70	28	25	22	27	12	11	54	49	23	21	20	9	5	33	29	3	6	36	53	15	20	89	36
	13%	11%	16%	11%	11%	12%	20%cdi	21%cdi	21%j	11%	15%	21%cdei	9%	12%	21%ij	17%	13%	19%	20%	26%	13%	16%	10%	13%	15%	11%
Device nets: All TV	107	67	40	33	37	18	11	2	5	70	30	7	39	23	2	3	31	7	1	1	34	30	25	18	64	43
	12%	14%b	9%	13%g	16%gjk	10%	8%	4%	9%	14%gk	9%	6%	17%n	13%	4%	12%	12%q	4%	4%	6%	12%	9%	16%u	11%	10%	14%
All TV set-top box	72	41	30	20	25	13	8	1	5	45	21	6	23	14	*	3	22	6	1	1	20	15	19	17	35	36
	8%	9%	7%	8%	11%j	7%	6%	2%	9%	9%	6%	5%	10%	8%	1%	12%n	8%	4%	4%	6%	7%	4%	12%ux	11%ux	6%	12%ux

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Table 62

Q13 - Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All ever use Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	1142	744	394	695	404	21	56	129	120	74	118	57	111	161	165	991	75	26	50	305	192	494
Base	930	604	322	534	364	14**	37*	106*	81*	60*	86*	84*	123*	129	101	807	49*	16**	58*	224	146	437
Effective Base	783	538	246	503	259	18	49	96	98	63	88	36	83	128	119	689	57	24	31	237	152	322
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	49	39	10	30	19	1	1	12	5	3	4	2	2	10	10	48	1	-	-	18	7	23
	5%	7%	3%	6%	5%	5%	4%	11%l	6%	5%	5%	2%	1%	7%l	10%l	6%	3%	-	-	8%	5%	5%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	27	19	7	16	10	-	1	6	3	1	5	1	5	1	3	26	-	1	-	11	6	10
	3%	3%	2%	3%	3%	-	4%	6%m	4%	2%	5%m	1%	4%	1%	3%	3%	-	4%	-	5%	4%	2%
Smart TV	38	36	2	28	9	-	2	2	5	1	5	7	4	2	7	35	1	2	1	9	6	20
	4%	6%b	1%	5%	2%	-	6%	2%	6%	2%	6%	8%	3%	2%	7%m	4%	2%	10%	2%	4%	4%	5%
Smartphone	191	127	63	95	91	3	8	23	14	20	16	8	25	26	25	165	7	5	15	45	36	84
	21%	21%	20%	18%	25%c	22%	22%	21%	17%	34%hjkm	19%	9%	20%	20%	25%k	20%	14%	30%	25%	20%	25%	19%
PC/Mac/laptop	586	362	223	334	233	11	23	63	48	37	52	49	90	81	61	505	26	10	46	134	90	281
	63%	60%	69%a	63%	64%	74%	61%	60%	59%	62%	61%	59%	73%hn	63%	60%	63%	52%	61%	79%p	60%	61%	64%
Tablet computer (e.g. iPad)	158	110	46	100	51	3	13	15	11	11	15	11	27	17	15	134	9	4	11	39	25	71
	17%	18%	14%	19%	14%	22%	34%ghjkmn	14%	14%	18%	17%	13%	22%	13%	15%	17%	18%	22%	18%	17%	17%	16%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	9	8	*	7	1	*	3	2	1	-	1	-	-	1	*	8	*	-	-	6	1	1
	1%	1%	*	1%	*	3%	7%ijklmn	2%	1%	-	1%	-	-	1%	*	1%	1%	-	-	3%l	1%	*
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	15	11	4	6	8	1	-	1	1	1	1	-	3	3	2	11	3	1	-	2	2	8
	2%	2%	1%	1%	2%	6%	-	1%	1%	2%	1%	-	2%	2%	2%	1%	6%o	5%	-	1%	1%	2%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	3	3	-	2	1	-	1	1	-	-	-	-	-	2	-	3	-	-	-	1	-	2
	*	*	-	*	*	-	2%	1%	-	-	-	-	-	1%	-	*	-	-	-	1%	-	*
None of these	125	80	44	76	43	2	4	16	8	6	13	19	10	20	8	104	13	2	6	28	20	57
	13%	13%	14%	14%	12%	15%	11%	15%	10%	10%	15%	23%kn	8%	15%	8%	13%	27%o	10%	10%	12%	13%	13%
Device nets: All TV	107	88	19	67	36	1	3	17	13	5	12	9	10	13	19	101	2	2	1	33	17	52
	12%	15%b	6%	13%	10%	5%	9%	16%	15%	8%	14%	11%	8%	10%	19%lm	13%	4%	14%	2%	15%	12%	12%
All TV set-top box	72	55	17	42	27	1	2	16	8	4	8	3	6	10	13	70	1	1	-	25	12	32
	8%	9%	5%	8%	7%	5%	5%	15%kl	10%	7%	9%	3%	5%	8%	13%	9%	3%	4%	-	11%	8%	7%

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

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Absolutes/col percents

Table 62

Q13 - Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All ever use Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	1142	886	960	892	545	827	539	536	416	358	925	577	638	478	381	1126	16	1064	1092	1126
Base	930	701	780	745	445	674	416	463	342	302	747	445	530	384	321	917	14**	844	897	917
Effective Base	783	640	647	618	418	598	437	415	320	261	642	435	492	359	276	774	9	771	751	774
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	49 5%	49 7%b	34 4%	40 5%	30 7%	30 4%	49 12%eghi	32 7%i	23 7%i	9 3%	30 4%	49 11%jlmn	34 6%n	24 6%n	9 3%	49 5%	* 2%	49 6%	48 5%	49 5%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	27 3%	27 4%	16 2%	21 3%	12 3%	16 2%	16 4%	15 3%	11 3%	26 9%efgh	16 2%	16 4%	16 3%	11 3%	27 8%klm	27 3%	- -	24 3%	25 3%	27 3%
Smart TV	38 4%	30 4%	28 4%	38 5%	24 5%	28 4%	23 5%	28 6%	25 7%e	18 6%	28 4%	23 5%	30 6%	25 7%	18 6%	38 4%	- -	38 5%	38 4%	38 4%
Smartphone	191 21%	154 22%	168 22%	191 26%	118 26%	156 23%	100 24%	172 37%efhi	87 26%	69 23%	167 22%	102 23%	191 36%jkmn	99 26%	70 22%	191 21%	- -	186 22%	189 21%	191 21%
PC/Mac/laptop	586 63%	441 63%	586 75%acd	467 63%	282 63%	528 78%fghi	244 59%	276 60%	191 56%	203 67%fh	586 79%klmn	257 58%	322 61%	219 57%	217 68%klm	581 63%	5 35%	531 63%	574 64%	581 63%
Tablet computer (e.g. iPad)	158 17%	127 18%	112 14%	136 18%	92 21%b	98 15%	86 21%e	100 22%e	146 43%efgi	59 19%	109 15%	87 20%j	116 22%j	158 41%jkln	62 19%	158 17%	- -	153 18%	157 18%	158 17%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	9 1%	8 1%	8 1%	9 1%	5 1%	8 1%	4 1%	6 1%	9 3%	4 1%	8 1%	4 1%	6 1%	9 2%	4 1%	9 1%	- -	9 1%	9 1%	9 1%
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	15 2%	11 2%	11 1%	15 2%	15 3%ab	11 2%	7 2%	11 2%	12 3%	6 2%	11 2%	7 2%	13 2%	12 3%	6 2%	15 2%	- -	15 2%	15 2%	15 2%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	3 *	2 *	3 *	2 *	3 1%	3 *	2 *	2 1%	1 *	1 *	3 *	2 *	2 *	1 *	1 *	3 *	- -	3 *	3 *	3 *
None of these	125 13%	87 12%b	70 9%	86 11%	46 10%	38 6%	39 9%e	34 7%	21 6%	32 11%eh	44 6%	53 12%jm	43 8%	25 6%	36 11%jm	117 13%	9 65%	101 12%	108 12%	117 13%
Device nets: All TV	107 12%	99 14%ab	71 9%	91 12%	60 14%ab	66 10%	80 19%e	70 15%e	51 15%e	47 16%e	67 9%	82 18%j	74 14%j	53 14%j	48 15%	107 12%	* 2%	104 12%	104 12%	107 12%
All TV set-top box	72 8%	72 10%b	46 6%	56 8%	38 9%	41 6%	60 14%egh	44 10%e	29 9%	31 10%e	41 6%	61 14%jlm	47 9%j	30 8%	31 10%	71 8%	* 2%	68 8%	69 8%	71 8%

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

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Absolutes/col percents

Table 62

Q13 - Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All ever use Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	1142	741	158	133	911	365	777	262	150	31	166	601	370	971	274	300	510	210	720	669
Base	930	604	122*	112	743	356	575	256	137	32**	142	446	338	784	227	247	416	161	577	519
Effective Base	783	542	94	109	610	267	522	184	125	24	108	412	264	672	178	198	348	167	511	496
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	49	39	2	7	38	27	23	22	13	-	6	23	20	44	2	2	27	16	43	44
	5%	6%	1%	6%	5%	8%f	4%	9%	9%	-	4%	5%	6%	6%	1%	1%	6%no	10%no	7%no	8%no
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	27	22	2	10	14	11	16	7	4	3	8	9	10	19	6	6	13	5	18	17
	3%	4%	2%	9%abd	2%	3%	3%	3%	3%	9%	6%	2%	3%	2%	3%	2%	3%	3%	3%	3%
Smart TV	38	27	6	8	28	25	13	21	12	-	3	20	15	35	8	9	21	7	28	25
	4%	4%	5%	7%	4%	7%f	2%	8%	9%	-	2%	4%	5%	4%	3%	4%	5%	4%	5%	5%
Smartphone	191	147	13	24	158	73	118	56	29	5	29	81	82	162	32	36	95	42	137	124
	21%	24%b	11%	21%b	21%b	20%	21%	22%	21%	17%	20%	18%	24%	21%	14%	15%	23%no	26%no	24%no	24%no
PC/Mac/laptop	586	383	76	46	507	198	389	137	78	20	103	289	191	480	160	170	241	99	341	302
	63%	63%c	62%c	41%	68%c	56%	68%e	53%	57%	61%	72%lm	65%l	57%	61%	70%prs	69%prs	58%	62%	59%	58%
Tablet computer (e.g. iPad)	158	119	13	14	132	69	89	54	29	5	8	85	65	150	29	31	85	19	104	99
	17%	20%b	11%	12%	18%	19%	15%	21%	21%	17%	5%	19%j	19%j	19%j	13%	13%	20%noq	12%	18%	19%noq
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	9	5	1	3	4	6	3	3	3	1	-	4	5	9	2	2	4	3	7	7
	1%	1%	1%	3%d	1%	2%	*	1%	2%	4%	-	1%	2%	1%	1%	1%	1%	2%	1%	1%
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	15	9	4	5	10	11	4	7	5	1	2	6	8	14	3	4	8	3	10	10
	2%	2%	3%	4%d	1%	3%f	1%	3%	3%	5%	1%	1%	2%	2%	2%	2%	2%	2%	2%	2%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	3	2	-	-	3	1	2	1	1	-	1	2	-	2	-	-	2	1	3	3
	*	*	-	-	*	*	*	*	1%	-	*	1%	-	*	-	-	1%	*	1%	1%
None of these	125	72	21	19	87	51	75	34	22	6	17	63	45	108	31	34	71	12	83	68
	13%	12%	17%	17%	12%	14%	13%	13%	16%	18%	12%	14%	13%	14%	14%	14%	17%q	7%	14%q	13%
Device nets: All TV	107	79	10	24	73	58	49	46	25	3	15	50	42	92	15	18	56	26	82	78
	12%	13%	8%	22%abd	10%	16%f	9%	18%	18%	9%	11%	11%	12%	12%	7%	7%	13%no	16%no	14%no	15%no
All TV set-top box	72	56	4	17	47	34	37	27	15	3	13	31	28	59	8	8	37	19	56	56
	8%	9%	3%	15%bd	6%	10%	6%	10%	11%	9%	9%	7%	8%	7%	3%	3%	9%no	12%no	10%no	11%no

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

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Absolutes/col percents

Table 62

Q13 - Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All ever use Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	1142	268	809	65	218	50	227	41	60	477	217
Base	930	235	639	55*	197	39*	205	30*	58*	408	173
Effective Base	783	195	545	43	155	44	163	35	41	309	146
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	49	18	28	3	14	4	14	4	4	23	11
	5%	8%	4%	6%	7%	11%	7%	14%	7%	6%	6%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	27	15	12	-	12	3	11	4	3	12	5
	3%	6%b	2%	-	6%	8%	5%	15%f	6%	3%	3%
Smart TV	38	25	11	2	23	2	23	2	12	18	5
	4%	11%b	2%	4%	12%	4%	11%	7%	20%	4%	3%
Smartphone	191	62	124	6	51	10	54	7	11	92	28
	21%	26%bc	19%	10%	26%	27%	26%	24%	20%	23%	16%
PC/Mac/laptop	586	111	440	36	90	21	98	13	32	235	132
	63%	47%	69%a	65%a	46%	53%	48%	44%	56%	58%	76%d
Tablet computer (e.g. iPad)	158	40	110	7	37	4	37	4	2	82	22
	17%	17%	17%	13%	19%	10%	18%	12%	4%	20%	13%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	9	6	3	-	6	-	6	-	1	5	1
	1%	2%b	*	-	3%	-	3%	-	2%	1%	1%
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	15	8	7	*	7	*	7	*	-	13	1
	2%	3%b	1%	1%	4%	1%	3%	2%	-	3%	*
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	3	1	2	-	-	1	1	-	-	1	1
	*	*	*	-	-	2%	*	-	-	*	1%
None of these	125	27	85	13	25	2	26	1	3	56	13
	13%	11%	13%	24%a	13%	6%	13%	4%	5%	14%d	7%
Device nets: All TV	107	54	48	5	45	9	44	10	18	49	20
	12%	23%bc	8%	9%	23%	23%	21%	34%	32%	12%	11%
All TV set-top box	72	30	38	3	23	7	22	9	7	33	15
	8%	13%b	6%	6%	12%	19%	11%	29%f	13%	8%	9%

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

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Absolutes/col percents

Table 63

Q13 - Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All ever use Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	420	245	175	149	147	76	33	11	4	296	109	15	164	72	6	3	132	37	5	1	117	154	73	76	271	149
Base	355	214	140	144	102	71*	29**	8**	2**	246	99*	10**	137	71*	5**	2**	109	29*	3**	***	94	121	70*	69*	215	140
Effective Base	344	196	150	133	127	53	30	10	4	255	81	13	141	53	6	3	114	31	5	1	102	133	60	56	235	116
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	25	17	9	10	9	3	3	-	-	19	7	-	11	6	-	-	8	1	-	-	6	8	8	3	14	11
	7%	8%	6%	7%	9%	5%	12%	-	-	8%	7%	-	8%	9%	-	-	8%	2%	-	-	7%	7%	12%	4%	7%	8%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	8	5	4	3	5	-	-	-	-	8	-	-	5	-	-	-	4	-	-	-	1	3	2	2	4	4
	2%	2%	2%	2%	5%j	-	-	-	-	3%	-	-	3%	-	-	-	3%	-	-	-	1%	3%	3%	3%	2%	3%
Smart TV	24	14	10	8	9	5	1	-	1	17	6	1	7	6	-	1	10	-	-	-	8	7	7	2	15	9
	7%	7%	7%	6%	9%	7%	4%	-	26%	7%	6%	6%	5%	9%	-	33%	9%	-	-	-	9%	6%	10%	3%	7%	6%
Smartphone	37	21	15	14	18	2	3	-	-	32	5	-	18	4	-	-	14	1	-	-	12	9	8	8	21	16
	10%	10%	11%	9%	18%cej	2%	11%	-	-	13%ej	5%	-	13%	5%	-	-	13%	5%	-	-	13%	7%	11%	11%	10%	11%
PC/Mac/laptop	74	47	27	25	29	12	7	2	-	54	19	2	32	13	2	-	21	5	-	-	17	25	16	16	42	32
	21%	22%	19%	17%	28%c	17%	23%	21%	-	22%	19%	16%	24%	19%	31%	-	20%	19%	-	-	18%	21%	23%	23%	20%	23%
Tablet computer (e.g. iPad)	39	26	13	13	11	11	2	1	-	24	14	1	17	8	1	-	7	5	-	-	9	16	5	9	25	14
	11%	12%	9%	9%	11%	16%	8%	11%	-	10%	14%	9%	12%	12%	16%	-	7%	19%p	-	-	10%	13%	8%	13%	11%	10%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	5	4	1	2	2	-	-	-	-	5	-	-	4	-	-	-	1	-	-	-	2	2	-	1	4	1
	1%	2%	1%	2%	2%	-	-	-	-	2%	-	-	3%	-	-	-	1%	-	-	-	2%	1%	-	1%	2%	1%
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	178	101	77	75	50	37	10	4	1	125	47	5	65	33	2	1	60	14	2	-	43	57	36	43	99	78
	50%	47%	54%	52%	49%	52%	34%	56%	52%	51%	47%	55%	47%	46%	46%	67%	56%	49%	75%	-	46%	47%	51%	62%x	46%	56%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	4	3	1	2	2	1	-	-	-	3	1	-	3	-	-	-	-	1	-	-	1	3	-	-	4	-
	1%	2%	*	1%	2%	1%	-	-	-	1%	1%	-	3%	-	-	-	-	2%	-	-	1%	3%	-	-	2%	-
None of these	40	23	17	16	7	8	7	2	*	23	15	2	10	12	1	-	13	3	1	*	12	20	6	3	32	9
	11%	11%	12%	11%	7%	11%	25%	23%	22%	9%	15%	23%	7%	17%	22%	-	12%	12%	25%	100%	12%	16%wy	8%	5%	15%wy	6%
Device nets: All TV	52	30	22	21	19	8	3	-	1	39	12	1	18	11	-	1	21	1	-	-	15	15	15	6	31	21
	15%	14%	16%	14%	18%	12%	12%	-	26%	16%	12%	6%	13%	16%	-	33%	20%q	2%	-	-	16%	12%	22%	9%	14%	15%
All TV set-top box	32	20	12	13	12	3	3	-	-	25	7	-	14	6	-	-	12	1	-	-	7	11	10	4	18	14
	9%	9%	9%	9%	12%	5%	12%	-	-	10%	7%	-	10%	9%	-	-	11%	2%	-	-	8%	9%	14%	6%	8%	10%

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

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Absolutes/col percents

Table 63

Q13 - Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All ever use Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	420	299	118	243	162	9	21	52	31	28	46	19	42	69	76	384	18	6	12	104	74	206
Base	355	251	100*	199	143	6**	16**	42*	21**	23**	36*	24**	51*	58*	47*	316	17**	4**	18**	78*	59*	179
Effective Base	344	255	88	210	124	8	20	49	29	25	41	18	39	64	63	333	13	6	8	97	65	174
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	25	22	2	20	6	-	1	2	1	3	2	1	1	9	5	24	1	-	-	3	5	16
	7%	9%b	2%	10%d	4%	-	5%	4%	4%	12%	6%	6%	2%	15%	10%	8%	6%	-	-	4%	8%	9%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	8	8	1	6	2	-	1	1	1	-	1	1	-	2	1	7	1	-	-	3	1	3
	2%	3%	1%	3%	2%	-	5%	2%	7%	-	3%	4%	-	3%	1%	2%	5%	-	-	4%	2%	2%
Smart TV	24	23	1	15	9	-	2	5	2	-	1	5	3	2	2	21	2	1	-	8	1	11
	7%	9%b	1%	7%	6%	-	10%	11%	8%	-	3%	20%	5%	3%	5%	7%	14%	20%	-	10%j	2%	6%
Smartphone	37	28	6	22	13	1	3	2	1	5	4	3	4	6	5	33	2	-	1	5	9	19
	10%	11%	6%	11%	9%	23%	17%	4%	4%	23%	10%	15%	8%	11%	11%	10%	14%	-	6%	7%	15%	11%
PC/Mac/laptop	74	56	17	38	34	2	6	9	5	2	5	4	10	16	11	68	2	1	3	20	7	41
	21%	22%	17%	19%	24%	39%	41%	22%	22%	10%	14%	16%	20%	28%	23%	22%	12%	30%	15%	26%j	13%	23%
Tablet computer (e.g. iPad)	39	32	4	24	13	-	3	6	*	3	2	-	5	7	4	31	4	1	3	10	5	17
	11%	13%b	4%	12%	9%	-	21%	14%	2%	11%	6%	-	11%	13%	8%	10%	26%	17%	15%	12%	8%	9%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	5	4	1	4	1	-	1	-	-	-	1	-	-	1	1	4	1	-	-	1	1	2
	1%	2%	1%	2%	1%	-	5%	-	-	-	2%	-	-	2%	2%	1%	5%	-	-	1%	1%	1%
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	178	108	69	88	82	4	4	21	10	13	16	10	35	27	19	156	7	2	13	36	28	92
	50%	43%	69%a	44%	57%c	61%	28%	50%	50%	55%	44%	43%	69%jmn	47%	42%	49%	40%	51%	75%	45%	48%	51%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	4	3	1	4	-	-	1	-	-	-	1	-	-	-	2	4	-	-	-	1	1	2
	1%	1%	1%	2%	-	-	5%	-	-	-	4%	-	-	-	4%	1%	-	-	-	1%	3%	1%
None of these	40	33	8	23	17	-	1	5	2	3	8	4	5	4	4	36	2	-	2	9	12	16
	11%	13%	8%	11%	12%	-	9%	12%	11%	15%	23%mn	15%	9%	7%	8%	12%	13%	-	10%	11%	20%kl	9%
Device nets: All TV	52	46	4	36	16	-	2	7	4	3	5	7	4	12	7	49	2	1	-	12	7	29
	15%	19%b	4%	18%	11%	-	10%	16%	18%	12%	13%	30%	7%	20%	15%	15%	14%	20%	-	15%	13%	16%
All TV set-top box	32	28	3	24	8	-	1	3	2	3	4	2	1	10	5	30	2	-	-	6	6	18
	9%	11%b	3%	12%d	5%	-	5%	6%	10%	12%	10%	10%	2%	17%l	11%	10%	11%	-	-	7%	11%	10%

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

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Absolutes/col percents

Table 63

Q13 - Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All ever use Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	420	355	365	382	420	340	255	294	234	157	361	262	326	251	165	420	-	410	417	420
Base	355	303	306	326	355	287	212	249	202	139	301	217	280	215	145	355	-**	343	353	355
Effective Base	344	288	298	312	344	276	219	257	190	124	294	225	265	203	130	344	-	350	342	344
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	25	25	18	25	25	18	25	22	19	9	18	25	22	19	9	25	-	25	25	25
	7%	8%	6%	8%	7%	6%	12%e	9%	9%	6%	6%	12%j	8%	9%	6%	7%	-	7%	7%	7%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	8	8	6	8	8	6	5	7	5	8	6	5	8	5	8	8	-	8	8	8
	2%	3%	2%	2%	2%	2%	2%	3%	2%	6%	2%	2%	3%	3%	6%	2%	-	2%	2%	2%
Smart TV	24	19	19	24	24	18	15	22	19	12	19	15	22	19	12	24	-	24	24	24
	7%	6%	6%	7%	7%	6%	7%	9%	9%	8%	6%	7%	8%	9%	8%	7%	-	7%	7%	7%
Smartphone	37	30	32	37	37	32	24	36	25	18	32	24	37	27	18	37	-	37	37	37
	10%	10%	11%	11%	10%	11%	12%	14%	12%	13%	11%	11%	13%	13%	12%	10%	-	11%	10%	10%
PC/Mac/laptop	74	62	74	67	74	73	41	56	42	32	74	44	61	43	36	74	-	73	74	74
	21%	21%	24%	20%	21%	25%	19%	22%	21%	23%	25%	20%	22%	20%	24%	21%	-	21%	21%	21%
Tablet computer (e.g. iPad)	39	33	27	37	39	27	27	29	37	13	27	27	30	39	13	39	-	39	39	39
	11%	11%	9%	11%	11%	10%	13%	12%	18%efi	9%	9%	12%	11%	18%ijn	9%	11%	-	11%	11%	11%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	5	4	3	5	5	3	4	4	4	2	3	4	4	4	2	5	-	5	5	5
	1%	1%	1%	1%	1%	1%	2%	2%	2%	1%	1%	2%	1%	2%	1%	1%	-	1%	1%	1%
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	178	150	161	163	178	154	94	123	100	74	161	97	143	104	76	178	-	168	177	178
	50%	49%	53%	50%	50%	54%f	45%	49%	49%	53%	53%k	44%	51%	49%	52%	50%	-	49%	50%	50%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	4	3	4	4	4	3	3	3	3	3	4	3	3	3	3	4	-	4	4	4
	1%	1%	1%	1%	1%	1%	2%	1%	2%	2%	1%	2%	1%	2%	2%	1%	-	1%	1%	1%
None of these	40	32	33	37	40	23	23	20	13	9	28	23	26	15	10	40	-	39	40	40
	11%	11%	11%	11%	11%	8%	11%	8%	7%	6%	9%	11%	9%	7%	7%	11%	-	11%	11%	11%
Device nets: All TV	52	47	39	51	52	39	40	45	38	24	39	40	46	40	24	52	-	52	51	52
	15%	16%	13%	16%	15%	13%	19%	18%	19%	17%	13%	18%	16%	19%	16%	15%	-	15%	15%	15%
All TV set-top box	32	32	24	31	32	24	29	27	22	15	24	29	28	23	15	32	-	32	32	32
	9%	11%	8%	10%	9%	8%	13%	11%	11%	11%	8%	13%j	10%	11%	10%	9%	-	9%	9%	9%

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

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Absolutes/col percents

Table 63

Q13 - Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All ever use Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	420	324	31	61	335	178	242	130	78	15	36	204	178	382	75	83	205	86	291	277
Base	355	265	26**	54*	282	172	182	126	69*	16**	29*	160	164	324	66*	72*	172	74*	245	233
Effective Base	344	285	24	51	272	144	209	102	70	13	31	168	146	312	51	58	174	76	250	237
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	25	21	1	5	19	16	9	13	7	-	3	9	13	22	-	1	15	9	24	22
	7%	8%	6%	9%	7%	9%	5%	10%	11%	-	12%	6%	8%	7%	-	1%	9%n	12%no	10%no	10%no
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	8	7	-	1	6	5	4	5	1	-	1	4	3	7	1	1	6	1	7	6
	2%	3%	-	2%	2%	3%	2%	4%	1%	-	5%	2%	2%	2%	1%	1%	3%	1%	3%	3%
Smart TV	24	23	1	7	16	17	7	13	9	-	-	9	15	24	5	6	12	6	18	17
	7%	9%	2%	12%	6%	10%f	4%	10%	13%	-	-	6%	9%	7%	7%	8%	7%	8%	7%	7%
Smartphone	37	31	1	15	22	22	14	21	5	1	4	18	15	33	6	7	23	5	28	26
	10%	12%	3%	27%ad	8%	13%	8%	17%	8%	4%	12%	11%	9%	10%	10%	10%	13%	7%	11%	11%
PC/Mac/laptop	74	66	2	16	50	32	42	22	18	2	8	37	29	66	15	17	37	11	48	46
	21%	25%d	7%	30%d	18%	19%	23%	17%	26%	14%	27%	23%	18%	20%	23%	24%	22%	15%	20%	20%
Tablet computer (e.g. iPad)	39	29	1	7	29	23	16	17	13	2	2	17	20	37	4	4	22	8	30	30
	11%	11%	5%	14%	10%	13%	9%	14%	19%	10%	6%	11%	12%	11%	6%	6%	13%	10%	12%	13%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	5	4	1	1	4	5	-	5	2	-	-	3	2	5	-	-	4	1	5	5
	1%	1%	3%	2%	1%	3%f	-	4%	2%	-	-	2%	1%	1%	-	-	2%	1%	2%	2%
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	178	124	16	9	165	80	98	57	28	11	15	76	87	162	41	43	74	37	111	106
	50%	47%c	60%	16%	59%abc	46%	54%	45%	40%	69%	52%	47%	53%	50%	62%prs	60%p	43%	50%	45%	45%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	4	2	2	2	2	4	-	3	2	-	-	2	1	3	-	-	3	2	4	4
	1%	1%	6%	5%ad	1%	2%f	-	2%	3%	-	-	2%	*	1%	-	-	1%	2%	2%	2%
None of these	40	28	3	7	31	15	25	10	7	3	5	20	16	36	8	8	23	7	29	28
	11%	11%	11%	12%	11%	9%	14%	8%	10%	17%	16%	13%	10%	11%	12%	11%	13%	9%	12%	12%
Device nets: All TV	52	46	2	13	36	33	19	26	14	-	4	20	28	48	5	7	29	15	43	41
	15%	17%	8%	23%d	13%	19%f	10%	21%	21%	-	13%	12%	17%	15%	7%	9%	17%	20%n	18%	17%
All TV set-top box	32	27	1	6	23	20	12	17	7	-	4	12	16	28	1	2	19	10	29	27
	9%	10%	6%	11%	8%	12%	7%	13%	11%	-	13%	8%	10%	9%	1%	3%	11%no	13%no	12%no	12%no

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

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Absolutes/col percents

Table 63

Q13 - Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)
And which of these devices do you view each of these services on? You can select more than one device for each service.
Base: All ever use Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	420	124	279	17	97	27	105	19	24	188	75
Base	355	104	236	15**	83*	21**	91*	13**	21*	158	62*
Effective Base	344	105	225	14	81	24	89	17	21	158	64
TV set-top box for on-demand content with a subscription service (e.g. Virgin Media/ Sky)	25	11	14	-	8	3	9	2	4	12	5
	7%	11%	6%	-	10%	14%	10%	15%	19%	8%	8%
TV set-top box without a subscription service (e.g. Freeview/ Freesat/ YouView/ Now TV)	8	3	6	-	3	-	2	1	-	4	2
	2%	3%	2%	-	3%	-	2%	7%	-	2%	3%
Smart TV	24	13	10	1	12	1	12	1	5	16	3
	7%	12%b	4%	9%	15%	4%	13%	7%	23%	10%	5%
Smartphone	37	19	17	1	17	2	17	2	8	19	4
	10%	18%b	7%	5%	21%	10%	19%	15%	37%	12%	6%
PC/Mac/laptop	74	26	43	6	17	8	21	5	6	31	12
	21%	25%	18%	38%	21%	39%	23%	37%	30%	20%	19%
Tablet computer (e.g. iPad)	39	15	21	2	14	1	14	1	1	21	4
	11%	14%	9%	16%	16%	6%	15%	8%	3%	14%	6%
eBook reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	5	2	2	1	2	-	2	-	1	3	1
	1%	2%	1%	5%	2%	-	2%	-	5%	2%	1%
Games console (e.g. Playstation/ Xbox/ Wii/ PS3)	178	36	136	6	29	7	33	2	1	71	37
	50%	34%	57%ab	43%	35%	32%	37%	18%	5%	45%	59%
Other internet connected player or box that you use for viewing TV/ video content (e.g. Roku/ Apple TV/ Google TV)	4	3	1	-	3	-	3	-	1	2	2
	1%	3%	1%	-	3%	-	3%	-	4%	2%	3%
None of these	40	6	32	2	4	2	5	1	-	19	6
	11%	6%	14%ab	15%	5%	11%	6%	7%	-	12%	9%
Device nets: All TV	52	26	25	1	22	4	22	4	9	29	9
	15%	25%ab	10%	9%	27%	19%	24%	29%	42%	18%	14%
All TV set-top box	32	14	18	-	11	3	11	3	4	15	6
	9%	13%	8%	-	13%	14%	12%	22%	19%	9%	10%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Table 64

Q14 Thinking about all the online or on-demand TV or video content you watch nowadays, has anything that you have seen on any on-line or on-demand service caused you any concern?
Base: All respondents

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**2102**	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	**2102**	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	**1150**	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
Yes	**303**	194	109	101	87	59	28	20	8	188	87	28	119	55	16	4	69	32	4	4	98	103	61	42	201	102
	14%	18%b	*10%*	25%efghjk	20%dghjk	14%dhk	*7%*	*9%*	*4%*	22%efghjk	11%h	*6%*	32%mno	13%o	*12%*	*3%*	15%qr	*8%*	*4%*	*6%*	19%wy	*14%*	16%w	*9%*	16%w	*12%*
No	**1692**	813	880	279	327	325	362	205	194	606	687	399	234	345	111	123	372	342	94	71	400	595	302	394	996	697
	81%	*77%*	84%a	*70%*	*74%*	*77%*	91%cdeij	89%cdei	92%cdeij	*72%*	84%cdei	90%cdeij	*64%*	82%l	85%l	94%lm	*79%*	86%p	94%p	*90%*	*77%*	*81%*	*79%*	86%tx	*79%*	83%t
Don't know	**106**	44	62	19	27	37	9	6	8	46	46	14	15	21	3	4	31	25	3	4	25	40	18	24	64	42
	5%	*4%*	*6%*	*5%*	*6%*	9%fgk	*2%*	*3%*	*4%*	*5%*	*6%*	*3%*	*4%*	*5%*	*2%*	*3%*	*7%*	*6%*	*3%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*

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

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Absolutes/col percents

Table 64

Q14 Thinking about all the online or on-demand TV or video content you watch nowadays, has anything that you have seen on any on-line or on-demand service caused you any concern?

Base: All respondents

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	2102	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	1150	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
Yes	303	225	77	166	129	*	18	37	26	28	29	29	20	43	40	270	15	5	15	82	57	131
	14%	18%b	9%	13%	17%	1%	22%kl	18%l	16%l	17%l	15%l	13%	7%	16%l	24%kl	15%	12%	11%	8%	18%	16%	14%
No	1692	990	698	1058	591	28	61	155	134	122	150	194	237	215	121	1389	104	33	165	350	272	767
	81%	78%	85%a	83%d	76%	90%	74%	74%	81%	73%	80%	85%n	88%gin	80%	72%	79%	83%	80%	88%	77%	77%	82%
Don't know	106	60	45	47	55	3	4	16	6	17	9	6	14	13	6	89	6	4	7	26	25	38
	5%	5%	5%	4%	7%c	8%	4%	8%	3%	10%k	5%	2%	5%	5%	4%	5%	5%	9%	4%	6%	7%	4%

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

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

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Absolutes/col percents

Table 64

Q14 Thinking about all the online or on-demand TV or video content you watch nowadays, has anything that you have seen on any on-line or on-demand service caused you any concern?
Base: All respondents

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**2102**	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	**2102**	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	**1150**	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
Yes	**303**	217	225	243	144	213	148	175	142	94	220	150	188	150	97	298	6	289	288	298
	14%	*14%*	*14%*	*16%*	**18%ab**	*18%*	*17%*	**23%ef**	**28%efi**	*17%*	*15%*	*15%*	**20%jk**	**24%jkn**	*16%*	*15%*	*5%*	*17%*	*16%*	*15%*
No	**1692**	1301	1343	1171	639	937	706	547	344	427	1180	817	695	455	472	1583	109	1288	1419	1583
	81%	*81%*	*81%*	*79%*	*78%*	**77%gh**	**80%gh**	*71%*	*67%*	**78%gh**	**80%lm**	**81%lm**	*74%*	*72%*	**78%lm**	*80%*	**92%o**	*78%*	*79%*	*80%*
Don't know	**106**	80	81	77	41	62	31	51	25	28	70	39	58	31	37	103	3	82	97	103
	5%	*5%*	*5%*	*5%*	*5%*	*5%*	*4%*	**7%f**	*5%*	*5%*	*5%*	*4%*	*6%*	*5%*	*6%*	*5%*	*3%*	*5%*	*5%*	*5%*

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

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Absolutes/col percents

Table 64

Q14 Thinking about all the online or on-demand TV or video content you watch nowadays, has anything that you have seen on any on-line or on-demand service caused you any concern?
Base: All respondents

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
Yes	303	196	65	86	187	136	167	104	48	10	43	145	114	259	53	64	138	54	192	179
	14%	*18%cd*	*14%*	*40%abd*	*12%*	*19%f*	*12%*	*21%*	*16%*	*14%*	*11%*	*14%*	*17%*	*15%*	*10%*	*11%*	*15%rt*	*15%*	*15%n*	*15%rt*
No	1692	854	373	115	1359	565	1128	360	248	58	336	834	515	1349	462	484	755	294	1049	949
	81%	*78%c*	*83%cd*	*54%*	*84%acd*	*77%*	*83%e*	*73%*	*81%*	*82%*	*84%*	*80%*	*78%*	*80%*	*84%*	*83%*	*81%*	*82%*	*81%*	*81%*
Don't know	106	46	13	12	69	35	71	26	9	3	20	59	28	86	34	36	44	12	56	43
	5%	*4%*	*3%*	*6%*	*4%*	*5%*	*5%*	*5%*	*3%*	*4%*	*5%*	*6%*	*4%*	*5%*	*6%*	*6%*	*5%*	*3%*	*4%*	*4%*

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

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Absolutes/col percents

Table 64

Q14 Thinking about all the online or on-demand TV or video content you watch nowadays, has anything that you have seen on any on-line or on-demand service caused you any concern?
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	2102	328	1662	112	258	70	270	58	67	852	360
Base	2102	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	1150	221	878	70	170	53	180	42	47	483	196
Yes	303	303	-	-	244	59	255	48	65	173	40
	14%	100%bc	-	-	*100%*	*100%*	*100%*	*100%*	*100%*	20%	*11%*
No	1692	-	1692	-	-	-	-	-	-	642	308
	81%	-	100%ac	-	-	-	-	-	-	*75%*	87%h
Don't know	106	-	-	106	-	-	-	-	-	42	5
	5%	-	-	100%ab	-	-	-	-	-	5%	*2%*

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

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Absolutes/col percents

Table 65

Q14a And what kind of things caused you concern on the on-line or on-demand TV or video content you saw on any on-line or on-demand service?
Base: All who have seen something of concern on any on-line or on-demand service

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**328**	193	135	99	105	66	28	20	10	204	94	30	122	53	13	5	82	41	7	5	107	119	61	41	226	102
Base	**303**	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Effective Base	**221**	128	98	85	65	43	23	8	5	150	65	12	91	36	5	3	59	33	7	2	65	84	44	30	147	73
Mention of standard of actual programming/content - Poor quality shows / Poor choice	**24**	10	14	13	4	3	2	-	*	18	5	*	8	1	-	*	10	4	-	-	7	9	5	3	16	8
	8%	*5%*	*13%a*	*13%*	*5%*	*6%*	*7%*	*-*	*6%*	*9%*	*6%*	*2%*	*7%*	*2%*	*-*	*12%*	*14%*	*14%*	*-*	*-*	*7%*	*9%*	*8%*	*6%*	*8%*	*8%*
Content accessible to children/despite filters/ age-inappropriate content etc.	**22**	14	8	9	5	2	3	4	-	14	4	4	9	2	4	-	5	3	-	-	8	11	2	2	19	3
	7%	*7%*	*7%*	*9%*	*6%*	*3%*	*9%*	*22%*	*-*	*7%*	*5%*	*15%*	*7%*	*3%*	*27%*	*-*	*8%*	*8%*	*-*	*-*	*8%*	*11%*	*3%*	*4%*	*10%*	*3%*
Violence (in general)	**21**	15	6	7	4	4	5	1	*	11	8	2	8	6	1	*	3	3	*	-	7	7	4	3	14	7
	7%	*8%*	*5%*	*7%*	*5%*	*6%*	*17%*	*7%*	*6%*	*6%*	*10%*	*7%*	*7%*	*10%*	*6%*	*13%*	*4%*	*9%*	*11%*	*-*	*7%*	*7%*	*6%*	*8%*	*7%*	*7%*
Mention of technical shortcomings e.g. buffering, screen size, doesn't support Linux etc.	**18**	14	4	7	5	3	2	1	1	12	5	2	8	4	1	1	4	1	-	-	5	8	4	1	14	5
	6%	*7%*	*4%*	*7%*	*5%*	*5%*	*7%*	*5%*	*6%*	*6%*	*6%*	*5%*	*7%*	*7%*	*6%*	*14%*	*5%*	*3%*	*-*	*-*	*6%*	*8%*	*6%*	*2%*	*7%*	*4%*
Youtube	**16**	8	8	4	6	4	*	1	*	10	5	1	4	3	1	*	6	2	-	-	5	5	1	6	10	6
	5%	*4%*	*8%*	*4%*	*7%*	*7%*	*2%*	*5%*	*6%*	*5%*	*5%*	*5%*	*3%*	*5%*	*6%*	*13%*	*9%*	*6%*	*-*	*-*	*5%*	*5%*	*1%*	*13%*	*5%*	*6%*
Sex/sexually explicit content	**14**	10	4	4	4	2	4	-	-	8	6	-	4	6	-	-	4	-	-	-	8	2	3	1	10	4
	5%	*5%*	*3%*	*4%*	*5%*	*4%*	*14%*	*-*	*-*	*4%*	*7%*	*-*	*3%*	*11%*	*-*	*-*	*5%*	*-*	*-*	*-*	*8%*	*2%*	*4%*	*4%*	*5%*	*4%*
Too much advertising / Too many / Go on too long	**13**	7	7	8	2	2	1	1	-	10	2	1	5	1	*	-	4	2	1	-	3	5	5	1	7	6
	4%	*3%*	*6%*	*8%*	*2%*	*3%*	*3%*	*5%*	*-*	*5%*	*3%*	*4%*	*4%*	*1%*	*3%*	*-*	*6%*	*5%*	*15%*	*-*	*3%*	*4%*	*8%*	*2%*	*4%*	*6%*
Pornography	**10**	7	4	4	2	2	-	-	3	6	2	3	4	-	-	2	2	2	-	*	4	5	-	2	9	2
	3%	*3%*	*3%*	*4%*	*3%*	*3%*	*-*	*-*	*32%*	*3%*	*2%*	*9%*	*4%*	*-*	*-*	*62%*	*2%*	*5%*	*-*	*7%*	*4%*	*4%*	*-*	*4%*	*4%*	*2%*
Animal cruelty/abuse	**10**	1	9	1	3	4	1	1	*	3	5	1	-	1	-	-	3	5	1	*	4	5	*	1	9	1
	3%	***	*9%a*	*1%*	*3%*	*7%c*	*4%*	*4%*	*5%*	*2%*	*6%*	*5%*	*-*	*1%*	*-*	*-*	*5%*	*14%*	*22%*	*10%*	*5%*	*5%*	*1%*	*2%*	*5%*	*1%*
Actual war / People dying / Soldiers killing insurgents/ Be-headings etc.	**8**	4	3	1	1	1	4	1	-	2	5	1	2	2	1	-	-	3	-	-	2	1	-	4	3	4
	3%	*2%*	*3%*	*1%*	*1%*	*2%*	*14%*	*3%*	*-*	*1%*	*6%*	*2%*	*2%*	*3%*	*4%*	*-*	*-*	*10%b*	*-*	*-*	*2%*	*1%*	*-*	*11%*	*2%*	*4%*
The price / The cost	**6**	4	2	2	1	3	-	-	-	3	3	-	2	2	-	-	1	1	-	-	3	3	-	-	6	-
	2%	*2%*	*2%*	*2%*	*2%*	*5%*	*-*	*-*	*-*	*2%*	*3%*	*-*	*2%*	*3%*	*-*	*-*	*2%*	*3%*	*-*	*-*	*3%*	*3%*	*-*	*-*	*3%*	*-*
Security issues	**5**	3	2	2	1	2	-	-	-	3	2	-	1	2	-	-	2	-	-	-	-	4	1	-	4	1
	2%	*2%*	*2%*	*2%*	*1%*	*3%*	*-*	*-*	*-*	*2%*	*2%*	*-*	*1%*	*3%*	*-*	*-*	*3%*	*-*	*-*	*-*	*-*	*4%*	*1%*	*-*	*2%*	*1%*
Viruses / Trojans etc.	**4**	1	2	-	1	1	1	-	-	1	2	-	-	1	-	-	1	1	-	-	2	1	1	-	3	1
	1%	*1%*	*2%*	*-*	*2%*	*2%*	*4%*	*-*	*-*	*1%*	*2%*	*-*	*-*	*2%*	*-*	*-*	*2%*	*3%*	*-*	*-*	*2%*	*1%*	*1%*	*-*	*1%*	*1%*
Mention of actual programmes e.g. Ben 10, Russell Howards Good News, Dr Who etc.	**4**	3	1	1	2	*	-	-	-	3	*	-	2	*	-	-	1	-	-	-	1	1	1	1	1	2
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*-*	*-*	*-*	*2%*	***	*-*	*2%*	*1%*	*-*	*-*	*1%*	*-*	*-*	*-*	*1%*	*1%*	*2%*	*3%*	*1%*	*2%*
Bad language	**2**	-	2	1	-	1	-	-	-	1	1	-	-	-	-	-	1	1	-	-	1	2	-	-	2	-
	1%	*-*	*2%*	*1%*	*-*	*2%*	*-*	*-*	*-*	***	*2%*	*-*	*-*	*-*	*-*	*-*	*1%*	*4%*	*-*	*-*	*1%*	*2%*	*-*	*-*	*1%*	*-*

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

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Absolutes/col percents

Table 65

Q14a And what kind of things caused you concern on the on-line or on-demand TV or video content you saw on any on-line or on-demand service?
Base: All who have seen something of concern on any on-line or on-demand service

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	303	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Discrimination (e.g.based on age, gender, disability,religious/non-religious beliefs etc.)	2	*	1	*	-	*	*	-	1	*	1	1	-	*	-	-	*	*	-	1	*	1	-	-	2	-
	1%	*	*1%*	*	-	*1%*	*2%*	-	*7%*	*	*1%*	*2%*	-	*1%*	-	-	*1%*	*1%*	-	*13%*	*	*1%*	-	-	*1%*	-
Infringing someone's privacy	2	1	1	-	1	1	-	-	-	1	1	-	1	-	-	-	-	1	-	-	1	1	-	-	2	-
	1%	*1%*	*1%*	-	*1%*	*1%*	-	-	-	*1%*	*1%*	-	*1%*	-	-	-	-	*3%*	-	-	*1%*	*1%*	-	-	*1%*	-
Dangerous behaviour	2	1	1	-	-	1	-	1	-	-	1	1	-	-	1	-	-	1	-	-	-	1	1	-	1	1
	1%	*	*1%*	-	-	*2%*	-	*3%*	-	-	*1%*	*2%*	-	-	*3%*	-	-	*3%*	-	-	-	*1%*	*1%*	-	*1%*	*1%*
Welfare of children or young people	1	-	1	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	*	1	-	-	1	-
	*	-	*1%*	*1%*	-	-	-	-	-	*1%*	-	-	-	-	-	-	*2%*	-	-	-	*	*1%*	-	-	*1%*	-
Trolling/online harassment (please think about video content itself rather than any comments made on it)	1	-	1	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	1	-	-	1	-
	*	-	*1%*	*1%*	-	-	-	-	-	*1%*	-	-	-	-	-	-	*2%*	-	-	-	-	*1%*	-	-	*1%*	-
Nakedness/naked bodies/body parts	1	-	1	-	*	-	-	-	1	*	-	1	-	-	-	-	*	-	-	1	-	1	*	-	1	*
	*	-	*1%*	-	*	-	-	-	*7%*	*	-	*2%*	-	-	-	-	*1%*	-	-	*13%*	-	*1%*	*1%*	-	*	*
Offence of religion	1	*	*	-	-	*	-	*	-	-	*	*	-	-	*	-	-	*	-	-	-	1	-	-	1	-
	*	*	*	-	-	*1%*	-	*2%*	-	-	*1%*	*2%*	-	-	*3%*	-	-	*1%*	-	-	-	*1%*	-	-	*	-
Racism	1	-	1	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-
	*	-	*1%*	*1%*	-	-	-	-	-	*	-	-	-	-	-	-	*1%*	-	-	-	*1%*	-	-	-	*	-
Suicide	1	-	1	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-
	*	-	*1%*	*1%*	-	-	-	-	-	*	-	-	-	-	-	-	*1%*	-	-	-	*1%*	-	-	-	*	-
Bullying/victimising	*	-	*	-	-	*	-	-	-	-	*	-	-	-	-	-	-	*	-	-	-	*	-	-	*	-
	*	-	*	-	-	*1%*	-	-	-	-	*	-	-	-	-	-	-	*1%*	-	-	-	*	-	-	*	-
Incitement to hatred	*	-	*	-	-	-	-	-	*	-	-	*	-	-	-	-	-	-	-	*	*	-	-	-	*	-
	*	-	*	-	-	-	-	-	*4%*	-	-	*1%*	-	-	-	-	-	-	-	*8%*	*	-	-	-	*	-
Other	30	21	9	9	9	8	1	1	3	17	9	4	14	6	1	-	4	3	-	3	12	9	5	5	21	9
	10%	*11%*	*9%*	*9%*	*10%*	*14%*	*4%*	*5%*	*34%*	*9%*	*11%*	*13%*	*11%*	*12%*	*6%*	-	*5%*	*9%*	-	*63%*	*13%*	*9%*	*8%*	*11%*	*11%*	*9%*
None / Dk	75	55	20	19	20	20	6	9	-	39	26	9	29	19	7	-	10	8	2	-	23	19	21	11	43	32
	25%	*28%*	*18%*	*19%*	*23%*	*34%*	*21%*	*47%*	-	*21%*	*30%*	*33%*	*24%*	*34%*	*46%*	-	*15%*	*24%*	*51%*	-	*24%*	*19%*	*35%*	*25%*	*21%*	*31%*
No answer	35	29	6	15	18	2	-	-	-	33	2	-	27	2	-	-	6	-	-	-	7	11	10	7	18	17
	12%	15%b	*6%*	15%j	21%ej	*4%*	-	-	-	17%ej	*2%*	-	22%m	*4%*	-	-	*9%*	-	-	-	*8%*	*11%*	*16%*	*16%*	*9%*	*16%*

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

bdrc continental providing intelligence

20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 65

Q14a And what kind of things caused you concern on the on-line or on-demand TV or video content you saw on any on-line or on-demand service?
Base: All who have seen something of concern on any on-line or on-demand service

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	328	246	80	189	130	1	15	39	31	27	37	15	20	49	62	295	16	8	9	85	64	146
Base	303	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Effective Base	221	165	54	133	83	1	8	31	23	20	34	10	18	44	52	205	10	7	6	58	50	98
Mention of standard of actual programming/content - Poor quality shows / Poor choice	24	16	7	11	13	-	2	1	5	2	4	2	1	3	4	22	1	1	-	8	6	9
	8%	7%	9%	6%	10%	-	9%	4%	17%	6%	15%	6%	4%	6%	9%	8%	3%	12%	-	9%	10%	7%
Content accessible to children/despite filters/ age-inappropriate content etc.	22	20	2	16	6	-	1	1	1	9	1	2	1	2	3	21	-	1	-	3	10	9
	7%	9%	3%	10%	5%	-	5%	2%	5%	32%	3%	7%	7%	6%	7%	8%	-	19%	-	3%	17%tu	7%
Violence (in general)	21	16	5	13	7	-	2	2	-	2	2	1	2	6	2	18	1	1	1	4	4	11
	7%	7%	7%	8%	6%	-	11%	5%	-	7%	6%	5%	11%	13%	4%	7%	3%	21%	7%	5%	7%	8%
Mention of technical shortcomings e.g. buffering, screen size, doesn't support Linux etc.	18	12	6	10	9	-	-	3	1	2	3	2	1	4	2	17	2	-	-	4	4	8
	6%	5%	8%	6%	7%	-	-	8%	5%	5%	9%	6%	6%	9%	4%	6%	11%	-	-	5%	7%	6%
Youtube	16	13	3	7	9	-	4	1	1	2	1	-	1	3	3	16	-	-	-	6	3	7
	5%	6%	4%	4%	7%	-	24%	3%	2%	7%	3%	-	7%	7%	8%	6%	-	-	-	8%	5%	6%
Sex/sexually explicit content	14	11	2	10	4	-	-	3	-	1	6	-	2	2	1	14	-	-	-	3	7	5
	5%	5%	3%	6%	3%	-	-	7%	-	4%	19%mn	-	10%	4%	2%	5%	-	-	-	3%	12%	4%
Too much advertising / Too many / Go on too long	13	11	2	8	3	-	-	2	2	4	1	1	-	1	3	13	*	-	-	4	5	4
	4%	5%	3%	5%	3%	-	-	6%	7%	13%	3%	2%	-	2%	7%	5%	3%	-	-	5%	8%	3%
Pornography	10	4	6	6	4	-	1	1	2	-	*	1	-	4	1	10	-	-	-	4	*	6
	3%	2%	8%st	3%	3%	-	4%	2%	9%	-	1%	3%	-	8%	4%	4%	-	-	-	5%	1%	5%
Animal cruelty/abuse	10	7	3	6	4	-	-	1	-	2	*	-	1	2	1	8	1	1	1	1	3	4
	3%	3%	4%	4%	3%	-	-	2%	-	8%	2%	-	6%	5%	3%	3%	5%	17%	6%	1%	5%	3%
Actual war / People dying / Soldiers killing insurgents/ Be-headings etc.	8	4	4	3	5	-	-	2	1	-	1	-	-	-	*	4	3	*	-	3	1	*
	3%	2%	5%	2%	4%	-	-	7%	2%	-	3%	-	-	-	1%	2%	20%	10%	-	4%	2%	*
The price / The cost	6	6	-	3	4	-	-	1	-	3	-	-	-	1	1	6	*	-	-	1	3	2
	2%	3%	-	2%	3%	-	-	2%	-	10%	-	-	-	2%	4%	2%	3%	-	-	1%	5%	2%
Security issues	5	5	-	2	3	-	-	1	-	-	1	-	1	1	1	5	-	-	-	1	1	2
	2%	2%	-	1%	2%	-	-	3%	-	-	5%	-	7%	1%	1%	2%	-	-	-	1%	3%	2%
Viruses / Trojans etc.	4	4	-	4	-	-	*	1	-	-	-	1	-	-	-	2	1	-	-	1	-	1
	1%	2%	-	2%	-	-	2%	2%	-	-	-	4%	-	-	-	1%	8%	-	-	2%	-	1%
Mention of actual programmes e.g. Ben 10, Russell Howards Good News, Dr Who etc.	4	4	-	1	3	-	-	-	-	1	-	-	-	1	1	3	-	*	-	-	1	2
	1%	2%	-	1%	2%	-	-	-	-	4%	-	-	-	3%	2%	1%	-	7%	-	-	2%	2%
Bad language	2	1	1	2	-	-	-	1	-	1	-	-	-	-	1	2	-	-	-	1	1	1
	1%	*	2%	1%	-	-	-	2%	-	3%	-	-	-	-	1%	1%	-	-	-	1%	1%	*

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 65

Q14a And what kind of things caused you concern on the on-line or on-demand TV or video content you saw on any on-line or on-demand service?
Base: All who have seen something of concern on any on-line or on-demand service

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	**303**	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Discrimination (e.g.based on age, gender, disability,religious/non-religious beliefs etc.)	**2**	1	1	1	1	-	-	-	-	*	-	-	-	1	*	1	*	-	-	-	*	1
	1%	*	*1%*	*1%*	*1%*	-	-	-	-	*2%*	-	-	-	*1%*	*1%*	*1%*	*3%*	-	-	-	*1%*	*1%*
Infringing someone's privacy	**2**	2	-	1	1	-	-	-	-	-	1	-	-	-	-	1	-	-	1	-	1	-
	1%	*1%*	-	*1%*	*1%*	-	-	-	-	-	*3%*	-	-	-	-	*	-	-	*7%*	-	*1%*	-
Dangerous behaviour	**2**	2	-	2	-	-	-	-	-	1	-	-	1	-	-	2	-	-	-	-	1	1
	1%	*1%*	-	*1%*	-	-	-	-	-	*4%*	-	-	*3%*	-	-	*1%*	-	-	-	-	*2%*	*
Welfare of children or young people	**1**	-	1	-	1	-	-	-	-	-	-	-	1	-	*	1	-	-	-	-	-	1
	*	-	*2%*	-	*1%*	-	-	-	-	-	-	-	*5%*	-	*1%*	*1%*	-	-	-	-	-	*1%*
Trolling/online harassment (please think about video content itself rather than any comments made on it)	**1**	1	-	-	1	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	1
	*	*1%*	-	-	*1%*	-	-	-	-	-	-	-	*7%*	-	-	*	-	-	-	-	-	*1%*
Nakedness/naked bodies/body parts	**1**	1	*	*	1	-	-	*	-	-	-	-	-	1	-	1	-	-	-	*	-	1
	*	*	*1%*	*	*	-	-	*1%*	-	-	-	-	-	*1%*	-	*	-	-	-	*1%*	-	*
Offence of religion	**1**	*	*	*	*	-	-	*	-	-	*	-	-	-	-	1	-	-	-	*	*	-
	*	*	*1%*	*	*	-	-	*1%*	-	-	*2%*	-	-	-	-	*	-	-	-	*1%*	*1%*	-
Racism	**1**	1	-	1	-	-	-	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-
	*	*	-	*1%*	-	-	-	*2%*	-	-	-	-	-	-	-	*	-	-	-	*1%*	-	-
Suicide	**1**	-	1	1	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	1
	*	-	*1%*	*	-	-	-	-	-	-	-	-	-	*2%*	-	*	-	-	-	-	-	*1%*
Bullying/victimising	*	*	-	*	-	-	-	-	-	*	-	-	-	-	-	*	-	-	-	-	*	-
	*	*	-	*	-	-	-	-	-	*2%*	-	-	-	-	-	*	-	-	-	-	*1%*	-
Incitement to hatred	*	-	*	*	-	-	-	-	-	-	-	-	-	*	-	*	-	-	-	-	-	*
	*	-	*	*	-	-	-	-	-	-	-	-	-	*1%*	-	*	-	-	-	-	-	*
Other	**30**	21	9	18	12	-	1	4	4	2	2	4	1	2	3	24	-	-	6	9	4	11
	10%	*9%*	*12%*	*11%*	*9%*	-	*5%*	*11%*	*15%*	*7%*	*8%*	*14%*	*6%*	*6%*	*7%*	*9%*	-	-	*45%*	*11%*	*8%*	*8%*
None / Dk	**75**	59	16	43	28	-	2	11	7	2	7	9	4	11	11	64	6	-	5	21	9	35
	25%	*26%*	*21%*	*26%*	*22%*	-	*13%*	*30%*	*27%*	*8%*	*23%*	*31%*	*22%*	*26%*	*27%*	*24%*	*37%*	-	*36%*	*25%*	*15%*	*26%*
No answer	**35**	25	10	12	23	*	5	4	3	1	2	6	-	5	7	33	1	1	-	13	3	18
	12%	*11%*	*13%*	*7%*	*17%c*	*100%*	*29%*	*11%*	*13%*	*3%*	*6%*	*21%*	-	*11%*	*17%*	*12%*	*9%*	*14%*	-	*16%*	*5%*	*13%*

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

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Q14a And what kind of things caused you concern on the on-line or on-demand TV or video content you saw on any on-line or on-demand service?
Base: All who have seen something of concern on any on-line or on-demand service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	328	250	251	265	168	237	174	195	149	110	247	176	212	159	113	325	3	317	319	325
Base	303	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Effective Base	221	183	179	192	135	169	124	154	105	91	177	126	166	113	91	219	3	214	226	219
Mention of standard of actual programming/content - Poor quality shows / Poor choice	24	15	13	19	9	12	11	15	14	8	13	11	15	15	8	24	-	23	22	24
	8%	7%	6%	8%	7%	6%	7%	8%	10%	9%	6%	7%	8%	10%	8%	8%	-	8%	8%	8%
Content accessible to children/despite filters/ age-inappropriate content etc.	22	18	14	19	12	14	13	14	10	5	14	13	17	11	5	22	-	22	22	22
	7%	8%	6%	8%	9%	7%	9%	8%	7%	5%	6%	9%	9%	8%	5%	8%	-	8%	8%	8%
Violence (in general)	21	17	16	16	12	16	11	11	13	7	16	11	13	13	8	21	-	20	21	21
	7%	8%	7%	6%	8%	7%	8%	7%	9%	8%	7%	7%	7%	8%	8%	7%	-	7%	7%	7%
Mention of technical shortcomings e.g. buffering, screen size, doesn't support Linux etc.	18	14	16	14	8	16	7	13	10	8	16	7	13	10	8	18	-	18	17	18
	6%	7%	7%	6%	6%	8%	5%	8%	7%	9%	7%	5%	7%	6%	8%	6%	-	6%	6%	6%
Youtube	16	9	14	14	10	14	5	6	5	3	14	5	6	5	4	16	-	16	16	16
	5%	4%	6%	6%	7%	7%	3%	3%	4%	3%	6%	3%	3%	3%	4%	5%	-	5%	6%	5%
Sex/sexually explicit content	14	13	9	12	7	9	11	10	4	7	9	11	11	5	7	14	-	13	14	14
	5%	6%	4%	5%	5%	4%	7%	6%	3%	8%	4%	7%	6%	3%	7%	5%	-	5%	5%	5%
Too much advertising / Too many / Go on too long	13	11	10	10	8	9	9	8	5	5	10	9	10	5	5	13	-	13	13	13
	4%	5%	4%	4%	6%	4%	6%	5%	4%	6%	4%	6%	5%	4%	5%	4%	-	5%	5%	4%
Pornography	10	7	10	8	8	10	7	6	5	4	10	7	6	5	4	10	-	8	10	10
	3%	3%	4%	3%	5%	5%	4%	3%	3%	4%	4%	4%	3%	3%	4%	3%	-	3%	4%	3%
Animal cruelty/abuse	10	7	9	7	5	7	6	4	3	2	9	6	6	3	2	10	-	10	10	10
	3%	3%	4%	3%	4%	3%	4%	2%	2%	2%	4%	4%	3%	2%	2%	3%	-	4%	4%	3%
Actual war / People dying / Soldiers killing insurgents/ Be-headings etc.	8	6	4	5	1	4	3	3	2	3	4	3	3	2	3	5	3	5	5	5
	3%	3%	2%	2%	1%	2%	2%	2%	1%	4%	2%	2%	2%	1%	3%	2%	48%	2%	2%	2%
The price / The cost	6	3	6	6	1	5	2	5	3	2	6	2	6	3	2	6	-	6	6	6
	2%	1%	3%	2%	1%	2%	2%	3%	2%	2%	3%	2%	3%	2%	2%	2%	-	2%	2%	2%
Security issues	5	3	4	5	4	3	3	5	4	1	4	3	5	4	1	5	-	5	5	5
	2%	1%	2%	2%	3%	2%	2%	3%	3%	1%	2%	2%	3%	2%	1%	2%	-	2%	2%	2%
Viruses / Trojans etc.	4	4	4	4	2	4	3	2	2	2	4	3	2	2	2	4	-	4	4	4
	1%	2%	2%	1%	1%	2%	2%	1%	2%	2%	2%	2%	1%	2%	2%	1%	-	1%	1%	1%
Mention of actual programmes e.g. Ben 10, Russell Howards Good News, Dr Who etc.	4	2	3	3	1	3	2	3	1	-	3	2	3	1	-	4	-	4	4	4
	1%	1%	1%	1%	1%	1%	1%	2%	*	-	1%	1%	2%	1%	-	1%	-	1%	1%	1%

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 65

Q14a And what kind of things caused you concern on the on-line or on-demand TV or video content you saw on any on-line or on-demand service?
Base: All who have seen something of concern on any on-line or on-demand service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	303	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Bad language	2	2	1	2	-	1	1	1	1	1	1	1	1	1	1	2	-	2	2	2
	1%	1%	1%	1%	-	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%
Discrimination (e.g.based on age, gender, disability,religious/non-religious beliefs etc.)	2	1	1	1	1	*	1	1	-	1	1	1	1	1	1	2	-	2	2	2
	1%	1%	*	*	1%	*	*	1%	-	1%	*	*	1%	*	1%	1%	-	1%	1%	1%
Infringing someone's privacy	2	1	1	2	1	1	-	1	1	-	1	-	1	1	-	2	-	2	2	2
	1%	*	*	1%	1%	*	-	1%	1%	-	*	-	1%	1%	-	1%	-	1%	1%	1%
Dangerous behaviour	2	-	1	2	1	-	-	-	-	-	1	-	2	-	-	2	-	1	2	2
	1%	-	*	1%	1%	-	-	-	-	-	*	-	1%	-	-	1%	-	*	1%	1%
Welfare of children or young people	1	*	1	1	-	1	*	1	-	-	1	*	1	1	-	1	-	1	1	1
	*	*	1%	1%	-	1%	*	1%	-	-	1%	*	1%	1%	-	*	-	*	*	*
Trolling/online harassment (please think about video content itself rather than any comments made on it)	1	-	1	1	1	-	-	1	1	-	1	-	1	1	-	1	-	1	1	1
	*	-	1%	1%	1%	-	-	1%	1%	-	1%	-	1%	1%	-	*	-	*	*	*
Nakedness/naked bodies/body parts	1	1	-	1	*	-	1	1	-	-	-	1	1	1	-	1	-	1	1	1
	*	*	-	*	*	-	1%	*	-	-	-	1%	*	*	-	*	-	*	*	*
Offence of religion	1	1	1	*	-	1	1	-	-	-	1	1	-	-	-	1	-	1	1	1
	*	*	*	*	-	*	1%	-	-	-	*	1%	-	-	-	*	-	*	*	*
Racism	1	1	-	1	1	-	-	-	-	1	-	-	-	-	1	1	-	1	1	1
	*	*	-	*	1%	-	-	-	-	1%	-	-	-	-	1%	*	-	*	*	*
Suicide	1	1	1	1	1	1	1	1	-	-	1	1	1	1	-	1	-	1	1	1
	*	*	*	*	1%	*	1%	*	-	-	*	1%	*	1%	-	*	-	*	*	*
Bullying/victimising	*	*	*	-	*	-	-	-	-	*	*	-	-	-	*	*	-	*	*	*
	*	*	*	-	*	-	-	-	-	*	*	-	-	-	*	*	-	*	*	*
Incitement to hatred	*	-	*	-	-	*	-	-	-	-	*	-	-	-	-	*	-	*	*	*
	*	-	*	-	-	*	-	-	-	-	*	-	-	-	-	*	-	*	*	*
Other	30	21	28	23	17	24	10	15	18	11	25	11	16	18	14	30	-	30	30	30
	10%	10%	12%	10%	12%	11%	7%	8%	13%	11%	11%	7%	8%	12%	14%	10%	-	11%	11%	10%
None / Dk	75	57	54	61	35	51	43	42	31	16	52	44	45	33	16	74	1	70	67	74
	25%	26%	24%	25%	24%	24%	29%	24%	21%	17%	24%	29%A	24%	22%	17%	25%	14%	24%	23%	25%
No answer	35	18	25	28	8	25	12	21	20	10	25	12	21	20	10	33	2	33	33	33
	12%	8%	11%	11%	6%	12%	8%	12%	14%	11%	12%	8%	11%	13%	10%	11%	37%	11%	11%	11%

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

Table 65

Q14a And what kind of things caused you concern on the on-line or on-demand TV or video content you saw on any on-line or on-demand service?
Base: All who have seen something of concern on any on-line or on-demand service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	328	225	55	86	211	135	193	107	48	10	41	167	118	285	54	67	157	64	221	210
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Effective Base	221	183	29	62	140	108	114	88	36	9	22	106	98	202	37	48	108	55	161	149
Mention of standard of actual programming/content - Poor quality shows / Poor choice	24	15	5	9	12	10	13	8	4	-	2	8	13	21	5	6	9	4	13	14
	8%	8%	7%	11%	6%	8%	8%	8%	8%	-	6%	6%	11%	8%	10%	10%	7%	7%	7%	8%
Content accessible to children/despite filters/ age-inappropriate content etc.	22	15	6	6	16	16	6	10	9	1	3	5	14	19	7	8	11	2	13	11
	7%	8%	9%	7%	9%	12%f	4%	10%	18%	7%	7%	4%	12%k	8%	13%	12%	8%	3%	7%	6%
Violence (in general)	21	13	5	1	18	8	13	5	2	2	4	9	8	17	7	9	8	3	11	10
	7%	7%	8%	2%	10%c	6%	8%	5%	5%	20%	9%	6%	7%	7%	14%	13%	6%	5%	6%	6%
Mention of technical shortcomings e.g. buffering, screen size, doesn't support Linux etc.	18	15	2	10	9	8	11	3	7	1	1	9	9	18	2	2	6	3	10	9
	6%	8%	4%	11%	5%	6%	6%	3%	14%d	10%	1%	6%	8%	7%	4%	4%	5%	6%	5%	5%
Youtube	16	13	*	4	12	4	12	4	-	-	6	6	4	10	3	3	2	4	6	5
	5%	7%	1%	5%	6%	3%	7%	4%	-	-	15%	4%	4%	4%	6%	5%	1%	7%g	3%	3%
Sex/sexually explicit content	14	10	1	*	12	9	5	7	5	-	1	5	8	13	1	2	5	5	10	11
	5%	5%	1%	*	7%	6%	3%	7%	10%	-	2%	3%	7%	5%	3%	3%	4%	10%	5%	6%
Too much advertising / Too many / Go on too long	13	11	1	3	9	5	8	2	1	1	1	9	3	12	3	5	4	4	8	8
	4%	5%	2%	4%	5%	4%	5%	2%	3%	10%	3%	6%	2%	5%	6%	7%	3%	7%	4%	4%
Pornography	10	6	4	1	9	4	6	3	3	-	*	6	3	9	4	4	4	3	7	7
	3%	3%	6%	2%	5%	3%	4%	3%	5%	-	1%	4%	3%	4%	7%	6%	3%	6%	3%	4%
Animal cruelty/abuse	10	5	2	1	8	2	8	1	1	-	2	5	3	8	2	2	6	2	8	7
	3%	3%	2%	1%	4%	1%	5%	1%	3%	-	4%	4%	3%	3%	4%	3%	4%	4%	4%	4%
Actual war / People dying / Soldiers killing insurgents/ Be-headings etc.	8	5	3	-	5	4	4	1	3	-	2	1	5	5	4	4	2	1	3	3
	3%	2%	4%	-	3%	3%	2%	1%	6%	-	5%	1%	4%	2%	7%pr	6%	1%	2%	1%	2%
The price / The cost	6	5	-	2	3	3	3	3	1	-	3	2	1	3	-	-	6	*	6	5
	2%	3%	-	3%	2%	2%	2%	3%	1%	-	7%	1%	1%	1%	-	-	4%	1%	3%	3%
Security issues	5	4	-	-	3	1	3	1	1	-	1	1	3	4	1	1	3	1	3	3
	2%	2%	-	-	1%	1%	2%	1%	2%	-	1%	1%	2%	2%	1%	1%	2%	1%	2%	2%
Viruses / Trojans etc.	4	3	-	1	2	1	2	1	-	-	-	2	1	4	-	-	4	-	4	4
	1%	2%	-	2%	1%	1%	1%	1%	-	-	-	1%	1%	1%	-	-	3%	-	2%	2%
Mention of actual programmes e.g. Ben 10, Russell Howards Good News, Dr Who etc.	4	3	*	1	3	1	2	1	-	-	-	4	-	4	1	1	2	1	2	2
	1%	1%	1%	1%	1%	1%	1%	1%	-	-	-	2%	-	1%	2%	2%	1%	2%	1%	1%
Bad language	2	2	-	-	2	1	1	1	1	-	-	1	1	2	1	1	1	-	1	1
	1%	1%	-	-	1%	1%	1%	1%	3%	-	-	1%	1%	1%	2%	1%	1%	-	1%	*

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

Table 65

Q14a And what kind of things caused you concern on the on-line or on-demand TV or video content you saw on any on-line or on-demand service?
Base: All who have seen something of concern on any on-line or on-demand service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Discrimination (e.g.based on age, gender, disability,religious/non-religious beliefs etc.)	2	1	1	-	1	-	2	-	-	-	-	2	-	2	*	*	1	-	1	1
	1%	*	1%	-	1%	-	1%	-	-	-	-	1%	-	1%	1%	1%	1%	-	1%	1%
Infringing someone's privacy	2	1	-	-	2	-	2	-	-	-	-	2	-	2	-	-	1	-	1	-
	1%	*	-	-	1%	-	1%	-	-	-	-	1%	-	1%	-	-	1%	-	*	-
Dangerous behaviour	2	-	-	1	-	-	2	-	-	-	-	1	1	2	1	1	1	-	1	1
	1%	-	-	1%	-	-	1%	-	-	-	-	*	1%	1%	1%	1%	1%	-	1%	1%
Welfare of children or young people	1	*	1	-	1	-	1	-	-	-	-	1	*	1	-	-	-	*	*	*
	*	*	2%	-	1%	-	1%	-	-	-	-	1%	*	1%	-	-	-	1%	*	*
Trolling/online harassment (please think about video content itself rather than any comments made on it)	1	1	-	-	1	-	1	-	-	-	-	1	-	1	-	-	-	-	-	-
	*	1%	-	-	1%	-	1%	-	-	-	-	1%	-	*	-	-	-	-	-	-
Nakedness/naked bodies/body parts	1	1	-	-	1	-	1	-	-	-	-	1	-	1	-	-	1	-	1	1
	*	1%	-	-	1%	-	1%	-	-	-	-	1%	-	*	-	-	1%	-	1%	1%
Offence of religion	1	*	-	-	1	*	*	*	*	-	-	*	*	1	-	-	*	*	1	1
	*	*	-	-	*	*	*	*	1%	-	-	*	*	*	-	-	*	1%	*	1%
Racism	1	1	-	-	1	-	1	-	-	-	-	-	1	1	-	1	-	-	-	1
	*	*	-	-	*	-	1%	-	-	-	-	-	1%	*	-	1%	-	-	-	*
Suicide	1	1	-	-	1	-	1	-	-	-	-	1	-	1	-	-	1	-	1	1
	*	*	-	-	*	-	*	-	-	-	-	1%	-	*	-	-	1%	-	*	*
Bullying/victimising	*	-	*	-	-	-	*	-	-	-	-	*	-	*	-	-	-	-	-	*
	*	-	1%	-	-	-	*	-	-	-	-	*	-	*	-	-	-	-	-	*
Incitement to hatred	*	-	*	-	*	-	*	-	-	-	*	-	-	-	*	*	-	-	-	-
	*	-	1%	-	*	-	*	-	-	-	1%	-	-	-	1%	1%	-	-	-	-
Other	30	18	8	4	23	8	23	8	-	-	6	15	9	24	4	4	15	5	20	12
	10%	9%	12%	5%	12%	6%	14%	7%	-	-	14%	11%	8%	9%	7%	6%	11%	9%	11%	6%
None / Dk	75	49	19	31	37	39	36	32	11	5	7	41	26	67	9	14	39	16	56	55
	25%	25%	29%	36%d	20%	29%	21%	31%	23%	48%	17%	29%	23%	26%	18%	22%	29%	30%	29%	31%
No answer	35	17	8	10	18	17	17	15	2	1	7	17	11	28	3	3	18	5	23	23
	12%	9%	12%	12%	10%	13%	10%	14%	5%	15%	16%	12%	9%	11%	5%	4%	13%	10%	12%	13%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Q14a And what kind of things caused you concern on the on-line or on-demand TV or video content you saw on any on-line or on-demand service?
Base: All who have seen something of concern on any on-line or on-demand service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**328**	328	-	-	258	70	270	58	67	181	40
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Effective Base	**221**	221	-	-	170	53	180	42	47	123	22
Mention of standard of actual programming/content - Poor quality shows / Poor choice	**24**	24	-	-	23	1	24	-	5	16	3
	8%	*8%*	-	-	*9%*	*1%*	*9%*	-	*8%*	*9%*	*8%*
Content accessible to children/despite filters/ age-inappropriate content etc.	**22**	22	-	-	16	6	19	3	1	17	2
	7%	*7%*	-	-	*7%*	*10%*	*8%*	*6%*	*2%*	*10%*	*6%*
Violence (in general)	**21**	21	-	-	20	1	21	-	4	12	1
	7%	*7%*	-	-	*8%*	*1%*	*8%*	-	*6%*	*7%*	*2%*
Mention of technical shortcomings e.g. buffering, screen size, doesn't support Linux etc.	**18**	18	-	-	16	3	15	4	3	10	3
	6%	*6%*	-	-	*6%*	*5%*	*6%*	*7%*	*5%*	*6%*	*8%*
Youtube	**16**	16	-	-	14	2	15	1	1	8	-
	5%	*5%*	-	-	*6%*	*3%*	*6%*	*2%*	*2%*	*4%*	-
Sex/sexually explicit content	**14**	14	-	-	12	2	13	1	3	6	1
	5%	*5%*	-	-	*5%*	*4%*	*5%*	*2%*	*4%*	*4%*	*4%*
Too much advertising / Too many / Go on too long	**13**	13	-	-	10	3	10	3	3	9	1
	4%	*4%*	-	-	*4%*	*5%*	*4%*	*7%*	*5%*	*5%*	*1%*
Pornography	**10**	10	-	-	9	1	9	1	2	5	2
	3%	*3%*	-	-	*4%*	*2%*	*4%*	*2%*	*3%*	*3%*	*4%*
Animal cruelty/abuse	**10**	10	-	-	9	1	9	1	2	7	1
	3%	*3%*	-	-	*4%*	*2%*	*4%*	*2%*	*3%*	*4%*	*3%*
Actual war / People dying / Soldiers killing insurgents/ Be-headings etc.	**8**	8	-	-	7	1	8	-	*	6	2
	3%	*3%*	-	-	*3%*	*1%*	*3%*	-	*1%*	*3%*	*4%*
The price / The cost	**6**	6	-	-	5	1	5	1	1	3	*
	2%	*2%*	-	-	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*1%*
Security issues	**5**	5	-	-	3	2	3	2	1	3	1
	2%	*2%*	-	-	*1%*	*4%*	*1%*	*3%*	*1%*	*2%*	*1%*
Viruses / Trojans etc.	**4**	4	-	-	3	*	3	1	1	2	-
	1%	*1%*	-	-	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	-
Mention of actual programmes e.g. Ben 10, Russell Howards Good News, Dr Who etc.	**4**	4	-	-	3	1	4	-	1	1	-
	1%	*1%*	-	-	*1%*	*1%*	*1%*	-	*2%*	*1%*	-
Bad language	**2**	2	-	-	2	-	2	-	-	2	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	-	*1%*	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 65

Q14a And what kind of things caused you concern on the on-line or on-demand TV or video content you saw on any on-line or on-demand service?
Base: All who have seen something of concern on any on-line or on-demand service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Discrimination (e.g.based on age, gender, disability,religious/non-religious beliefs etc.)	**2**	2	-	-	2	-	1	1	*	1	-
	1%	*1%*	-	-	*1%*	-	*1%*	*1%*	*1%*	*	-
Infringing someone's privacy	**2**	2	-	-	2	-	2	-	1	-	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*1%*	-	-
Dangerous behaviour	**2**	2	-	-	2	-	2	-	1	2	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*1%*	*1%*	-
Welfare of children or young people	**1**	1	-	-	-	1	1	*	-	-	-
	*	*	-	-	-	2%d	*	*1%*	-	-	-
Trolling/online harassment (please think about video content itself rather than any comments made on it)	**1**	1	-	-	-	1	1	-	-	1	-
	*	*	-	-	-	2%d	*1%*	-	-	*1%*	-
Nakedness/naked bodies/body parts	**1**	1	-	-	1	-	*	1	-	1	-
	*	*	-	-	*	-	*	*1%*	-	*1%*	-
Offence of religion	**1**	1	-	-	1	-	1	-	*	-	*
	*	*	-	-	*	-	*	-	*1%*	-	*1%*
Racism	**1**	1	-	-	1	-	1	-	-	-	-
	*	*	-	-	*	-	*	-	-	-	-
Suicide	**1**	1	-	-	-	1	1	-	-	-	1
	*	*	-	-	-	*1%*	*	-	-	-	*2%*
Bullying/victimising	*	*	-	-	*	-	*	-	-	-	-
	*	*	-	-	*	-	*	-	-	-	-
Incitement to hatred	*	*	-	-	*	-	*	-	*	-	-
	*	*	-	-	*	-	*	-	*1%*	-	-
Other	**30**	30	-	-	28	3	28	3	11	11	11
	10%	*10%*	-	-	*11%*	*5%*	*11%*	*5%*	*17%*	*7%*	*27%*
None / Dk	**75**	75	-	-	50	25	53	22	13	44	7
	25%	*25%*	-	-	*20%*	42%d	*21%*	45%d	*20%*	*26%*	*17%*
No answer	**35**	35	-	-	28	7	28	7	11	21	7
	12%	*12%*	-	-	*12%*	*11%*	*11%*	*15%*	*17%*	*12%*	*19%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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bdrc continental
providing intelligence

20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 66

Q15 You mentioned that you had seen something of concern on any on-line or on-demand service. What kind of thing caused you concern on the online or on-demand TV or video content you saw? Please include anything you typed in at the previous question as well as anything you have not previously mentioned.
Base: All who have seen something of concern on any on-line or on-demand service

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	328	193	135	99	105	66	28	20	10	204	94	30	122	53	13	5	82	41	7	5	107	119	61	41	226	102
Base	303	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Effective Base	221	128	98	85	65	43	23	8	5	150	65	12	91	36	5	3	59	33	7	2	65	84	44	30	147	73
Violence (in general)	99	63	36	26	26	20	17	8	2	52	38	9	31	24	6	1	21	13	1	*	36	36	12	15	72	28
	33%	32%	33%	26%	30%	35%	62%	38%	22%	28%	43%cl	33%	26%	44%	39%	38%	30%	42%	34%	8%	37%	35%	20%	37%	36%	27%
Sex/sexually explicit content	84	50	33	37	21	15	4	5	3	58	19	7	32	12	5	2	26	7	-	*	33	33	9	10	65	19
	28%	26%	31%	36%	24%	25%	14%	24%	32%	31%	22%	26%	27%	21%	29%	62%	38%	22%	-	7%	33%wy	32%w	15%	23%	32%wy	18%
Bad language	80	56	24	31	22	14	7	6	*	53	21	6	37	14	6	*	16	8	-	-	28	27	17	9	55	26
	26%	29%	22%	31%	25%	25%	25%	29%	5%	28%	25%	22%	31%	25%	36%	11%	23%	25%	-	-	28%	26%	27%	22%	27%	25%
Dangerous behaviour	64	46	18	20	21	7	6	10	-	41	13	10	29	7	10	-	12	6	*	-	23	20	11	9	44	21
	21%	24%	17%	20%	24%	12%	20%	51%	-	22%	15%	36%	24%	13%	60%	-	18%	18%	10%	-	24%	20%	18%	23%	22%	20%
Misleading advertising	60	41	19	22	15	11	4	6	3	36	14	9	24	11	6	-	13	4	-	3	17	13	24	6	30	29
	20%	21%	17%	21%	17%	19%	13%	30%	34%	19%	17%	31%	20%	20%	37%	-	18%	11%	-	63%	18%	12%	39%ux	13%	15%	29%ux
Bullying/victimising	55	35	20	19	12	12	7	5	*	31	18	5	20	10	5	-	11	9	-	*	20	21	10	4	40	14
	18%	18%	19%	19%	14%	20%	24%	23%	5%	17%	21%	18%	17%	18%	28%	-	16%	27%	-	10%	20%	20%	17%	10%	20%	14%
Racism	54	38	16	22	11	9	5	6	-	33	15	6	24	8	6	-	9	7	-	-	21	17	6	10	37	17
	18%	19%	15%	22%	13%	16%	19%	30%	-	18%	17%	21%	20%	14%	37%	-	13%	22%	-	-	21%	16%	11%	24%	19%	16%
Pornography	52	34	18	25	9	8	4	4	2	34	12	6	20	7	4	2	14	4	-	-	17	22	9	5	38	14
	17%	17%	17%	25%d	10%	13%	14%	20%	29%	18%	13%	23%	17%	13%	25%	62%	20%	14%	-	-	17%	21%	14%	12%	19%	13%
Drugs/drug use	52	32	20	23	13	6	5	5	*	36	11	5	18	8	5	*	17	3	-	-	16	21	8	6	37	14
	17%	16%	18%	23%	14%	10%	17%	24%	5%	19%	13%	18%	15%	15%	29%	11%	25%	8%	-	-	16%	21%	13%	16%	19%	14%
Welfare of children or young people	49	21	28	21	11	8	9	*	-	32	17	*	11	10	*	-	21	7	-	-	15	18	9	8	33	17
	16%	11%	26%a	21%	13%	14%	32%	2%	-	17%	19%	1%	10%	17%	2%	-	30%	23%	-	-	16%	17%	15%	18%	16%	16%
Eating disorders	46	25	21	23	11	7	1	4	-	35	8	4	17	4	4	-	18	4	-	-	15	16	10	5	32	15
	15%	13%	20%	23%j	13%	12%	2%	18%	-	19%	9%	13%	14%	7%	23%	-	26%	12%	-	-	16%	16%	16%	12%	16%	14%
Content harmful to self-esteem (e.g. self-abuse)	44	21	23	27	11	4	2	1	-	38	6	1	18	3	1	-	20	3	-	-	19	11	8	6	30	14
	14%	11%	21%a	26%dej	13%	6%	7%	3%	-	20%ej	6%	2%	15%	5%	3%	-	29%q	9%	-	-	19%	11%	14%	13%	15%	14%
Suicide	42	32	11	18	6	11	2	6	-	24	12	6	16	10	6	-	8	3	-	-	22	11	4	6	32	10
	14%	16%	10%	18%	7%	18%	6%	28%	-	13%	14%	20%	13%	18%	35%	-	12%	8%	-	-	22%uvy	10%	6%	15%	16%	10%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	37	18	19	12	14	6	4	1	1	25	10	2	14	3	1	-	11	7	-	1	13	14	3	6	27	10
	12%	9%	17%	11%	16%	10%	13%	4%	8%	14%	11%	5%	12%	5%	5%	-	16%	21%	-	15%	14%	13%	5%	16%	13%	9%
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	36	22	14	14	10	8	3	-	-	24	11	-	15	7	-	-	9	5	-	-	15	15	2	2	31	5
	12%	11%	13%	14%	11%	14%	11%	-	-	13%	13%	-	12%	12%	-	-	14%	14%	-	-	16%wy	15%w	4%	6%	15%wy	5%
Incitement to crime	35	27	8	14	9	5	6	2	-	23	10	2	17	8	2	-	6	2	-	-	13	11	9	2	25	10
	12%	14%	8%	14%	10%	8%	20%	10%	-	12%	12%	7%	14%	14%	12%	-	9%	8%	-	-	14%	11%	14%	4%	12%	10%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	303	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Accuracy of medical/health claims	34	23	11	12	14	6	3	-	-	25	9	-	17	6	-	-	8	3	-	-	11	11	8	5	22	13
	11%	12%	10%	11%	16%	10%	12%	-	-	13%	10%	-	14%	11%	-	-	12%	10%	-	-	11%	11%	13%	11%	11%	12%
Inaccurate information	34	19	14	13	7	9	2	3	*	20	10	3	12	6	2	-	9	5	1	*	12	12	8	1	24	10
	11%	10%	13%	13%	8%	15%	6%	13%	4%	11%	12%	11%	10%	10%	13%	-	12%	15%	17%	8%	12%	11%	14%	4%	12%	10%
Incitement to hatred	34	20	14	12	6	8	6	1	*	18	14	1	12	7	1	-	7	7	-	*	13	7	9	4	20	14
	11%	10%	13%	12%	7%	14%	20%	5%	4%	10%	16%	5%	10%	13%	6%	-	10%	22%	-	8%	13%	7%	15%	10%	10%	13%
Nakedness/naked bodies/body parts	33	17	15	15	8	6	2	-	1	23	9	1	12	6	-	-	12	3	-	1	14	12	5	2	26	7
	11%	9%	14%	15%	9%	11%	9%	-	7%	12%	10%	2%	10%	10%	-	-	17%	10%	-	13%	15%	11%	7%	6%	13%	7%
Illegal child sexual abuse material	32	20	12	11	6	6	3	6	-	17	9	6	9	5	6	-	8	4	-	-	11	12	8	1	23	9
	11%	10%	11%	11%	7%	10%	10%	28%	-	9%	10%	20%	8%	9%	35%	-	12%	12%	-	-	11%	11%	13%	3%	11%	9%
Defamation/smearing of others	28	17	12	8	10	7	4	*	-	17	11	*	10	6	*	-	7	5	-	-	10	11	5	3	21	7
	9%	8%	11%	8%	11%	11%	15%	2%	-	9%	12%	1%	9%	11%	2%	-	10%	16%	-	-	11%	10%	8%	6%	11%	7%
Infringing someone's privacy	27	20	7	6	6	6	2	7	-	12	8	7	9	5	6	-	3	3	1	-	13	7	2	4	21	6
	9%	10%	6%	6%	7%	9%	9%	34%	-	6%	9%	24%	7%	9%	37%	-	4%	10%	22%	-	14%	7%	3%	11%	10%	6%
Offence of religion	26	19	7	9	5	4	4	5	*	13	8	5	10	5	4	-	4	3	*	*	7	14	3	2	21	6
	9%	10%	6%	8%	5%	7%	13%	23%	4%	7%	9%	17%	8%	9%	26%	-	5%	9%	10%	8%	7%	14%	5%	5%	10%	5%
Exorcism/the paranormal	14	11	4	10	3	1	-	-	-	14	1	-	10	1	-	-	4	-	-	-	4	5	4	1	9	6
	5%	5%	3%	10%	4%	1%	-	-	-	7%	1%	-	8%	1%	-	-	5%	-	-	-	4%	5%	7%	4%	4%	5%
Animal cruelty/abuse	4	-	4	-	1	2	*	*	*	1	3	1	-	-	-	-	1	3	*	*	1	3	*	-	4	*
	1%	-	4%	-	1%	4%	2%	2%	5%	*	3%	3%	-	-	-	-	1%	8%	10%	10%	1%	3%	1%	-	2%	*
Mention of technical shortcomings e.g. buffering, screen size, doesn't support Linux etc.	3	2	2	-	1	-	2	*	-	1	2	*	-	1	*	-	1	1	-	-	2	-	1	-	2	1
	1%	1%	1%	-	1%	-	8%	2%	-	*	3%	2%	-	2%	3%	-	1%	3%	-	-	2%	-	2%	-	1%	1%
Too much advertising / Too many / Go on too long	2	1	1	1	-	1	-	1	-	1	1	1	1	-	-	-	-	1	1	-	1	1	1	-	1	1
	1%	*	1%	1%	-	1%	-	3%	-	*	1%	2%	1%	-	-	-	-	2%	15%	-	1%	1%	1%	-	1%	1%
Security issues	1	1	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	1	-	-	1	-
	*	*	-	-	-	2%	-	-	-	-	1%	-	-	2%	-	-	-	-	-	-	-	1%	-	-	*	-
Actual war / People dying / Soldiers killing insurgents/ Be-headings etc.	1	1	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	1	-	-	-	1	-
	*	*	-	-	1%	-	-	-	-	*	-	-	1%	-	-	-	-	-	-	-	1%	-	-	-	*	-
Other	1	1	1	1	1	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	1	1	-	-	1	-
	*	*	1%	1%	1%	-	-	-	-	1%	-	-	1%	-	-	-	1%	-	-	-	1%	1%	-	-	1%	-
None/Dk	6	2	4	2	-	1	2	1	-	2	3	1	2	-	1	-	1	3	*	-	2	3	2	-	5	2
	2%	1%	3%	2%	-	2%	6%	5%	-	1%	3%	4%	2%	-	4%	-	1%	9%	12%	-	2%	3%	3%	-	2%	2%
No concern	4	2	1	-	3	1	-	-	-	3	1	-	2	1	-	-	1	-	-	-	1	2	-	1	3	1
	1%	1%	1%	-	4%	1%	-	-	-	2%	1%	-	1%	1%	-	-	2%	-	-	-	1%	2%	-	2%	1%	1%
Net: Any concern	293	189	104	98	84	57	26	19	8	182	83	27	115	54	16	4	67	29	3	4	95	98	59	41	193	100
	96%	97%	95%	97%	96%	97%	94%	95%	100%	97%	96%	96%	96%	99%	96%	100%	97%	91%	88%	100%	97%	94%	97%	98%	96%	97%

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Base: All who have seen something of concern on any on-line or on-demand service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	328	246	80	189	130	1	15	39	31	27	37	15	20	49	62	295	16	8	9	85	64	146
Base	303	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Effective Base	221	165	54	133	83	1	8	31	23	20	34	10	18	44	52	205	10	7	6	58	50	98
Violence (in general)	99	74	25	54	43	-	8	15	6	10	5	7	3	13	12	78	7	2	12	28	15	35
	33%	*33%*	*33%*	*33%*	*33%*	-	*41%*	*40%*	*23%*	*37%*	*16%*	*24%*	*13%*	*32%*	*29%*	*29%*	*50%*	*50%*	*80%*	*35%*	*26%*	*26%*
Sex/sexually explicit content	84	65	18	51	31	-	3	6	10	17	8	5	6	12	12	78	1	2	3	19	24	34
	28%	*29%*	*23%*	*31%*	*24%*	-	*16%*	*16%*	*39%*	*59%*	*27%*	*17%*	*31%*	*27%*	*29%*	*29%*	*7%*	*45%*	*20%*	*23%*	*43%u*	*26%*
Bad language	80	65	14	51	26	-	3	13	7	9	7	8	3	11	10	72	2	1	5	23	17	32
	26%	*29%*	*18%*	*31%*	*20%*	-	*18%*	*35%*	*27%*	*33%*	*25%*	*27%*	*15%*	*26%*	*26%*	*27%*	*12%*	*26%*	*36%*	*29%*	*29%*	*25%*
Dangerous behaviour	64	52	13	38	26	-	8	6	5	9	4	17	2	4	6	61	2	1	1	19	13	28
	21%	*23%*	*16%*	*23%*	*20%*	-	*46%*	*17%*	*17%*	*32%*	*13%*	*57%*	*8%*	*9%*	*16%*	*22%*	*13%*	*18%*	*7%*	*23%*	*23%*	*22%*
Misleading advertising	60	42	16	31	27	-	1	7	3	2	4	20	2	5	11	54	3	-	2	10	6	38
	20%	*19%*	*21%*	*19%*	*21%*	-	*4%*	*18%*	*10%*	*7%*	*13%*	*68%*	*11%*	*12%*	*26%m*	*20%*	*23%*	-	*16%*	*12%*	*10%*	*29%st*
Bullying/victimising	55	43	10	37	17	*	1	10	1	8	6	5	4	7	9	50	1	1	3	11	15	25
	18%	*19%*	*13%*	*22%*	*13%*	*100%*	*3%*	*25%*	*2%*	*30%*	*22%*	*16%*	*19%*	*16%*	*23%*	*19%*	*8%*	*18%*	*20%*	*13%*	*26%*	*19%*
Racism	54	41	12	31	21	*	4	4	1	6	3	11	4	4	11	49	2	1	2	9	10	30
	18%	*18%*	*15%*	*19%*	*16%*	*100%*	*23%*	*12%*	*3%*	*23%*	*11%*	*39%*	*21%*	*9%*	*28%m*	*18%*	*13%*	*14%*	*16%*	*11%*	*17%*	*23%*
Pornography	52	36	15	30	20	-	1	7	3	8	6	4	4	8	8	49	1	-	1	11	14	24
	17%	*16%*	*20%*	*18%*	*16%*	-	*5%*	*20%*	*12%*	*27%*	*21%*	*15%*	*20%*	*19%*	*20%*	*18%*	*8%*	-	*9%*	*14%*	*24%*	*19%*
Drugs/drug use	52	43	9	32	19	-	6	7	4	7	5	6	3	4	6	49	1	1	1	17	13	19
	17%	*19%*	*11%*	*19%*	*14%*	-	*30%*	*20%*	*15%*	*26%*	*19%*	*21%*	*16%*	*9%*	*16%*	*18%*	*5%*	*19%*	*9%*	*21%*	*22%*	*15%*
Welfare of children or young people	49	41	7	27	20	-	6	6	1	5	4	5	4	5	9	45	3	1	1	13	10	22
	16%	*18%*	*10%*	*16%*	*15%*	-	*31%*	*17%*	*3%*	*19%*	*16%*	*16%*	*19%*	*11%*	*24%*	*17%*	*18%*	*12%*	*9%*	*16%*	*17%*	*17%*
Eating disorders	46	37	10	30	15	*	1	4	3	6	7	6	5	6	8	45	-	-	2	8	13	24
	15%	*16%*	*13%*	*18%*	*12%*	*100%*	*4%*	*12%*	*12%*	*21%*	*24%*	*19%*	*26%*	*13%*	*19%*	*17%*	-	-	*11%*	*10%*	*22%*	*18%*
Content harmful to self-esteem (e.g. self-abuse)	44	35	9	30	13	-	1	7	6	4	6	5	4	3	6	42	2	-	-	14	10	17
	14%	*16%*	*11%*	*18%*	*10%*	-	*7%*	*19%*	*22%*	*15%*	*21%m*	*16%*	*22%*	*6%*	*15%*	*16%*	*13%*	-	-	*17%*	*18%*	*13%*
Suicide	42	33	9	22	19	-	3	6	2	2	2	11	2	4	5	37	1	-	5	11	3	22
	14%	*15%*	*12%*	*13%*	*15%*	-	*16%*	*16%*	*8%*	*6%*	*6%*	*36%*	*12%*	*10%*	*13%*	*14%*	*3%*	-	*36%*	*13%*	*6%*	*17%*
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	37	28	9	22	13	-	1	6	2	4	4	3	3	2	10	35	1	-	1	9	8	18
	12%	*12%*	*11%*	*13%*	*10%*	-	*5%*	*15%*	*7%*	*15%*	*14%*	*12%*	*14%*	*5%*	*24%m*	*13%*	*5%*	-	*9%*	*10%*	*14%*	*14%*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	36	30	6	24	10	-	1	6	1	2	2	3	1	8	8	33	-	-	3	8	4	21
	12%	*13%*	*8%*	*14%*	*8%*	-	*8%*	*15%*	*5%*	*8%*	*5%*	*12%*	*8%*	*19%*	*20%*	*12%*	-	-	*17%*	*10%*	*7%*	*16%*
Incitement to crime	35	27	8	23	12	-	1	4	2	2	3	6	1	4	8	31	1	-	2	7	4	20
	12%	*12%*	*10%*	*14%*	*10%*	-	*6%*	*10%*	*9%*	*5%*	*10%*	*21%*	*7%*	*10%*	*21%*	*12%*	*9%*	-	*16%*	*9%*	*8%*	*15%*

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

bdrc continental providing intelligence

20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 66

Q15 You mentioned that you had seen something of concern on any on-line or on-demand service. What kind of thing caused you concern on the online or on-demand TV or video content you saw? Please include anything you typed in at the previous question as well as anything you have not previously mentioned.
Base: All who have seen something of concern on any on-line or on-demand service

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	303	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Accuracy of medical/health claims	34	31	3	22	13	-	3	7	4	1	4	3	1	4	4	31	1	1	2	14	5	12
	11%	14%b	4%	13%	10%	-	17%	18%	16%	4%	14%	12%	6%	9%	10%	11%	8%	14%	11%	17%	9%	9%
Inaccurate information	34	29	5	20	13	-	2	6	1	1	2	3	1	4	8	28	3	-	2	9	3	16
	11%	13%	6%	12%	10%	-	12%	15%	5%	3%	7%	12%	7%	9%	20%	10%	23%	-	15%	11%	5%	12%
Incitement to hatred	34	20	14	17	17	-	-	3	1	2	3	7	1	4	6	27	6	-	1	4	5	18
	11%	9%	18%	10%	13%	-	-	8%	3%	9%	9%	24%	7%	9%	14%	10%	38%	-	7%	5%	9%	14%
Nakedness/naked bodies/body parts	33	29	4	18	13	-	2	5	1	4	3	2	1	6	7	30	1	2	-	7	7	16
	11%	13%	5%	11%	10%	-	11%	13%	2%	13%	10%	7%	4%	13%	18%	11%	7%	39%	-	9%	12%	12%
Illegal child sexual abuse material	32	25	7	22	9	-	1	4	-	1	3	11	-	4	5	29	-	-	3	5	4	20
	11%	11%	9%	13%	7%	-	4%	11%	-	4%	10%	39%	-	10%	12%	11%	-	-	20%	6%	7%	15%
Defamation/smearing of others	28	24	4	19	9	-	1	3	*	3	3	6	1	4	4	25	1	-	3	4	7	15
	9%	11%	6%	12%	7%	-	5%	8%	1%	11%	12%	21%	4%	9%	10%	9%	3%	-	17%	5%	12%	11%
Infringing someone's privacy	27	21	5	15	11	-	1	1	1	1	1	7	3	3	5	23	1	-	3	3	2	18
	9%	10%	7%	9%	8%	-	4%	4%	3%	3%	3%	24%	14%	7%	14%	8%	5%	-	23%	4%	3%	14%n
Offence of religion	26	21	4	19	7	-	1	3	2	5	4	-	*	4	5	24	1	-	2	6	9	9
	9%	9%	6%	11%	6%	-	7%	9%	6%	19%	13%	-	2%	9%	12%	9%	3%	-	11%	8%	16%	7%
Exorcism/the paranormal	14	13	1	7	6	-	1	1	3	2	2	-	1	1	5	14	-	-	-	4	3	7
	5%	6%	1%	4%	4%	-	3%	4%	10%	6%	6%	-	7%	1%	12%m	5%	-	-	-	5%	6%	5%
Animal cruelty/abuse	4	4	1	2	3	-	-	1	-	2	-	-	*	-	-	3	-	-	1	1	2	*
	1%	2%	1%	1%	2%	-	-	2%	-	8%	-	-	2%	-	-	1%	-	-	6%	1%	4%	*
Mention of technical shortcomings e.g. buffering, screen size, doesn't support Linux etc.	3	3	-	2	1	-	-	1	1	-	-	-	-	1	-	3	*	-	-	2	-	1
	1%	1%	-	1%	1%	-	-	3%	2%	-	-	-	-	3%	-	1%	3%	-	-	2%	-	1%
Too much advertising / Too many / Go on too long	2	1	1	1	1	-	-	-	-	1	1	1	-	-	-	2	-	-	-	-	1	1
	1%	1%	1%	1%	*	-	-	-	-	2%	3%	2%	-	-	-	1%	-	-	-	-	2%	*
Security issues	1	1	-	1	-	-	-	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-
	*	*	-	1%	-	-	-	3%	-	-	-	-	-	-	-	*	-	-	-	1%	-	-
Actual war / People dying / Soldiers killing insurgents/ Be-headings etc.	1	1	-	1	-	-	-	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-
	*	*	-	1%	-	-	-	2%	-	-	-	-	-	-	-	*	-	-	-	1%	-	-
Other	1	1	1	-	1	-	-	1	-	-	-	-	-	1	-	1	-	-	-	1	-	1
	*	*	1%	-	*	-	-	1%	-	-	-	-	-	2%	-	*	-	-	-	1%	-	1%
None/Dk	6	5	1	5	-	-	-	-	3	-	1	-	-	2	1	6	*	-	-	3	1	3
	2%	2%	2%	3%	-	-	-	-	10%	-	2%	-	-	5%	2%	2%	3%	-	-	3%	1%	2%
No concern	4	3	1	2	2	-	-	-	*	1	1	-	-	1	1	3	-	1	-	*	1	1
	1%	1%	2%	1%	1%	-	-	-	1%	2%	2%	-	-	2%	1%	1%	-	17%	-	*	2%	1%
Net: Any concern	293	217	73	159	127	*	18	37	23	28	27	29	20	39	38	260	14	4	15	79	55	126
	96%	97%	96%	95%	98%	100%	100%	100%	89%	98%	96%	100%	100%	91%	97%	96%	97%	83%	100%	96%	97%	96%

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

Table 66

Q15 You mentioned that you had seen something of concern on any on-line or on-demand service. What kind of thing caused you concern on the online or on-demand TV or video content you saw? Please include anything you typed in at the previous question as well as anything you have not previously mentioned.
Base: All who have seen something of concern on any on-line or on-demand service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**328**	250	251	265	168	237	174	195	149	110	247	176	212	159	113	325	3	317	319	325
Base	**303**	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Effective Base	**221**	183	179	192	135	169	124	154	105	91	177	126	166	113	91	219	3	214	226	219
Violence (in general)	**99**	66	68	75	49	66	42	44	51	31	68	42	51	52	31	96	3	95	96	96
	33%	*31%*	*30%*	*31%*	*34%*	*31%*	*28%*	*25%*	*35%*	*33%*	*31%*	*28%*	*27%*	*35%*	*32%*	*32%*	*48%*	*33%*	*33%*	*32%*
Sex/sexually explicit content	**84**	61	62	71	43	61	42	56	44	25	62	43	60	46	25	84	-	81	83	84
	28%	*28%*	*28%*	*29%*	*30%*	*29%*	*28%*	*32%*	*31%*	*27%*	*28%*	*29%*	*32%*	*31%*	*26%*	*28%*	-	*28%*	*29%*	*28%*
Bad language	**80**	54	56	66	40	55	33	51	48	28	56	33	55	49	28	80	-	80	80	80
	26%	*25%*	*25%*	*27%*	*28%*	*26%*	*22%*	*29%*	*33%*	*30%*	*26%*	*22%*	*29%*	*33%*	*29%*	*27%*	-	*28%*	*28%*	*27%*
Dangerous behaviour	**64**	43	40	50	23	38	32	38	37	18	40	32	42	39	18	64	-	64	59	64
	21%	*20%*	*18%*	*21%*	*16%*	*18%*	*22%*	*22%*	*26%*	*20%*	*18%*	*21%*	*22%*	*26%*	*19%*	*22%*	-	*22%*	*20%*	*22%*
Misleading advertising	**60**	46	42	43	28	38	26	32	30	17	39	26	34	32	20	57	2	55	52	57
	20%	*21%*	*18%*	*18%*	*19%*	*18%*	*18%*	*18%*	*21%*	*19%*	*18%*	*18%*	*18%*	*21%*	*21%*	*19%*	*37%*	*19%*	*18%*	*19%*
Bullying/victimising	**55**	41	43	40	26	40	27	32	30	22	43	27	35	30	22	55	-	54	55	55
	18%	*19%*	*19%*	*16%*	*18%*	*19%*	*18%*	*18%*	*21%*	*23%*	*20%*	*18%*	*19%*	*20%*	*23%*	*18%*	-	*19%*	*19%*	*18%*
Racism	**54**	43	41	41	28	39	31	32	27	16	41	32	33	28	16	52	2	52	46	52
	18%	*20%*	*18%*	*17%*	*20%*	*18%*	*21%*	*18%*	*19%*	*17%*	*19%*	*21%*	*18%*	*18%*	*16%*	*17%*	*37%*	*18%*	*16%*	*17%*
Pornography	**52**	39	41	41	31	40	25	29	23	17	41	27	31	24	17	50	2	48	50	50
	17%	*18%*	*18%*	*17%*	*21%*	*19%*	*17%*	*17%*	*16%*	*18%*	*19%*	*18%*	*17%*	*16%*	*17%*	*17%*	*37%*	*17%*	*17%*	*17%*
Drugs/drug use	**52**	43	38	40	23	38	27	36	29	24	38	27	37	31	24	52	-	52	51	52
	17%	*20%*	*17%*	*16%*	*16%*	*18%*	*18%*	*21%*	*21%*	*26%*	*17%*	*18%*	*20%*	*20%*	*25%*	*17%*	-	*18%*	*18%*	*17%*
Welfare of children or young people	**49**	38	42	42	30	40	29	32	24	16	42	29	34	26	16	49	-	49	49	49
	16%	*17%*	*18%*	*17%*	*21%*	*19%*	*20%*	*18%*	*17%*	*17%*	*19%*	*19%*	*18%*	*17%*	*16%*	*17%*	-	*17%*	*17%*	*17%*
Eating disorders	**46**	42	34	37	24	34	28	31	26	18	34	28	31	28	18	44	2	44	44	44
	15%	*19%*	*15%*	*15%*	*17%*	*16%*	*19%*	*18%*	*19%*	*19%*	*15%*	*19%*	*17%*	*19%*	*18%*	*15%*	*37%*	*15%*	*15%*	*15%*
Content harmful to self-esteem (e.g. self-abuse)	**44**	35	32	39	22	31	20	27	23	19	32	20	30	25	19	44	-	43	44	44
	14%	*16%*	*14%*	*16%*	*15%*	*15%*	*14%*	*16%*	*16%*	*20%*	*15%*	*14%*	*16%*	*17%*	*19%*	*15%*	-	*15%*	*15%*	*15%*
Suicide	**42**	29	31	33	14	31	18	23	24	15	31	18	24	26	15	40	2	40	34	40
	14%	*14%*	*14%*	*14%*	*10%*	*14%*	*12%*	*13%*	*17%*	*16%*	*14%*	*12%*	*13%*	*17%*	*16%*	*14%*	*37%*	*14%*	*12%*	*14%*
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	**37**	27	29	28	25	28	18	24	23	12	29	18	26	25	12	37	-	37	37	37
	12%	*13%*	*13%*	*12%*	*17%*	*13%*	*12%*	*14%*	*16%*	*13%*	*13%*	*12%*	*14%*	*17%*	*13%*	*12%*	-	*13%*	*13%*	*12%*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	**36**	28	31	26	18	30	21	22	23	11	31	21	22	23	11	36	-	36	35	36
	12%	*13%*	*14%*	*11%*	*13%*	*14%*	*14%*	*13%*	*16%*	*12%*	*14%*	*14%*	*12%*	*15%*	*11%*	*12%*	-	*12%*	*12%*	*12%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
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	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	303	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Incitement to crime	35	27	28	32	20	28	18	23	19	14	28	18	26	20	14	35	-	35	35	35
	12%	13%	13%	13%	14%	13%	12%	13%	14%	15%	13%	12%	14%	13%	15%	12%	-	12%	12%	12%
Accuracy of medical/health claims	34	25	30	29	18	28	18	23	16	10	28	18	24	17	10	34	-	34	34	34
	11%	12%	13%	12%	12%	13%	12%	13%	11%	11%	13%	12%	13%	11%	11%	12%	-	12%	12%	12%
Inaccurate information	34	27	29	29	23	27	16	20	21	12	28	16	23	21	12	34	-	34	34	34
	11%	13%	13%	12%	16%	13%	11%	11%	15%	13%	13%	11%	12%	14%	13%	11%	-	12%	12%	11%
Incitement to hatred	34	27	26	26	16	25	18	16	14	12	26	18	20	16	12	29	5	29	29	29
	11%	13%	12%	11%	11%	12%	12%	9%	10%	13%	12%	12%	11%	10%	12%	10%	86%	10%	10%	10%
Nakedness/naked bodies/body parts	33	26	26	28	23	26	19	24	17	12	26	19	25	18	12	33	-	33	32	33
	11%	12%	11%	12%	16%	12%	13%	14%	12%	13%	12%	13%	14%	12%	13%	11%	-	11%	11%	11%
Illegal child sexual abuse material	32	25	20	25	17	19	20	20	15	9	20	20	22	16	9	30	2	30	24	30
	11%	12%	9%	10%	12%	9%	14%	12%	10%	10%	9%	13%	12%	10%	9%	10%	37%	10%	8%	10%
Defamation/smearing of others	28	22	23	24	14	22	16	21	18	10	23	16	23	18	10	28	-	28	28	28
	9%	10%	10%	10%	10%	11%	10%	12%	13%	11%	11%	10%	12%	12%	10%	10%	-	10%	10%	10%
Infringing someone's privacy	27	22	17	14	12	17	16	10	12	8	17	16	11	12	8	26	1	26	20	26
	9%	10%	7%	6%	8%	8%	11%	6%	8%	9%	8%	10%	6%	8%	8%	9%	14%	9%	7%	9%
Offence of religion	26	19	17	16	13	17	15	14	10	6	17	15	15	10	6	26	-	26	26	26
	9%	9%	8%	6%	9%	8%	10%	8%	7%	6%	8%	10%	8%	7%	6%	9%	-	9%	9%	9%
Exorcism/the paranormal	14	11	6	12	8	6	7	12	5	4	6	7	12	5	4	14	-	14	14	14
	5%	5%	3%	5%	6%	3%	5%	7%	4%	4%	3%	5%	6%	4%	4%	5%	-	5%	5%	5%
Animal cruelty/abuse	4	3	4	4	2	2	2	1	1	*	4	2	3	1	1	4	-	4	4	4
	1%	1%	2%	2%	2%	1%	1%	1%	1%	*	2%	1%	2%	1%	1%	1%	-	2%	2%	1%
Mention of technical shortcomings e.g. buffering, screen size, doesn't support Linux etc.	3	3	2	1	-	2	*	-	-	2	2	*	-	-	2	3	-	3	2	3
	1%	1%	1%	*	-	1%	*	-	-	2%	1%	*	-	-	2%	1%	-	1%	1%	1%
Too much advertising / Too many / Go on too long	2	2	2	1	1	1	1	-	-	1	2	1	1	-	1	2	-	2	2	2
	1%	1%	1%	1%	1%	1%	1%	-	-	1%	1%	1%	*	-	1%	1%	-	1%	1%	1%
Security issues	1	1	1	1	1	-	1	1	1	1	1	1	1	1	1	1	-	1	1	1
	*	*	*	*	1%	-	1%	1%	1%	1%	*	1%	*	1%	1%	*	-	*	*	*
Actual war / People dying / Soldiers killing insurgents/ Be-headings etc.	1	1	-	1	1	-	1	1	1	-	-	1	1	1	-	1	-	1	1	1
	*	*	-	*	1%	-	1%	1%	1%	-	-	1%	*	1%	-	*	-	*	*	*
Other	1	1	1	1	1	1	-	1	1	1	1	-	1	1	1	1	-	1	1	1
	*	1%	1%	*	1%	1%	-	*	1%	1%	1%	-	*	*	1%	*	-	*	*	*
None/Dk	6	5	5	4	3	5	4	3	2	1	5	4	3	3	1	6	-	5	6	6
	2%	2%	2%	2%	2%	2%	3%	2%	2%	1%	2%	3%	2%	2%	1%	2%	-	2%	2%	2%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
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20692 OFCOM ODO Tracker Pilot - Weighted

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Table 66

Q15 You mentioned that you had seen something of concern on any on-line or on-demand service. What kind of thing caused you concern on the online or on-demand TV or video content you saw? Please include anything you typed in at the previous question as well as anything you have not previously mentioned.
Base: All who have seen something of concern on any on-line or on-demand service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**303**	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
No concern	**4**	4	4	4	3	3	3	3	1	1	4	4	3	1	1	4	-	4	4	4
	1%	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*3%*	*2%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Net: Any concern	**293**	208	215	234	138	203	141	168	140	91	210	142	181	147	95	287	6	279	277	287
	96%	*96%*	*96%*	*96%*	*95%*	*96%*	*95%*	*96%*	*98%*	*97%*	*96%*	*95%*	*96%*	*98%*	*97%*	*96%*	*100%*	*97%*	*96%*	*96%*

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
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Base: All who have seen something of concern on any on-line or on-demand service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	328	225	55	86	211	135	193	107	48	10	41	167	118	285	54	67	157	64	221	210
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Effective Base	221	183	29	62	140	108	114	88	36	9	22	106	98	202	37	48	108	55	161	149
Violence (in general)	99	59	30	26	65	47	52	31	20	3	20	41	38	78	25	27	37	16	53	51
	33%	*30%*	*47%*	*30%*	*35%*	*35%*	*31%*	*29%*	*42%*	*35%*	*46%*	*28%*	*33%*	*30%*	46%prs	*42%*	*27%*	*30%*	*28%*	*28%*
Sex/sexually explicit content	84	56	19	24	54	46	38	37	18	3	11	34	39	72	21	26	34	16	50	51
	28%	*28%*	*29%*	*28%*	*29%*	*34%*	*23%*	*35%*	*38%*	*36%*	*25%*	*23%*	*34%*	*28%*	*39%*	*40%*	*25%*	*30%*	*26%*	*29%*
Bad language	80	46	22	31	41	43	37	30	18	5	10	33	38	71	13	15	32	12	45	43
	26%	*24%*	*35%*	36%d	*22%*	*32%*	*22%*	*29%*	*37%*	*54%*	*23%*	*23%*	*33%*	*27%*	*25%*	*24%*	*23%*	*23%*	*23%*	*24%*
Dangerous behaviour	64	32	22	20	36	22	43	13	12	2	10	30	23	53	13	17	26	8	34	40
	21%	*16%*	*34%*	*23%*	*19%*	*16%*	*26%*	*12%*	*25%*	*17%*	*24%*	*21%*	*20%*	*20%*	*25%*	*26%*	*19%*	*15%*	*18%*	*22%*
Misleading advertising	60	35	13	17	35	22	37	20	5	1	5	31	24	55	6	7	33	8	40	32
	20%	*18%*	*19%*	*19%*	*19%*	*16%*	*22%*	*19%*	*11%*	*7%*	*11%*	*21%*	*21%*	*21%*	*11%*	*12%*	*24%*	*14%*	*21%*	*18%*
Bullying/victimising	55	38	10	18	33	27	27	19	12	1	4	27	23	50	11	11	26	8	34	30
	18%	*19%*	*15%*	*21%*	*18%*	*20%*	*16%*	*18%*	*26%*	*7%*	*10%*	*18%*	*20%*	*19%*	*20%*	*17%*	*19%*	*15%*	*18%*	*17%*
Racism	54	33	12	10	41	20	34	15	9	3	5	23	26	49	8	11	28	9	38	34
	18%	*17%*	*19%*	*12%*	*22%*	*15%*	*20%*	*14%*	*19%*	*27%*	*12%*	*16%*	*22%*	*19%*	*16%*	*18%*	*20%*	*18%*	*20%*	*19%*
Pornography	52	34	10	14	35	28	24	21	12	2	9	19	24	43	10	14	22	12	34	32
	17%	*18%*	*16%*	*16%*	*19%*	*20%*	*14%*	*20%*	*25%*	*17%*	*20%*	*13%*	*21%*	*16%*	*19%*	*22%*	*16%*	*22%*	*18%*	*18%*
Drugs/drug use	52	36	9	15	33	28	24	18	12	3	6	23	22	45	12	14	21	12	33	34
	17%	*18%*	*14%*	*17%*	*18%*	*20%*	*14%*	*17%*	*26%*	*29%*	*13%*	*16%*	*19%*	*17%*	*22%*	*22%*	*15%*	*22%*	*17%*	*19%*
Welfare of children or young people	49	37	6	18	29	27	22	22	10	2	8	20	22	42	5	7	26	9	35	34
	16%	*19%*	*9%*	*21%*	*16%*	*20%*	*13%*	*21%*	*22%*	*17%*	*18%*	*14%*	*19%*	*16%*	*10%*	*11%*	*19%*	*18%*	*18%*	*19%*
Eating disorders	46	34	7	19	25	30	16	24	7	2	2	25	20	45	9	10	26	8	34	27
	15%	*17%*	*11%*	*22%*	*14%*	22%d	*10%*	*23%*	*15%*	*25%*	*4%*	*17%*	*17%*	*17%*	*17%*	*15%*	*19%*	*16%*	*18%*	*15%*
Content harmful to self-esteem (e.g. self-abuse)	44	33	6	19	22	20	24	15	6	1	4	20	20	40	13	13	17	10	27	26
	14%	*17%*	*10%*	*22%*	*12%*	*15%*	*14%*	*14%*	*13%*	*13%*	*8%*	*14%*	*17%*	*15%*	*24%*	*20%*	*12%*	*18%*	*14%*	*14%*
Suicide	42	21	16	9	31	14	28	8	7	3	10	19	14	32	5	5	21	7	27	23
	14%	*11%*	*25%*	*11%*	*17%*	*10%*	*17%*	*8%*	*15%*	*29%*	*23%*	*13%*	*12%*	*13%*	*9%*	*7%*	*15%*	*12%*	*14%*	*13%*
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	37	26	6	10	25	20	16	16	8	2	5	14	18	32	4	7	20	6	26	25
	12%	*13%*	*10%*	*11%*	*13%*	*15%*	*10%*	*15%*	*18%*	*17%*	*11%*	*9%*	*16%*	*12%*	*8%*	*11%*	*14%*	*12%*	*14%*	*14%*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	36	29	5	9	26	18	17	14	5	2	2	19	14	33	1	4	27	4	30	26
	12%	*15%*	*8%*	*10%*	*14%*	*13%*	*10%*	*14%*	*11%*	*23%*	*6%*	*13%*	*12%*	*13%*	*2%*	*6%*	19%noq	*7%*	16%n	15%n
Incitement to crime	35	29	3	12	21	18	17	13	8	1	5	18	11	29	3	4	20	7	26	22
	12%	*15%*	*5%*	*14%*	*11%*	*13%*	*10%*	*12%*	*16%*	*7%*	*13%*	*13%*	*9%*	*11%*	*6%*	*6%*	*14%*	*12%*	*14%*	*13%*

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Base: All who have seen something of concern on any on-line or on-demand service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Accuracy of medical/health claims	34 *11%*	27 *14%*	3 *4%*	16 *19%*	17 *9%*	19 *14%*	15 *9%*	16 *15%*	2 *5%*	1 *10%*	4 *10%*	17 *12%*	13 *11%*	30 *12%*	6 *11%*	7 *11%*	17 *12%*	6 *12%*	23 *12%*	23 *13%*
Inaccurate information	34 *11%*	24 *12%*	7 *11%*	12 *13%*	21 *11%*	17 *12%*	17 *10%*	13 *13%*	6 *13%*	1 *12%*	5 *11%*	15 *10%*	15 *13%*	29 *11%*	9 *17%*	10 *16%*	16 *12%*	3 *5%*	19 *10%*	21 *12%*
Incitement to hatred	34 *11%*	19 *10%*	7 *12%*	9 *11%*	20 *10%*	16 *12%*	17 *10%*	12 *12%*	8 *17%*	1 *7%*	3 *7%*	13 *9%*	18 *16%*	31 *12%*	3 *6%*	3 *5%*	23 *17%oq*	2 *3%*	25 *13%q*	21 *12%*
Nakedness/naked bodies/body parts	33 *11%*	26 *13%*	4 *6%*	8 *9%*	23 *12%*	19 *14%*	14 *8%*	16 *15%*	7 *14%*	- -	6 *14%*	11 *7%*	16 *14%*	27 *10%*	3 *6%*	3 *5%*	20 *14%*	5 *10%*	25 *13%*	23 *13%*
Illegal child sexual abuse material	32 *11%*	19 *10%*	7 *11%*	8 *9%*	23 *12%*	18 *13%*	14 *9%*	14 *13%*	6 *12%*	2 *16%*	1 *2%*	17 *11%*	14 *12%*	30 *12%*	1 *2%*	2 *2%*	23 *17%no*	5 *10%*	29 *15%no*	26 *15%no*
Defamation/smearing of others	28 *9%*	22 *11%*	2 *4%*	9 *10%*	19 *10%*	18 *14%*	10 *6%*	14 *13%*	5 *10%*	1 *10%*	2 *4%*	15 *10%*	12 *11%*	27 *10%*	4 *8%*	7 *10%*	13 *9%*	4 *7%*	17 *9%*	18 *10%*
Infringing someone's privacy	27 *9%*	17 *8%*	8 *12%*	5 *6%*	21 *11%*	6 *4%*	21 *12%o*	4 *4%*	2 *4%*	- -	3 *7%*	18 *12%*	6 *5%*	24 *9%*	2 *3%*	2 *3%*	19 *13%o*	3 *6%*	22 *11%*	19 *11%*
Offence of religion	26 *9%*	16 *8%*	6 *10%*	11 *12%*	15 *8%*	16 *12%*	10 *6%*	10 *10%*	7 *14%*	1 *7%*	2 *5%*	15 *10%*	9 *8%*	24 *9%*	7 *13%*	7 *11%*	13 *10%*	3 *6%*	17 *9%*	15 *8%*
Exorcism/the paranormal	14 *5%*	14 *7%*	1 *1%*	8 *9%*	7 *4%*	7 *5%*	8 *5%*	5 *5%*	3 *6%*	- -	1 *2%*	5 *3%*	9 *8%*	14 *5%*	1 *3%*	1 *2%*	8 *5%*	5 *10%*	13 *7%*	11 *6%*
Animal cruelty/abuse	4 *1%*	3 *1%*	* *1%*	- -	3 *2%*	- -	4 *3%*	- -	- -	- -	1 *2%*	2 *1%*	1 *1%*	3 *1%*	1 *2%*	1 *1%*	3 *2%*	1 *2%*	4 *2%*	3 *2%*
Mention of technical shortcomings e.g. buffering, screen size, doesn't support Linux etc.	3 *1%*	1 *1%*	2 *2%*	1 *1%*	2 *1%*	- -	3 *2%*	- -	- -	- -	1 *1%*	2 *1%*	1 *1%*	3 *1%*	1 *2%*	1 *2%*	1 *1%*	* *1%*	2 *1%*	* *
Too much advertising / Too many / Go on too long	2 *1%*	1 *1%*	1 *1%*	- -	2 *1%*	- -	2 *1%*	- -	- -	- -	- -	2 *1%*	- -	2 *1%*	1 *1%*	1 *2%*	1 *1%*	- -	1 ***	1 ***
Security issues	1 *	1 *	- -	- -	1 *	1 *1%*	- -	1 *1%*	1 *2%*	- -	- -	- -	1 *1%*	1 *	- -	- -	1 *1%*	- -	1 *	1 *1%*
Actual war / People dying / Soldiers killing insurgents/ Be-headings etc.	1 *	1 *	- -	- -	1 *	1 *1%*	- -	1 *1%*	- -	- -	- -	- -	1 *1%*	1 *	- -	- -	1 *1%*	- -	1 *	1 *
Other	1 *	1 *	- -	- -	1 *1%*	- -	1 *1%*	- -	- -	- -	- -	1 *1%*	- -	1 *	- -	- -	1 *1%*	- -	1 *	- -
None/Dk	6 *2%*	5 *3%*	1 *1%*	- -	6 *3%*	1 *1%*	5 *3%*	1 *1%*	1 *2%*	- -	2 *4%*	4 *2%*	1 *1%*	4 *2%*	1 *1%*	2 *3%*	2 *1%*	2 *4%*	4 *2%*	5 *3%*
No concern	4 *1%*	2 *1%*	1 *1%*	- -	4 *2%*	2 *1%*	2 *1%*	1 *1%*	1 *3%*	- -	- -	3 *2%*	1 *	4 *1%*	- -	- -	1 *1%*	3 *5%*	4 *2%*	4 *2%*

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Base: All who have seen something of concern on any on-line or on-demand service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	**303**	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Net: Any concern	**293**	188	64	86	177	134	159	102	46	10	41	137	113	250	52	62	135	49	184	170
	96%	*96%*	*98%*	*100%*	*94%*	*98%*	*95%*	*98%*	*96%*	*100%*	*96%*	*95%*	*99%*	*96%*	*99%*	*97%*	*98%*	*91%*	*96%*	*95%*

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

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Base: All who have seen something of concern on any on-line or on-demand service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	328	328	-	-	258	70	270	58	67	181	40
Base	303	303	-**	-**	244	59*	255	48*	65*	173	40**
Effective Base	221	221	-	-	170	53	180	42	47	123	22
Violence (in general)	99	99	-	-	93	7	95	4	22	58	14
	33%	33%	-	-	38%e	11%	37%g	8%	33%	34%	36%
Sex/sexually explicit content	84	84	-	-	74	10	80	4	20	59	7
	28%	28%	-	-	30%	17%	31%g	8%	31%	34%	19%
Bad language	80	80	-	-	73	7	75	6	24	51	10
	26%	26%	-	-	30%e	12%	29%g	12%	36%	30%	25%
Dangerous behaviour	64	64	-	-	57	7	58	6	16	44	8
	21%	21%	-	-	23%	12%	23%	13%	25%	26%	19%
Misleading advertising	60	60	-	-	54	6	55	5	17	35	8
	20%	20%	-	-	22%e	10%	21%	10%	26%	20%	20%
Bullying/victimising	55	55	-	-	52	3	54	1	17	41	5
	18%	18%	-	-	21%e	6%	21%g	1%	26%	24%	14%
Racism	54	54	-	-	52	2	53	1	12	33	10
	18%	18%	-	-	21%e	4%	21%g	3%	19%	19%	25%
Pornography	52	52	-	-	48	4	50	2	13	35	7
	17%	17%	-	-	20%e	7%	20%g	4%	19%	20%	17%
Drugs/drug use	52	52	-	-	48	4	51	1	15	35	3
	17%	17%	-	-	20%e	6%	20%g	1%	23%	20%	8%
Welfare of children or young people	49	49	-	-	46	4	48	2	13	30	5
	16%	16%	-	-	19%e	6%	19%g	4%	20%	18%	12%
Eating disorders	46	46	-	-	41	6	44	2	14	28	8
	15%	15%	-	-	17%	10%	17%g	5%	22%	16%	19%
Content harmful to self-esteem (e.g. self-abuse)	44	44	-	-	40	4	43	1	17	32	3
	14%	14%	-	-	16%	7%	17%g	1%	25%	18%	8%
Suicide	42	42	-	-	41	2	42	-	19	22	13
	14%	14%	-	-	17%e	3%	17%g	-	29%	13%	32%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	37	37	-	-	35	1	36	*	11	25	6
	12%	12%	-	-	14%e	2%	14%g	1%	16%	15%	14%
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	36	36	-	-	34	2	36	-	10	26	5
	12%	12%	-	-	14%e	3%	14%g	-	16%	15%	12%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 66

Q15 You mentioned that you had seen something of concern on any on-line or on-demand service. What kind of thing caused you concern on the online or on-demand TV or video content you saw? Please include anything you typed in at the previous question as well as anything you have not previously mentioned.
Base: All who have seen something of concern on any on-line or on-demand service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	303	303	-**	-**	244	59*	255	48*	65*	173	40**
Incitement to crime	35	35	-	-	35	1	35	-	16	24	2
	12%	12%	-	-	14%e	1%	14%g	-	25%	14%	5%
Accuracy of medical/health claims	34	34	-	-	30	4	32	2	12	24	3
	11%	11%	-	-	12%	7%	13%	5%	18%	14%	7%
Inaccurate information	34	34	-	-	32	2	31	3	8	22	4
	11%	11%	-	-	13%e	3%	12%	6%	13%	13%	10%
Incitement to hatred	34	34	-	-	33	1	34	-	15	23	4
	11%	11%	-	-	14%e	1%	13%g	-	23%	13%	10%
Nakedness/naked bodies/body parts	33	33	-	-	30	2	32	1	8	23	2
	11%	11%	-	-	12%	4%	13%g	1%	13%	13%	5%
Illegal child sexual abuse material	32	32	-	-	31	1	32	-	11	25	4
	11%	11%	-	-	12%e	2%	13%g	-	17%	15%	9%
Defamation/smearing of others	28	28	-	-	28	-	28	-	12	22	1
	9%	9%	-	-	12%e	-	11%g	-	18%	12%	3%
Infringing someone's privacy	27	27	-	-	24	2	26	1	8	18	4
	9%	9%	-	-	10%	4%	10%	2%	12%	10%	11%
Offence of religion	26	26	-	-	24	2	24	2	7	16	3
	9%	9%	-	-	10%	4%	9%	5%	11%	9%	7%
Exorcism/the paranormal	14	14	-	-	11	3	13	2	4	10	2
	5%	5%	-	-	5%	5%	5%	3%	6%	6%	6%
Animal cruelty/abuse	4	4	-	-	4	*	4	-	1	3	-
	1%	1%	-	-	2%	1%	2%	-	1%	2%	-
Mention of technical shortcomings e.g. buffering, screen size, doesn't support Linux etc.	3	3	-	-	2	2	1	2	1	1	1
	1%	1%	-	-	1%	3%	*	4%g	1%	1%	3%
Too much advertising / Too many / Go on too long	2	2	-	-	1	1	1	1	-	1	-
	1%	1%	-	-	*	2%	*	3%	-	*	-
Security issues	1	1	-	-	-	1	-	1	-	1	-
	*	*	-	-	-	2%	-	2%g	-	1%	-
Actual war / People dying / Soldiers killing insurgents/ Be-headings etc.	1	1	-	-	1	-	1	-	-	1	-
	*	*	-	-	*	-	*	-	-	1%	-
Other	1	1	-	-	1	1	1	-	-	1	1
	*	*	-	-	*	1%	1%	-	-	*	2%
None/Dk	6	6	-	-	1	5	1	5	-	3	1
	2%	2%	-	-	*	9%d	*	11%d	-	2%	3%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 66

Q15 You mentioned that you had seen something of concern on any on-line or on-demand service. What kind of thing caused you concern on the online or on-demand TV or video content you saw? Please include anything you typed in at the previous question as well as anything you have not previously mentioned.
Base: All who have seen something of concern on any on-line or on-demand service

		Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
	Total	Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
No concern	**4**	4	-	-	2	2	1	3	-	2	-
	1%	*1%*	-	-	*1%*	*4%*	*	6%g	-	*1%*	-
Net: Any concern	**293**	293	-	-	241	52	253	40	65	167	37
	96%	*96%*	-	-	99%e	*87%*	99%g	*83%*	*100%*	*97%*	*95%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 67

Q15 You mentioned that you had seen something of concern on any on-line or on-demand service. What kind of thing caused you concern on the online or on-demand TV or video content you saw? Please include anything you typed in at the previous question as well as anything you have not previously mentioned.
Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	2102	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	2102	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	1150	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
Violence (in general)	99	63	36	26	26	20	17	8	2	52	38	9	31	24	6	1	21	13	1	*	36	36	12	15	72	28
	5%	6%b	3%	7%hk	6%hk	5%	4%	3%	1%	6%hk	5%	2%	8%o	6%	5%	1%	4%	3%	1%	*	7%y	5%	3%	3%	6%	3%
Sex/sexually explicit content	84	50	33	37	21	15	4	5	3	58	19	7	32	12	5	2	26	7	-	*	33	33	9	10	65	19
	4%	5%	3%	9%defghjk	5%d	4%	1%	2%	1%	7%fhjk	2%	2%	9%mo	3%	4%	2%	5%q	2%	-	*	6%wy	4%	2%	2%	5%wy	2%
Bad language	80	56	24	31	22	14	7	6	*	53	21	6	37	14	6	*	16	8	-	-	28	27	17	9	55	26
	4%	5%b	2%	8%efhjk	5%hk	3%	2%	3%	*	6%fhjk	3%	1%	10%mo	3%	4%	*	3%	2%	-	-	5%w	4%	4%	2%	4%	3%
Dangerous behaviour	64	46	18	20	21	7	6	10	-	41	13	10	29	7	10	-	12	6	*	-	23	20	11	9	44	21
	3%	4%b	2%	5%efhj	5%fhj	2%	1%	4%h	-	5%efhj	2%	2%	8%mo	2%	7%mo	-	3%	1%	*	-	4%	3%	3%	2%	3%	2%
Misleading advertising	60	41	19	22	15	11	4	6	3	36	14	9	24	11	6	-	13	4	-	3	17	13	24	6	30	29
	3%	4%b	2%	5%fjk	3%	3%	1%	3%	1%	4%fj	2%	2%	6%o	3%	5%	-	3%	1%	-	4%	3%	2%	6%uwx	1%	2%	4%
Bullying/victimising	55	35	20	19	12	12	7	5	*	31	18	5	20	10	5	-	11	9	-	*	20	21	10	4	40	14
	3%	3%	2%	5%hk	3%	3%	2%	2%	*	4%h	2%	1%	6%o	2%	4%	-	2%	2%	-	1%	4%w	3%	3%	1%	3%	2%
Racism	54	38	16	22	11	9	5	6	-	33	15	6	24	8	6	-	9	7	-	-	21	17	6	10	37	17
	3%	4%b	2%	6%efhjk	3%	2%	1%	3%	-	4%hj	2%	1%	7%mo	2%	5%	-	2%	2%	-	-	4%	2%	2%	2%	3%	2%
Pornography	52	34	18	25	9	8	4	4	2	34	12	6	20	7	4	2	14	4	-	-	17	22	9	5	38	14
	2%	3%	2%	6%defhjk	2%	2%	1%	2%	1%	4%fj	1%	1%	5%m	2%	3%	2%	3%	1%	-	-	3%	3%	2%	1%	3%	2%
Drugs/drug use	52	32	20	23	13	6	5	5	*	36	11	5	18	8	5	*	17	3	-	-	16	21	8	6	37	14
	2%	3%	2%	6%efhjk	3%	1%	1%	2%	*	4%hjk	1%	1%	5%	2%	4%	*	4%q	1%	-	-	3%	3%	2%	1%	3%	2%
Welfare of children or young people	49	21	28	21	11	8	9	*	-	32	17	*	11	10	*	-	21	7	-	-	15	18	9	8	33	17
	2%	2%	3%	5%eghjk	3%k	2%	2%k	*	-	4%ghk	2%k	*	3%	2%	*	-	4%	2%	-	-	3%	2%	2%	2%	3%	2%
Eating disorders	46	25	21	23	11	7	1	4	-	35	8	4	17	4	4	-	18	4	-	-	15	16	10	5	32	15
	2%	2%	2%	6%efhjk	3%k	2%	*	2%	-	4%fhjk	1%	1%	5%m	1%	3%	-	4%q	1%	-	-	3%	2%	3%	1%	3%	2%
Content harmful to self-esteem (e.g. self-abuse)	44	21	23	27	11	4	2	1	-	38	6	1	18	3	1	-	20	3	-	-	19	11	8	6	30	14
	2%	2%	2%	7%defghjk	3%jk	1%	*	*	-	4%efghjk	1%	*	5%m	1%	*	-	4%q	1%	-	-	4%	1%	2%	1%	2%	2%
Suicide	42	32	11	18	6	11	2	6	-	24	12	6	16	10	6	-	8	3	-	-	22	11	4	6	32	10
	2%	3%b	1%	4%dfhjk	1%	3%	*	2%	-	3%d	2%	1%	4%	2%	4%	-	2%	1%	-	-	4%uvwy	1%	1%	1%	3%	1%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	37	18	19	12	14	6	4	1	1	25	10	2	14	3	1	-	11	7	-	1	13	14	3	6	27	10
	2%	2%	2%	3%k	3%jk	1%	1%	*	*	3%jk	1%	*	4%m	1%	1%	-	2%	2%	-	1%	3%	2%	1%	1%	2%	1%
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	36	22	14	14	10	8	3	-	-	24	11	-	15	7	-	-	9	5	-	-	15	15	2	2	31	5
	2%	2%	1%	4%ghjk	2%k	2%k	1%	-	-	3%k	1%	-	4%	2%	-	-	2%	1%	-	-	3%wy	2%	1%	1%	2%y	1%
Incitement to crime	35	27	8	14	9	5	6	2	-	23	10	2	17	8	2	-	6	2	-	-	13	11	9	2	25	10
	2%	3%b	1%	4%hjk	2%	1%	1%	1%	-	3%k	1%	*	5%	2%	1%	-	1%	1%	-	-	3%w	2%	2%	*	2%	1%

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

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Absolutes/col percents

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Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	2102	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Accuracy of medical/health claims	34 2%	23 2%	11 1%	12 3%hk	14 3%k	6 1%	3 1%	- -	- -	25 3%jk	9 1%	- -	17 5%	6 1%	- -	- -	8 2%	3 1%	- -	- -	11 2%	11 1%	8 2%	5 1%	22 2%	13 1%
Inaccurate information	34 2%	19 2%	14 1%	13 3%hk	7 2%	9 2%	2 *	3 1%	* *	20 2%	10 1%	3 1%	12 3%	6 1%	2 2%	- -	9 2%	5 1%	1 1%	* *	12 2%w	12 2%	8 2%	1 *	24 2%	10 1%
Incitement to hatred	34 2%	20 2%	14 1%	12 3%k	6 1%	8 2%	6 1%	1 *	* *	18 2%	14 2%	1 *	12 3%	7 2%	1 1%	- -	7 1%	7 2%	- -	* *	13 2%	7 1%	9 2%	4 1%	20 2%	14 2%
Nakedness/naked bodies/body parts	33 2%	17 2%	15 1%	15 4%fghjk	8 2%	6 2%	2 1%	- -	1 *	23 3%k	9 1%	1 *	12 3%	6 1%	- -	- -	12 2%	3 1%	- -	1 1%	14 3%wy	12 2%	5 1%	2 1%	26 2%	7 1%
Illegal child sexual abuse material	32 2%	20 2%	12 1%	11 3%	6 1%	6 1%	3 1%	6 2%	- -	17 2%	9 1%	6 1%	9 3%	5 1%	6 4%	- -	8 2%	4 1%	- -	- -	11 2%	12 2%	8 2%	1 *	23 2%	9 1%
Defamation/smearing of others	28 1%	17 2%	12 1%	8 2%k	10 2%k	7 2%	4 1%	* *	- -	17 2%k	11 1%	* *	10 3%	6 1%	* *	- -	7 1%	5 1%	- -	- -	10 2%	11 1%	5 1%	3 1%	21 2%	7 1%
Infringing someone's privacy	27 1%	20 2%	7 1%	6 1%	6 1%	6 1%	2 1%	7 3%	- -	12 1%	8 1%	7 2%	9 2%	5 1%	6 5%	- -	3 1%	3 1%	1 1%	- -	13 3%y	7 1%	2 *	4 1%	21 2%	6 1%
Offence of religion	26 1%	19 2%	7 1%	9 2%	5 1%	4 1%	4 1%	5 2%	* *	13 2%	8 1%	5 1%	10 3%	5 1%	4 3%	- -	4 1%	3 1%	* *	* *	7 1%	14 2%	3 1%	2 *	21 2%	6 1%
Exorcism/the paranormal	14 1%	11 1%	4 *	10 3%efjk	3 1%	1 *	- -	- -	- -	14 2%jk	1 *	- -	10 3%m	1 *	- -	- -	4 1%	- -	- -	- -	4 1%	5 1%	4 1%	1 *	9 1%	6 1%
Animal cruelty/abuse	4 *	- -	4 *	- -	1 *	2 1%	* *	* *	* *	1 *	3 *	1 *	- -	- -	- -	- -	1 *	3 1%	* *	* 1%	1 *	3 *	* *	- -	4 *	* *
Mention of technical shortcomings e.g. buffering, screen size, doesn't support Linux etc.	3 *	2 *	2 *	- -	1 *	- -	2 1%	* *	- -	1 *	2 *	* *	- -	1 *	* *	- -	1 *	1 *	- -	- -	2 *	- -	1 *	- -	2 *	1 *
Too much advertising / Too many / Go on too long	2 *	1 *	1 *	1 *	- -	1 *	- -	1 *	- -	1 *	1 *	1 *	1 *	- -	- -	- -	- -	1 *	1 1%	- -	1 *	1 *	1 *	- -	1 *	1 *
Security issues	1 *	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -
Actual war / People dying / Soldiers killing insurgents/ Be-headings etc.	1 *	1 *	- -	- -	1 *	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -
Other	1 *	1 *	1 *	1 *	1 *	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	1 *	1 *	- -	- -	1 *	- -
None/Dk	6 *	2 *	4 *	2 1%	- -	1 *	2 *	1 *	- -	2 *	3 *	1 *	2 1%	- -	1 *	- -	1 *	3 1%	* *	- -	2 *	3 *	2 *	- -	5 *	2 *
No concern	1802 86%	859 82%	943 90%a	298 75%	357 81%	362 86%ci	372 93%cdei	211 91%cdi	202 96%cdeij	655 78%	734 90%cdi	413 94%cdei	250 68%	367 87%l	114 88%l	127 97%lm	405 86%	367 92%p	97 96%p	75 94%	426 81%	637 86%	320 84%	420 91%vx	1063 84%	739 88%v

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

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Base: All respondents

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	**2102**	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Net: Any concern	**293**	189	104	98	84	57	26	19	8	182	83	27	115	54	16	4	67	29	3	4	95	98	59	41	193	100
	14%	18%b	*10%*	24%efghjk	19%fghjk	14%fhk	*7%*	*8%*	*4%*	22%efghjk	10%h	*6%*	31%mno	13%o	*12%*	*3%*	14%qr	*7%*	*3%*	*6%*	18%wy	*13%*	16%w	*9%*	15%w	*12%*

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

* small base

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 67

Q15 You mentioned that you had seen something of concern on any on-line or on-demand service. What kind of thing caused you concern on the online or on-demand TV or video content you saw? Please include anything you typed in at the previous question as well as anything you have not previously mentioned.
Base: All respondents

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	2102	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	1150	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
Violence (in general)	99	74	25	54	43	-	8	15	6	10	5	7	3	13	12	78	7	2	12	28	15	35
	5%	6%b	3%	4%	5%	-	9%jl	7%l	4%	6%l	2%	3%	1%	5%l	7%l	4%	6%	6%	6%	6%	4%	4%
Sex/sexually explicit content	84	65	18	51	31	-	3	6	10	17	8	5	6	12	12	78	1	2	3	19	24	34
	4%	5%b	2%	4%	4%	-	3%	3%	6%	10%gkl	4%	2%	2%	4%	7%l	4%	1%	5%	2%	4%	7%	4%
Bad language	80	65	14	51	26	-	3	13	7	9	7	8	3	11	10	72	2	1	5	23	17	32
	4%	5%b	2%	4%	3%	-	4%	6%l	4%	6%	4%	3%	1%	4%	6%l	4%	1%	3%	3%	5%	5%	3%
Dangerous behaviour	64	52	13	38	26	-	8	6	5	9	4	17	2	4	6	61	2	1	1	19	13	28
	3%	4%b	2%	3%	3%	-	10%ghjlm	3%	3%	5%l	2%	7%lm	1%	1%	4%l	3%	2%	2%	1%	4%	4%	3%
Misleading advertising	60	42	16	31	27	-	1	7	3	2	4	20	2	5	11	54	3	-	2	10	6	38
	3%	3%	2%	2%	4%	-	1%	3%	2%	1%	2%	9%hilm	1%	2%	7%hilm	3%	3%	-	1%	2%	2%	4%
Bullying/victimising	55	43	10	37	17	*	1	10	1	8	6	5	4	7	9	50	1	1	3	11	15	25
	3%	3%b	1%	3%	2%	1%	1%	5%h	*	5%h	3%	2%	1%	3%	6%hl	3%	1%	2%	2%	2%	4%	3%
Racism	54	41	12	31	21	*	4	4	1	6	3	11	4	4	11	49	2	1	2	9	10	30
	3%	3%	1%	2%	3%	1%	5%kl	2%	1%	4%	2%	5%	2%	1%	7%ghjlm	3%	1%	2%	1%	2%	3%	3%
Pornography	52	36	15	30	20	-	1	7	3	8	6	4	4	8	8	49	1	-	1	11	14	24
	2%	3%	2%	2%	3%	-	1%	4%	2%	5%	3%	2%	1%	3%	5%	3%	1%	-	1%	3%	4%	3%
Drugs/drug use	52	43	9	32	19	-	6	7	4	7	5	6	3	4	6	49	1	1	1	17	13	19
	2%	3%b	1%	2%	2%	-	7%lm	4%	2%	4%	3%	3%	1%	1%	4%	3%	1%	2%	1%	4%	4%	2%
Welfare of children or young people	49	41	7	27	20	-	6	6	1	5	4	5	4	5	9	45	3	1	1	13	10	22
	2%	3%b	1%	2%	3%	-	7%hlm	3%	*	3%	2%	2%	1%	2%	6%hlm	3%	2%	1%	1%	3%	3%	2%
Eating disorders	46	37	10	30	15	*	1	4	3	6	7	6	5	6	8	45	-	-	2	8	13	24
	2%	3%	1%	2%	2%	1%	1%	2%	2%	3%	4%	2%	2%	2%	5%	3%	-	-	1%	2%	4%	3%
Content harmful to self-esteem (e.g. self-abuse)	44	35	9	30	13	-	1	7	6	4	6	5	4	3	6	42	2	-	-	14	10	17
	2%	3%	1%	2%	2%	-	2%	3%	3%	3%	3%	2%	2%	1%	4%	2%	1%	-	-	3%	3%	2%
Suicide	42	33	9	22	19	-	3	6	2	2	2	11	2	4	5	37	1	-	5	11	3	22
	2%	3%	1%	2%	2%	-	4%	3%	1%	1%	1%	5%	1%	2%	3%	2%	*	-	3%	2%	1%	2%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	37	28	9	22	13	-	1	6	2	4	4	3	3	2	10	35	1	-	1	9	8	18
	2%	2%	1%	2%	2%	-	1%	3%	1%	3%	2%	1%	1%	1%	6%hlm	2%	1%	-	1%	2%	2%	2%
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	36	30	6	24	10	-	1	6	1	2	2	3	1	8	8	33	-	-	3	8	4	21
	2%	2%b	1%	2%	1%	-	2%	3%	1%	1%	1%	1%	1%	3%	5%hl	2%	-	-	1%	2%	1%	2%
Incitement to crime	35	27	8	23	12	-	1	4	2	2	3	6	1	4	8	31	1	-	2	7	4	20
	2%	2%	1%	2%	2%	-	1%	2%	1%	1%	2%	3%	1%	2%	5%l	2%	1%	-	1%	2%	1%	2%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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	Total	Working Status		Tenure			Government regions									Nations				Regions		
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Base	2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Accuracy of medical/health claims	34	31	3	22	13	-	3	7	4	1	4	3	1	4	4	31	1	1	2	14	5	12
	2%	2%b	*	2%	2%	-	4%	3%	2%	1%	2%	1%	*	1%	2%	2%	1%	2%	1%	3%	1%	1%
Inaccurate information	34	29	5	20	13	-	2	6	1	1	2	3	1	4	8	28	3	-	2	9	3	16
	2%	2%b	1%	2%	2%	-	3%	3%	1%	*	1%	1%	*	1%	5%l	2%	3%	-	1%	2%	1%	2%
Incitement to hatred	34	20	14	17	17	-	-	3	1	2	3	7	1	4	6	27	6	-	1	4	5	18
	2%	2%	2%	1%	2%	-	-	1%	1%	1%	1%	3%	1%	1%	3%	2%	5%c	-	1%	1%	1%	2%
Nakedness/naked bodies/body parts	33	29	4	18	13	-	2	5	1	4	3	2	1	6	7	30	1	2	-	7	7	16
	2%	2%b	*	1%	2%	-	2%	2%	*	2%	2%	1%	*	2%	4%kl	2%	1%	4%c	-	2%	2%	2%
Illegal child sexual abuse material	32	25	7	22	9	-	1	4	-	1	3	11	-	4	5	29	-	-	3	5	4	20
	2%	2%	1%	2%	1%	-	1%	2%	-	1%	2%	5%kl	-	2%	3%kl	2%	-	-	2%	1%	1%	2%
Defamation/smearing of others	28	24	4	19	9	-	1	3	*	3	3	6	1	4	4	25	1	-	3	4	7	15
	1%	2%b	1%	2%	1%	-	1%	1%	*	2%	2%	3%	*	1%	2%	1%	*	-	1%	1%	2%	2%
Infringing someone's privacy	27	21	5	15	11	-	1	1	1	1	1	7	3	3	5	23	1	-	3	3	2	18
	1%	2%	1%	1%	1%	-	1%	1%	1%	*	*	3%	1%	1%	3%	1%	1%	-	2%	1%	*	2%
Offence of religion	26	21	4	19	7	-	1	3	2	5	4	-	*	4	5	24	1	-	2	6	9	9
	1%	2%	1%	2%	1%	-	2%	2%	1%	3%	2%	-	*	1%	3%l	1%	*	-	1%	1%	3%	1%
Exorcism/the paranormal	14	13	1	7	6	-	1	1	3	2	2	-	1	1	5	14	-	-	-	4	3	7
	1%	1%	*	1%	1%	-	1%	1%	2%	1%	1%	-	*	*	3%m	1%	-	-	-	1%	1%	1%
Animal cruelty/abuse	4	4	1	2	3	-	-	1	-	2	-	-	*	-	-	3	-	-	1	1	2	*
	*	*	*	*	*	-	-	*	-	1%	-	-	*	-	-	*	-	-	*	*	1%	*
Mention of technical shortcomings e.g. buffering, screen size, doesn't support Linux etc.	3	3	-	2	1	-	-	1	1	-	-	-	-	1	-	3	*	-	-	2	-	1
	*	*	-	*	*	-	-	1%	*	-	-	-	-	*	-	*	*	-	-	*	-	*
Too much advertising / Too many / Go on too long	2	1	1	1	1	-	-	-	-	1	1	1	-	-	-	2	-	-	-	-	1	1
	*	*	*	*	*	-	-	-	-	*	*	*	-	-	-	*	-	-	-	-	*	*
Security issues	1	1	-	1	-	-	-	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-
	*	*	-	*	-	-	-	*	-	-	-	-	-	-	-	*	-	-	-	*	-	-
Actual war / People dying / Soldiers killing insurgents/ Be-headings etc.	1	1	-	1	-	-	-	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-
	*	*	-	*	-	-	-	*	-	-	-	-	-	-	-	*	-	-	-	*	-	-
Other	1	1	1	-	1	-	-	1	-	-	-	-	-	1	-	1	-	-	-	1	-	1
	*	*	*	-	*	-	-	*	-	-	-	-	-	*	-	*	-	-	-	*	-	*
None/Dk	6	5	1	5	-	-	-	-	3	-	1	-	-	2	1	6	*	-	-	3	1	3
	*	*	*	*	-	-	-	-	2%	-	*	-	-	1%	*	*	*	-	-	1%	*	*
No concern	1802	1052	744	1108	647	30	65	171	141	139	159	200	251	229	127	1482	110	38	173	376	298	807
	86%	83%	91%a	87%	84%	99%	78%	82%	84%	83%	85%	87%n	93%fghimn	85%	77%	85%	88%	91%	92%	82%	84%	86%

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Base: All respondents

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Net: Any concern	293	217	73	159	127	*	18	37	23	28	27	29	20	39	38	260	14	4	15	79	55	126
	14%	17%b	*9%*	*12%*	*16%*	*1%*	22%l	18%l	*14%*	17%l	*15%*	*13%*	*7%*	14%l	23%lm	*15%*	*11%*	*9%*	*8%*	*17%*	*16%*	*13%*

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

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Base: All respondents

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	2102	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	2102	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	1150	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
Violence (in general)	99	66	68	75	49	66	42	44	51	31	68	42	51	52	31	96	3	95	96	96
	5%	4%	4%	5%	6%	5%	5%	6%	10%efgh	6%	5%	4%	5%	8%ijk	5%	5%	2%	6%	5%	5%
Sex/sexually explicit content	84	61	62	71	43	61	42	56	44	25	62	43	60	46	25	84	-	81	83	84
	4%	4%	4%	5%	5%	5%	5%	7%	9%efl	5%	4%	4%	6%	7%ijk	4%	4%	-	5%	5%	4%
Bad language	80	54	56	66	40	55	33	51	48	28	56	33	55	49	28	80	-	80	80	80
	4%	3%	3%	4%	5%	5%	4%	7%f	9%efl	5%	4%	3%	6%k	8%ijk	5%	4%	-	5%	4%	4%
Dangerous behaviour	64	43	40	50	23	38	32	38	37	18	40	32	42	39	18	64	-	64	59	64
	3%	3%	2%	3%	3%	3%	4%	5%	7%efl	3%	3%	3%	4%	6%ijkn	3%	3%	-	4%	3%	3%
Misleading advertising	60	46	42	43	28	38	26	32	30	17	39	26	34	32	20	57	2	55	52	57
	3%	3%	3%	3%	3%	3%	3%	4%	6%ef	3%	3%	3%	4%	5%ijk	3%	3%	2%	3%	3%	3%
Bullying/victimising	55	41	43	40	26	40	27	32	30	22	43	27	35	30	22	55	-	54	55	55
	3%	3%	3%	3%	3%	3%	3%	4%	6%ef	4%	3%	3%	4%	5%	4%	3%	-	3%	3%	3%
Racism	54	43	41	41	28	39	31	32	27	16	41	32	33	28	16	52	2	52	46	52
	3%	3%	2%	3%	3%	3%	3%	4%	5%	3%	3%	3%	4%	4%	3%	3%	2%	3%	3%	3%
Pornography	52	39	41	41	31	40	25	29	23	17	41	27	31	24	17	50	2	48	50	50
	2%	2%	3%	3%	4%	3%	3%	4%	4%	3%	3%	3%	3%	4%	3%	3%	2%	3%	3%	3%
Drugs/drug use	52	43	38	40	23	38	27	36	29	24	38	27	37	31	24	52	-	52	51	52
	2%	3%	2%	3%	3%	3%	3%	5%	6%ef	4%	3%	3%	4%	5%ij	4%	3%	-	3%	3%	3%
Welfare of children or young people	49	38	42	42	30	40	29	32	24	16	42	29	34	26	16	49	-	49	49	49
	2%	2%	3%	3%	4%	3%	3%	4%	5%	3%	3%	3%	4%	4%	3%	2%	-	3%	3%	2%
Eating disorders	46	42	34	37	24	34	28	31	26	18	34	28	31	28	18	44	2	44	44	44
	2%	3%	2%	3%	3%	3%	3%	4%	5%ef	3%	2%	3%	3%	4%ij	3%	2%	2%	3%	2%	2%
Content harmful to self-esteem (e.g. self-abuse)	44	35	32	39	22	31	20	27	23	19	32	20	30	25	19	44	-	43	44	44
	2%	2%	2%	3%	3%	3%	2%	4%	5%f	3%	2%	2%	3%	4%	3%	2%	-	3%	2%	2%
Suicide	42	29	31	33	14	31	18	23	24	15	31	18	24	26	15	40	2	40	34	40
	2%	2%	2%	2%	2%	3%	2%	3%	5%ef	3%	2%	2%	3%	4%ijk	2%	2%	2%	2%	2%	2%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	37	27	29	28	25	28	18	24	23	12	29	18	26	25	12	37	-	37	37	37
	2%	2%	2%	2%	3%	2%	2%	3%	5%ef	2%	2%	2%	3%	4%ijk	2%	2%	-	2%	2%	2%
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	36	28	31	26	18	30	21	22	23	11	31	21	22	23	11	36	-	36	35	36
	2%	2%	2%	2%	2%	3%	2%	3%	5%	2%	2%	2%	2%	4%	2%	2%	-	2%	2%	2%

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Base: All respondents

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	2102	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Incitement to crime	35	27	28	32	20	28	18	23	19	14	28	18	26	20	14	35	-	35	35	35
	2%	2%	2%	2%	2%	2%	2%	3%	4%	3%	2%	2%	3%	3%	2%	2%	-	2%	2%	2%
Accuracy of medical/health claims	34	25	30	29	18	28	18	23	16	10	28	18	24	17	10	34	-	34	34	34
	2%	2%	2%	2%	2%	2%	2%	3%	3%	2%	2%	2%	2%	3%	2%	2%	-	2%	2%	2%
Inaccurate information	34	27	29	29	23	27	16	20	21	12	28	16	23	21	12	34	-	34	34	34
	2%	2%	2%	2%	3%	2%	2%	3%	4%	2%	2%	2%	2%	3%	2%	2%	-	2%	2%	2%
Incitement to hatred	34	27	26	26	16	25	18	16	14	12	26	18	20	16	12	29	5	29	29	29
	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	1%	4%	2%	2%	1%
Nakedness/naked bodies/body parts	33	26	26	28	23	26	19	24	17	12	26	19	25	18	12	33	-	33	32	33
	2%	2%	2%	2%	3%	2%	2%	3%	3%	2%	2%	2%	3%	3%	2%	2%	-	2%	2%	2%
Illegal child sexual abuse material	32	25	20	25	17	19	20	20	15	9	20	20	22	16	9	30	2	30	24	30
	2%	2%	1%	2%	2%	2%	2%	3%	3%	2%	1%	2%	2%	2%	2%	2%	2%	2%	1%	2%
Defamation/smearing of others	28	22	23	24	14	22	16	21	18	10	23	16	23	18	10	28	-	28	28	28
	1%	1%	1%	2%	2%	2%	2%	3%	4%	2%	2%	2%	2%	3%	2%	1%	-	2%	2%	1%
Infringing someone's privacy	27	22	17	14	12	17	16	10	12	8	17	16	11	12	8	26	1	26	20	26
	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%
Offence of religion	26	19	17	16	13	17	15	14	10	6	17	15	15	10	6	26	-	26	26	26
	1%	1%	1%	1%	2%	1%	2%	2%	2%	1%	1%	2%	2%	2%	1%	1%	-	2%	1%	1%
Exorcism/the paranormal	14	11	6	12	8	6	7	12	5	4	6	7	12	5	4	14	-	14	14	14
	1%	1%	*	1%	1%	*	1%	2%	1%	1%	*	1%	1%	1%	1%	1%	-	1%	1%	1%
Animal cruelty/abuse	4	3	4	4	2	2	2	1	1	*	4	2	3	1	1	4	-	4	4	4
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	-	*	*	*
Mention of technical shortcomings e.g. buffering, screen size, doesn't support Linux etc.	3	3	2	1	-	2	*	-	-	2	2	*	-	-	2	3	-	3	2	3
	*	*	*	*	-	*	*	-	-	*	*	*	-	-	*	*	-	*	*	*
Too much advertising / Too many / Go on too long	2	2	2	1	1	1	1	-	-	1	2	1	1	-	1	2	-	2	2	2
	*	*	*	*	*	*	*	-	-	*	*	*	*	-	*	*	-	*	*	*
Security issues	1	1	1	1	1	-	1	1	1	1	1	1	1	1	1	1	-	1	1	1
	*	*	*	*	*	-	*	*	*	*	*	*	*	*	*	*	-	*	*	*
Actual war / People dying / Soldiers killing insurgents/ Be-headings etc.	1	1	-	1	1	-	1	1	1	-	-	1	1	1	-	1	-	1	1	1
	*	*	-	*	*	-	*	*	*	-	-	*	*	*	-	*	-	*	*	*
Other	1	1	1	1	1	1	-	1	1	1	1	-	1	1	1	1	-	1	1	1
	*	*	*	*	*	*	-	*	*	*	*	-	*	*	*	*	-	*	*	*
None/Dk	6	5	5	4	3	5	4	3	2	1	5	4	3	3	1	6	-	5	6	6
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	-	*	*	*

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

bdrc continental providing intelligence

20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 67

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Base: All respondents

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**2102**	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
No concern	**1802**	1384	1428	1252	683	1003	741	600	370	456	1254	860	755	486	511	1690	112	1374	1520	1690
	86%	*87%*	*87%*	*84%*	*83%*	83%gh	84%gh	*78%*	*72%*	83%h	85%lm	85%lm	*80%*	*76%*	84%m	*85%*	*95%*	*83%*	*84%*	*85%*
Net: Any concern	**293**	208	215	234	138	203	141	168	140	91	210	142	181	147	95	287	6	279	277	287
	14%	*13%*	*13%*	*16%*	*17%*	*17%*	*16%*	22%ef	27%efi	*17%*	*14%*	*14%*	19%jk	23%jkn	*16%*	*14%*	*5%*	*17%*	*15%*	*14%*

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

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Base: All respondents

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
Violence (in general)	99	59	30	26	65	47	52	31	20	3	20	41	38	78	25	27	37	16	53	51
	5%	5%	7%	12%ad	4%	6%	4%	6%	7%	5%	5%	4%	6%	5%	4%	5%	4%	4%	4%	4%
Sex/sexually explicit content	84	56	19	24	54	46	38	37	18	3	11	34	39	72	21	26	34	16	50	51
	4%	5%	4%	11%abd	3%	6%f	3%	7%	6%	5%	3%	3%	6%	4%	4%	4%	4%	4%	4%	4%
Bad language	80	46	22	31	41	43	37	30	18	5	10	33	38	71	13	15	32	12	45	43
	4%	4%	5%	14%abd	3%	6%f	3%	6%	6%	7%	2%	3%	6%	4%	2%	3%	3%	3%	3%	4%
Dangerous behaviour	64	32	22	20	36	22	43	13	12	2	10	30	23	53	13	17	26	8	34	40
	3%	3%	5%d	9%ad	2%	3%	3%	3%	4%	2%	3%	3%	3%	3%	2%	3%	3%	2%	3%	3%
Misleading advertising	60	35	13	17	35	22	37	20	5	1	5	31	24	55	6	7	33	8	40	32
	3%	3%	3%	8%abd	2%	3%	3%	4%	2%	1%	1%	3%	4%	3%	1%	1%	4%n	2%	3%	3%
Bullying/victimising	55	38	10	18	33	27	27	19	12	1	4	27	23	50	11	11	26	8	34	30
	3%	3%	2%	9%abd	2%	4%	2%	4%	4%	1%	1%	3%	4%	3%	2%	2%	3%	2%	3%	3%
Racism	54	33	12	10	41	20	34	15	9	3	5	23	26	49	8	11	28	9	38	34
	3%	3%	3%	5%	3%	3%	2%	3%	3%	4%	1%	2%	4%	3%	2%	2%	3%	3%	3%	3%
Pornography	52	34	10	14	35	28	24	21	12	2	9	19	24	43	10	14	22	12	34	32
	2%	3%	2%	6%bd	2%	4%f	2%	4%	4%	2%	2%	2%	4%	3%	2%	2%	2%	3%	3%	3%
Drugs/drug use	52	36	9	15	33	28	24	18	12	3	6	23	22	45	12	14	21	12	33	34
	2%	3%	2%	7%abd	2%	4%f	2%	4%	4%	4%	1%	2%	3%	3%	2%	2%	2%	3%	3%	3%
Welfare of children or young people	49	37	6	18	29	27	22	22	10	2	8	20	22	42	5	7	26	9	35	34
	2%	3%d	1%	8%abd	2%	4%f	2%	4%	3%	2%	2%	2%	3%	2%	1%	1%	3%	3%	3%	3%
Eating disorders	46	34	7	19	25	30	16	24	7	2	2	25	20	45	9	10	26	8	34	27
	2%	3%d	2%	9%abd	2%	4%f	1%	5%	2%	3%	*	2%	3%	3%	2%	2%	3%	2%	3%	2%
Content harmful to self-esteem (e.g. self-abuse)	44	33	6	19	22	20	24	15	6	1	4	20	20	40	13	13	17	10	27	26
	2%	3%d	1%	9%abd	1%	3%	2%	3%	2%	2%	1%	2%	3%	2%	2%	2%	2%	3%	2%	2%
Suicide	42	21	16	9	31	14	28	8	7	3	10	19	14	32	5	5	21	7	27	23
	2%	2%	4%	4%	2%	2%	2%	2%	2%	4%	2%	2%	2%	2%	1%	1%	2%	2%	2%	2%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	37	26	6	10	25	20	16	16	8	2	5	14	18	32	4	7	20	6	26	25
	2%	2%	1%	5%d	2%	3%	1%	3%	3%	2%	1%	1%	3%	2%	1%	1%	2%	2%	2%	2%
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	36	29	5	9	26	18	17	14	5	2	2	19	14	33	1	4	27	4	30	26
	2%	3%	1%	4%d	2%	2%	1%	3%	2%	3%	1%	2%	2%	2%	*	1%	3%no	1%	2%n	2%n

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

20692 OFCOM ODO Tracker Pilot - Weighted

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Base: All respondents

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Incitement to crime	35	29	3	12	21	18	17	13	8	1	5	18	11	29	3	4	20	7	26	22
	2%	3%d	1%	6%bd	1%	2%	1%	3%	3%	1%	1%	2%	2%	2%	1%	1%	2%	2%	2%	2%
Accuracy of medical/health claims	34	27	3	16	17	19	15	16	2	1	4	17	13	30	6	7	17	6	23	23
	2%	2%d	1%	8%abd	1%	3%	1%	3%	1%	1%	1%	2%	2%	2%	1%	1%	2%	2%	2%	2%
Inaccurate information	34	24	7	12	21	17	17	13	6	1	5	15	15	29	9	10	16	3	19	21
	2%	2%	2%	5%abd	1%	2%	1%	3%	2%	2%	1%	1%	2%	2%	2%	2%	2%	1%	1%	2%
Incitement to hatred	34	19	7	9	20	16	17	12	8	1	3	13	18	31	3	3	23	2	25	21
	2%	2%	2%	4%d	1%	2%	1%	2%	3%	1%	1%	1%	3%	2%	1%	1%	3%o	*	2%	2%
Nakedness/naked bodies/body parts	33	26	4	8	23	19	14	16	7	-	6	11	16	27	3	3	20	5	25	23
	2%	2%	1%	4%b	1%	3%	1%	3%	2%	-	1%	1%	2%	2%	1%	1%	2%	1%	2%	2%
Illegal child sexual abuse material	32	19	7	8	23	18	14	14	6	2	1	17	14	30	1	2	23	5	29	26
	2%	2%	2%	4%	1%	2%	1%	3%	2%	2%	*	2%	2%	2%	*	*	2%no	1%	2%no	2%no
Defamation/smearing of others	28	22	2	9	19	18	10	14	5	1	2	15	12	27	4	7	13	4	17	18
	1%	2%	1%	4%bd	1%	3%f	1%	3%	2%	1%	*	1%	2%	2%	1%	1%	1%	1%	1%	2%
Infringing someone's privacy	27	17	8	5	21	6	21	4	2	-	3	18	6	24	2	2	19	3	22	19
	1%	2%	2%	3%	1%	1%	2%	1%	1%	-	1%	2%	1%	1%	*	*	2%no	1%	2%	2%
Offence of religion	26	16	6	11	15	16	10	10	7	1	2	15	9	24	7	7	13	3	17	15
	1%	1%	1%	5%abd	1%	2%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Exorcism/the paranormal	14	14	1	8	7	7	8	5	3	-	1	5	9	14	1	1	8	5	13	11
	1%	1%d	*	4%bd	*	1%	1%	1%	1%	-	*	*	1%	1%	*	*	1%	2%	1%	1%
Animal cruelty/abuse	4	3	*	-	3	-	4	-	-	-	1	2	1	3	1	1	3	1	4	3
	*	*	*	-	*	-	*	-	-	-	*	*	*	*	*	*	*	*	*	*
Mention of technical shortcomings e.g. buffering, screen size, doesn't support Linux etc.	3	1	2	1	2	-	3	-	-	-	1	2	1	3	1	1	1	*	2	*
	*	*	*	*	*	-	*	-	-	-	*	*	*	*	*	*	*	*	*	*
Too much advertising / Too many / Go on too long	2	1	1	-	2	-	2	-	-	-	-	2	-	2	1	1	1	-	1	1
	*	*	*	-	*	-	*	-	-	-	-	*	-	*	*	*	*	-	*	*
Security issues	1	1	-	-	1	1	-	1	1	-	-	-	1	1	-	-	1	-	1	1
	*	*	-	-	*	*	-	*	*	-	-	-	*	*	-	-	*	-	*	*
Actual war / People dying / Soldiers killing insurgents/ Be-headings etc.	1	1	-	-	1	1	-	1	-	-	-	-	1	1	-	-	1	-	1	1
	*	*	-	-	*	*	-	*	-	-	-	-	*	*	-	-	*	-	*	*
Other	1	1	-	-	1	-	1	-	-	-	-	1	-	1	-	-	1	-	1	-
	*	*	-	-	*	-	*	-	-	-	-	*	-	*	-	-	*	-	*	-
None/Dk	6	5	1	-	6	1	5	1	1	-	2	4	1	4	1	2	2	2	4	5
	*	*	*	-	*	*	*	*	*	-	*	*	*	*	*	*	*	1%	*	*

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Base: All respondents

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	**2102**	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
No concern	**1802**	902	386	128	1432	601	1201	388	259	61	356	896	544	1439	496	520	801	308	1109	996
	86%	82%c	86%c	*60%*	89%ac	*82%*	88%a	*79%*	*85%*	*86%*	89%l	*86%*	*83%*	*85%*	90%prs	*89%*	*85%*	*86%*	*86%*	*85%*
Net: Any concern	**293**	188	64	86	177	134	159	102	46	10	41	137	113	250	52	62	135	49	184	170
	14%	17%d	*14%*	40%abd	*11%*	18%f	*12%*	*21%*	*15%*	*14%*	*10%*	*13%*	17%j	*15%*	*10%*	*11%*	14%n	*14%*	14%n	14%n

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

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Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	2102	328	1662	112	258	70	270	58	67	852	360
Base	2102	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	1150	221	878	70	170	53	180	42	47	483	196
Violence (in general)	99	99	-	-	93	7	95	4	22	58	14
	5%	33%bc	-	-	38%e	11%	37%g	8%	33%	7%	4%
Sex/sexually explicit content	84	84	-	-	74	10	80	4	20	59	7
	4%	28%bc	-	-	30%	17%	31%g	8%	31%	7%	2%
Bad language	80	80	-	-	73	7	75	6	24	51	10
	4%	26%bc	-	-	30%e	12%	29%g	12%	36%	6%	3%
Dangerous behaviour	64	64	-	-	57	7	58	6	16	44	8
	3%	21%bc	-	-	23%	12%	23%	13%	25%	5%	2%
Misleading advertising	60	60	-	-	54	6	55	5	17	35	8
	3%	20%bc	-	-	22%e	10%	21%	10%	26%	4%	2%
Bullying/victimising	55	55	-	-	52	3	54	1	17	41	5
	3%	18%bc	-	-	21%e	6%	21%g	1%	26%	5%	2%
Racism	54	54	-	-	52	2	53	1	12	33	10
	3%	18%bc	-	-	21%e	4%	21%g	3%	19%	4%	3%
Pornography	52	52	-	-	48	4	50	2	13	35	7
	2%	17%bc	-	-	20%e	7%	20%g	4%	19%	4%	2%
Drugs/drug use	52	52	-	-	48	4	51	1	15	35	3
	2%	17%bc	-	-	20%e	6%	20%g	1%	23%	4%	1%
Welfare of children or young people	49	49	-	-	46	4	48	2	13	30	5
	2%	16%bc	-	-	19%e	6%	19%g	4%	20%	4%	1%
Eating disorders	46	46	-	-	41	6	44	2	14	28	8
	2%	15%bc	-	-	17%	10%	17%g	5%	22%	3%	2%
Content harmful to self-esteem (e.g. self-abuse)	44	44	-	-	40	4	43	1	17	32	3
	2%	14%bc	-	-	16%	7%	17%g	1%	25%	4%	1%
Suicide	42	42	-	-	41	2	42	-	19	22	13
	2%	14%bc	-	-	17%e	3%	17%g	-	29%	3%	4%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	37	37	-	-	35	1	36	*	11	25	6
	2%	12%bc	-	-	14%e	2%	14%g	1%	16%	3%	2%
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	36	36	-	-	34	2	36	-	10	26	5
	2%	12%bc	-	-	14%e	3%	14%g	-	16%	3%	1%

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

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Absolutes/col percents

Table 67

Q15 You mentioned that you had seen something of concern on any on-line or on-demand service. What kind of thing caused you concern on the online or on-demand TV or video content you saw? Please include anything you typed in at the previous question as well as anything you have not previously mentioned.
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	2102	303	1692	106*	244	59*	255	48*	65*	857	353
Incitement to crime	35	35	-	-	35	1	35	-	16	24	2
	2%	12%bc	-	-	14%e	1%	14%g	-	25%	3%	1%
Accuracy of medical/health claims	34	34	-	-	30	4	32	2	12	24	3
	2%	11%bc	-	-	12%	7%	13%	5%	18%	3%	1%
Inaccurate information	34	34	-	-	32	2	31	3	8	22	4
	2%	11%bc	-	-	13%e	3%	12%	6%	13%	3%	1%
Incitement to hatred	34	34	-	-	33	1	34	-	15	23	4
	2%	11%bc	-	-	14%e	1%	13%g	-	23%	3%	1%
Nakedness/naked bodies/body parts	33	33	-	-	30	2	32	1	8	23	2
	2%	11%bc	-	-	12%	4%	13%g	1%	13%	3%	1%
Illegal child sexual abuse material	32	32	-	-	31	1	32	-	11	25	4
	2%	11%bc	-	-	12%e	2%	13%g	-	17%	3%	1%
Defamation/smearing of others	28	28	-	-	28	-	28	-	12	22	1
	1%	9%bc	-	-	12%e	-	11%g	-	18%	3%	*
Infringing someone's privacy	27	27	-	-	24	2	26	1	8	18	4
	1%	9%bc	-	-	10%	4%	10%	2%	12%	2%	1%
Offence of religion	26	26	-	-	24	2	24	2	7	16	3
	1%	9%bc	-	-	10%	4%	9%	5%	11%	2%	1%
Exorcism/the paranormal	14	14	-	-	11	3	13	2	4	10	2
	1%	5%b	-	-	5%	5%	5%	3%	6%	1%	1%
Animal cruelty/abuse	4	4	-	-	4	*	4	-	1	3	-
	*	1%b	-	-	2%	1%	2%	-	1%	*	-
Mention of technical shortcomings e.g. buffering, screen size, doesn't support Linux etc.	3	3	-	-	2	2	1	2	1	1	1
	*	1%b	-	-	1%	3%	*	4%g	1%	*	*
Too much advertising / Too many / Go on too long	2	2	-	-	1	1	1	1	-	1	-
	*	1%b	-	-	*	2%	*	3%	-	*	-
Security issues	1	1	-	-	-	1	-	1	-	1	-
	*	*	-	-	-	2%	-	2%g	-	*	-
Actual war / People dying / Soldiers killing insurgents/ Be-headings etc.	1	1	-	-	1	-	1	-	-	1	-
	*	*	-	-	*	-	*	-	-	*	-
Other	1	1	-	-	1	1	1	-	-	1	1
	*	*b	-	-	*	1%	1%	-	-	*	*
None/Dk	6	6	-	-	1	5	1	5	-	3	1
	*	2%b	-	-	*	9%d	*	11%g	-	*	*

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

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Absolutes/col percents

Table 67

Q15 You mentioned that you had seen something of concern on any on-line or on-demand service. What kind of thing caused you concern on the online or on-demand TV or video content you saw? Please include anything you typed in at the previous question as well as anything you have not previously mentioned.

Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**2102**	303	1692	106*	244	59*	255	48*	65*	857	353
No concern	**1802**	4	1692	106	2	2	1	3	-	686	313
	86%	*1%*	100%a	100%a	*1%*	*4%*	*	6%f	-	*80%*	89%h
Net: Any concern	**293**	293	-	-	241	52	253	40	65	167	37
	14%	96%bc	-	-	99%e	*87%*	99%g	*83%*	*100%*	20%i	*11%*

Prepared by BDRC Continental

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

* small base

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 68

Q15a - Accuracy of medical/health claims
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	328	193	135	99	105	66	28	20	10	204	94	30	122	53	13	5	82	41	7	5	107	119	61	41	226	102
Base	303	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Effective Base	221	128	98	85	65	43	23	8	5	150	65	12	91	36	5	3	59	33	7	2	65	84	44	30	147	73
TV catch up services	20	16	4	5	8	4	2	-	-	14	6	-	11	5	-	-	2	1	-	-	5	7	5	3	12	8
	6%	8%	3%	5%	10%	7%	7%	-	-	7%	7%	-	9%	9%	-	-	3%	4%	-	-	6%	6%	8%	7%	6%	8%
Video content posted on social networking sites other than YouTube	10	7	4	5	4	1	-	-	-	9	1	-	5	1	-	-	4	-	-	-	6	3	1	1	8	2
	3%	3%	3%	5%	4%	2%	-	-	-	5%	1%	-	4%	2%	-	-	5%	-	-	-	6%	2%	1%	2%	4%	2%
Official YouTube channels from brands/ organisations you are familiar with	10	4	6	3	4	2	1	-	-	7	3	-	2	2	-	-	5	1	-	-	4	2	2	2	6	4
	3%	2%	6%	3%	5%	4%	3%	-	-	4%	4%	-	2%	4%	-	-	7%	4%	-	-	4%	2%	4%	4%	3%	4%
Other TV or video channels available on-line	7	5	3	1	4	1	1	-	-	5	2	-	3	2	-	-	3	-	-	-	1	4	1	1	5	2
	2%	2%	2%	1%	5%	1%	3%	-	-	3%	2%	-	2%	3%	-	-	4%	-	-	-	1%	4%	1%	2%	3%	2%
Free Video On-demand content available through your subscription service provider	6	6	1	3	2	1	-	-	-	5	1	-	4	1	-	-	1	-	-	-	3	1	1	1	4	3
	2%	3%	1%	3%	2%	2%	-	-	-	3%	1%	-	4%	2%	-	-	1%	-	-	-	3%	1%	2%	3%	2%	3%
YouTube videos uploaded by friends, family or other YouTube users	6	5	1	1	2	1	2	-	-	3	3	-	2	3	-	-	1	-	-	-	3	2	-	1	5	1
	2%	3%	1%	1%	3%	2%	6%	-	-	2%	3%	-	2%	5%	-	-	2%	-	-	-	3%	2%	-	2%	3%	1%
On-line video rental services downloaded or streamed	6	5	1	1	4	1	-	-	-	5	1	-	4	1	-	-	1	-	-	-	2	2	1	-	4	1
	2%	3%	1%	1%	5%	1%	-	-	-	3%	1%	-	4%	1%	-	-	1%	-	-	-	2%	2%	2%	-	2%	1%
Paid Video On-demand content available through your subscription service provider	4	4	-	-	2	2	-	-	-	2	2	-	2	2	-	-	-	-	-	-	1	2	1	-	3	1
	1%	2%	-	-	2%	4%	-	-	-	1%	3%	-	2%	4%	-	-	-	-	-	-	1%	2%	1%	-	2%	1%
Video content on news websites	3	1	2	-	1	1	1	-	-	1	2	-	-	1	-	-	1	1	-	-	1	1	1	1	2	2
	1%	1%	2%	-	2%	2%	2%	-	-	1%	2%	-	-	2%	-	-	2%	2%	-	-	1%	1%	1%	2%	1%	1%
Video content that can be downloaded from the internet through your gaming console	3	2	1	-	2	1	-	-	-	2	1	-	1	1	-	-	1	-	-	-	2	-	1	-	2	1
	1%	1%	1%	-	2%	1%	-	-	-	1%	1%	-	1%	1%	-	-	1%	-	-	-	2%	-	1%	-	1%	1%
Video content you have paid for on digital or on-line stores	1	1	-	-	1	1	-	-	-	1	1	-	1	1	-	-	-	-	-	-	1	-	-	-	1	-
	*	1%	-	-	1%	1%	-	-	-	*	1%	-	1%	1%	-	-	-	-	-	-	1%	-	-	-	1%	-
Don't know	*	-	*	-	*	-	-	-	-	*	-	-	-	-	-	-	*	-	-	-	-	-	*	-	-	*
	*	-	*	-	*	-	-	-	-	*	-	-	-	-	-	-	1%	-	-	-	-	-	1%	-	-	*
Not stated	269	171	98	90	74	53	24	20	8	163	78	28	102	49	16	4	61	29	4	4	87	93	53	37	179	90
	89%	88%	90%	89%	84%	90%	88%	100%	100%	87%	90%	100%	86%	89%	100%	100%	88%	90%	100%	100%	89%	89%	87%	89%	89%	88%
Net: Any YouTube	14	7	7	4	6	2	2	-	-	10	4	-	4	3	-	-	5	1	-	-	6	4	2	2	10	4
	4%	4%	6%	4%	7%	4%	6%	-	-	5%	5%	-	4%	5%	-	-	8%	4%	-	-	6%	3%	4%	4%	5%	4%

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 68

Q15a - Accuracy of medical/health claims
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	328	246	80	189	130	1	15	39	31	27	37	15	20	49	62	295	16	8	9	85	64	146
Base	303	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Effective Base	221	165	54	133	83	1	8	31	23	20	34	10	18	44	52	205	10	7	6	58	50	98
TV catch up services	20	20	-	10	10	-	2	2	3	-	3	-	-	4	3	17	1	1	2	7	3	7
	6%	9%a	-	6%	8%	-	12%	5%	11%	-	12%	-	-	9%	8%	6%	3%	14%	11%	8%	6%	5%
Video content posted on social networking sites other than YouTube	10	10	-	5	5	-	1	1	1	-	2	2	-	2	1	10	-	-	-	3	2	5
	3%	4%	-	3%	4%	-	3%	4%	4%	-	6%	7%	-	5%	3%	4%	-	-	-	4%	3%	4%
Official YouTube channels from brands/ organisations you are familiar with	10	9	1	7	3	-	1	2	1	-	1	3	-	-	1	10	-	-	-	5	1	5
	3%	4%	2%	4%	2%	-	8%	6%	5%	-	2%	12%	-	-	3%	4%	-	-	-	6%	1%	4%
Other TV or video channels available on-line	7	6	1	5	2	-	1	1	1	-	-	1	1	-	1	7	-	-	-	3	-	4
	2%	3%	2%	3%	2%	-	8%	4%	2%	-	-	4%	6%	-	3%	3%	-	-	-	4%	-	3%
Free Video On-demand content available through your subscription service provider	6	6	-	2	4	-	-	3	1	-	-	-	-	1	1	6	-	-	-	5	-	2
	2%	3%	-	1%	3%	-	-	9%	5%	-	-	-	-	2%	2%	2%	-	-	-	6%	-	1%
YouTube videos uploaded by friends, family or other YouTube users	6	6	-	3	3	-	1	2	*	-	-	-	-	1	1	6	1	-	-	3	-	2
	2%	3%	-	2%	3%	-	5%	5%	1%	-	-	-	-	2%	3%	2%	3%	-	-	4%	-	2%
On-line video rental services downloaded or streamed	6	6	-	3	3	-	-	-	1	1	-	1	-	-	2	5	-	1	-	1	1	3
	2%	2%	-	2%	2%	-	-	-	3%	4%	-	4%	-	-	5%	2%	-	14%	-	1%	2%	2%
Paid Video On-demand content available through your subscription service provider	4	4	-	2	2	-	-	-	1	-	-	-	-	-	1	3	-	-	2	1	-	1
	1%	2%	-	1%	2%	-	-	-	5%	-	-	-	-	-	3%	1%	-	-	11%	2%	-	1%
Video content on news websites	3	3	-	1	2	-	-	1	1	-	-	-	-	-	1	3	1	-	-	2	-	1
	1%	1%	-	1%	2%	-	-	4%	2%	-	-	-	-	-	2%	1%	5%	-	-	2%	-	*
Video content that can be downloaded from the internet through your gaming console	3	3	-	1	2	-	-	-	1	-	-	-	-	-	2	3	-	-	-	1	-	2
	1%	1%	-	*	2%	-	-	-	3%	-	-	-	-	-	5%	1%	-	-	-	1%	-	1%
Video content you have paid for on digital or on-line stores	1	1	-	-	1	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1
	*	1%	-	-	1%	-	-	-	-	-	-	-	-	-	3%	*	-	-	-	-	-	1%
Don't know	*	-	*	*	-	-	-	*	-	-	-	-	-	-	-	*	-	-	-	*	-	-
	*	-	1%	*	-	-	-	1%	-	-	-	-	-	-	-	*	-	-	-	1%	-	-
Not stated	269	193	74	145	116	*	15	31	22	27	25	26	18	39	36	239	14	4	13	68	52	119
	89%	86%	96%a	87%	90%	100%	83%	82%	84%	96%	86%	88%	94%	91%	90%	89%	92%	86%	89%	83%	91%	91%
Net: Any YouTube	14	12	1	8	5	-	1	4	1	-	1	3	-	1	2	13	1	-	-	6	1	6
	4%	5%	2%	5%	4%	-	8%	10%	5%	-	2%	12%	-	2%	5%	5%	3%	-	-	8%	1%	5%

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

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Absolutes/col percents

Table 68

Q15a - Accuracy of medical/health claims

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**328**	250	251	265	168	237	174	195	149	110	247	176	212	159	113	325	3	317	319	325
Base	**303**	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Effective Base	**221**	183	179	192	135	169	124	154	105	91	177	126	166	113	91	219	3	214	226	219
TV catch up services	**20**	14	16	18	10	15	12	13	8	5	15	12	13	9	5	20	-	20	20	20
	6%	*6%*	*7%*	*7%*	*7%*	*7%*	*8%*	*7%*	*5%*	*5%*	*7%*	*8%*	*7%*	*6%*	*5%*	*7%*	-	*7%*	*7%*	*7%*
Video content posted on social networking sites other than YouTube	**10**	9	9	10	8	9	7	9	5	2	9	7	9	5	2	10	-	10	10	10
	3%	*4%*	*4%*	*4%*	*5%*	*4%*	*5%*	*5%*	*4%*	*2%*	*4%*	*5%*	*5%*	*3%*	*2%*	*3%*	-	*3%*	*3%*	*3%*
Official YouTube channels from brands/ organisations you are familiar with	**10**	9	9	9	6	9	6	8	7	2	9	6	8	7	2	10	-	10	10	10
	3%	*4%*	*4%*	*4%*	*4%*	*4%*	*4%*	*5%*	*5%*	*3%*	*4%*	*4%*	*4%*	*5%*	*3%*	*3%*	-	*3%*	*3%*	*3%*
Other TV or video channels available on-line	**7**	6	6	6	3	6	3	6	5	3	6	3	6	5	3	7	-	7	7	7
	2%	*3%*	*3%*	*2%*	*2%*	*3%*	*2%*	*3%*	*3%*	*3%*	*3%*	*2%*	*3%*	*3%*	*3%*	*2%*	-	*2%*	*2%*	*2%*
Free Video On-demand content available through your subscription service provider	**6**	5	5	6	3	5	3	5	3	2	5	3	5	4	2	6	-	6	6	6
	2%	*2%*	*2%*	*3%*	*2%*	*2%*	*2%*	*3%*	*2%*	*2%*	*2%*	*2%*	*3%*	*3%*	*2%*	*2%*	-	*2%*	*2%*	*2%*
YouTube videos uploaded by friends, family or other YouTube users	**6**	4	5	6	4	5	2	4	3	1	5	2	5	3	1	6	-	6	6	6
	2%	*2%*	*2%*	*3%*	*3%*	*2%*	*1%*	*2%*	*2%*	*1%*	*2%*	*1%*	*3%*	*2%*	*1%*	*2%*	-	*2%*	*2%*	*2%*
On-line video rental services downloaded or streamed	**6**	2	5	6	3	5	1	6	2	1	5	1	6	2	1	6	-	6	6	6
	2%	*1%*	*2%*	*2%*	*2%*	*2%*	*1%*	*3%*	*2%*	*1%*	*2%*	*1%*	*3%*	*2%*	*1%*	*2%*	-	*2%*	*2%*	*2%*
Paid Video On-demand content available through your subscription service provider	**4**	3	2	4	3	2	3	4	2	-	2	3	4	2	-	4	-	4	4	4
	1%	*1%*	*1%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	-	*1%*	*2%*	*2%*	*1%*	-	*1%*	-	*1%*	*1%*	*1%*
Video content on news websites	**3**	3	3	3	2	3	1	3	2	1	3	1	3	2	1	3	-	3	3	3
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Video content that can be downloaded from the internet through your gaming console	**3**	1	2	3	3	2	1	3	1	-	2	1	3	1	-	3	-	3	3	3
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*2%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	-	*1%*	-	*1%*	*1%*	*1%*
Video content you have paid for on digital or on-line stores	**1**	1	1	1	1	1	1	1	1	-	1	1	1	1	-	1	-	1	1	1
	*	*	*	*1%*	*1%*	*	*	*1%*	*	-	*	*	*1%*	*	-	*	-	*	*	*
Don't know	*	*	-	-	*	-	*	-	-	-	-	*	-	-	-	*	-	*	*	*
	*	*	-	-	*	-	*	-	-	-	-	*	-	-	-	*	-	*	*	*
Not stated	**269**	192	196	214	127	184	130	152	127	83	191	132	164	133	87	263	6	255	254	263
	89%	*88%*	*87%*	*88%*	*88%*	*87%*	*88%*	*87%*	*89%*	*89%*	*87%*	*88%*	*87%*	*89%*	*89%*	*88%*	*100%*	*88%*	*88%*	*88%*

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

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Absolutes/col percents

Table 68

Q15a - Accuracy of medical/health claims

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	303	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Net: Any YouTube	14	10	12	13	9	12	6	10	8	3	12	6	11	8	3	14	-	14	14	14
	4%	*5%*	*6%*	*5%*	*6%*	*6%*	*4%*	*6%*	*6%*	*3%*	*6%*	*4%*	*6%*	*6%*	*3%*	*5%*	-	*5%*	*5%*	*5%*

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

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Base: All who have seen something of concern on any on-line or on-demand service

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	328	225	55	86	211	135	193	107	48	10	41	167	118	285	54	67	157	64	221	210
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Effective Base	221	183	29	62	140	108	114	88	36	9	22	106	98	202	37	48	108	55	161	149
TV catch up services	20	15	2	10	9	11	9	7	2	1	2	11	6	18	3	4	10	3	14	13
	6%	8%	3%	12%	5%	8%	5%	7%	5%	10%	5%	8%	5%	7%	6%	7%	7%	6%	7%	7%
Video content posted on social networking sites other than YouTube	10	8	1	3	6	5	5	4	1	-	-	6	4	10	2	2	7	1	8	6
	3%	4%	1%	4%	3%	4%	3%	4%	3%	-	-	4%	3%	4%	3%	2%	5%	2%	4%	4%
Official YouTube channels from brands/ organisations you are familiar with	10	7	1	4	6	8	2	7	1	1	-	6	4	10	1	2	5	1	6	8
	3%	4%	1%	4%	3%	6%d	1%	6%	1%	10%	-	4%	3%	4%	2%	3%	3%	3%	3%	4%
Other TV or video channels available on-line	7	4	2	2	4	4	3	2	1	1	-	4	3	7	2	3	3	-	3	3
	2%	2%	2%	2%	2%	3%	2%	2%	3%	10%	-	3%	3%	3%	3%	4%	2%	-	1%	2%
Free Video On-demand content available through your subscription service provider	6	6	-	4	2	2	4	1	1	-	1	3	2	5	-	-	2	2	4	4
	2%	3%	-	4%	1%	2%	2%	1%	1%	-	3%	2%	2%	2%	-	-	2%	4%	2%	2%
YouTube videos uploaded by friends, family or other YouTube users	6	4	1	2	4	3	3	1	1	1	1	4	1	5	2	3	2	-	2	2
	2%	2%	1%	2%	2%	2%	2%	*	3%	10%	3%	3%	1%	2%	4%	5%	1%	-	1%	1%
On-line video rental services downloaded or streamed	6	6	-	4	2	5	1	4	1	-	-	5	1	6	2	2	2	1	3	3
	2%	3%	-	4%	1%	4%	*	4%	3%	-	-	3%	1%	2%	5%	4%	2%	2%	2%	2%
Paid Video On-demand content available through your subscription service provider	4	4	1	4	-	4	1	2	1	-	-	4	-	4	1	1	3	1	4	3
	1%	2%	1%	4%d	-	3%	*	2%	3%	-	-	3%	-	2%	1%	1%	2%	2%	2%	2%
Video content on news websites	3	2	1	3	1	1	2	1	1	-	1	2	1	3	1	1	2	-	2	2
	1%	1%	1%	3%	*	1%	1%	1%	1%	-	2%	1%	1%	1%	1%	1%	1%	-	1%	1%
Video content that can be downloaded from the internet through your gaming console	3	3	-	3	-	3	-	1	1	-	-	2	1	3	1	1	1	1	2	2
	1%	1%	-	3%d	-	2%	-	1%	3%	-	-	1%	*	1%	1%	1%	1%	2%	1%	1%
Video content you have paid for on digital or on-line stores	1	1	-	1	-	1	-	-	1	-	-	1	-	1	1	1	1	-	1	1
	*	1%	-	1%	-	1%	-	-	3%	-	-	1%	-	*	1%	1%	*	-	*	*
Don't know	*	*	-	-	*	-	*	-	-	-	-	*	-	*	-	-	*	-	*	*
	*	*	-	-	*	-	*	-	-	-	-	*	-	*	-	-	*	-	*	*
Not stated	269	170	62	70	170	117	152	88	45	9	39	127	101	229	47	57	121	48	168	156
	89%	86%	96%	81%	91%	86%	91%	85%	95%	90%	90%	88%	89%	88%	89%	89%	88%	88%	88%	87%

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

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Absolutes/col percents

Table 68

Q15a - Accuracy of medical/health claims
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Net: Any YouTube	14	10	1	5	8	9	4	7	1	1	1	8	4	12	4	5	6	1	7	8
	4%	*5%*	*1%*	*6%*	*4%*	*7%*	*3%*	*7%*	*3%*	*10%*	*3%*	*6%*	*3%*	*5%*	*7%*	*7%*	*4%*	*3%*	*4%*	*5%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
	Total	Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**328**	328	-	-	258	70	270	58	67	181	40
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Effective Base	**221**	221	-	-	170	53	180	42	47	123	22
TV catch up services	**20**	20	-	-	18	2	19	1	8	14	1
	6%	*6%*	-	-	*7%*	*4%*	*7%*	*2%*	*12%*	*8%*	*2%*
Video content posted on social networking sites other than YouTube	**10**	10	-	-	9	1	10	-	3	8	1
	3%	*3%*	-	-	*4%*	*1%*	*4%*	-	*4%*	*4%*	*2%*
Official YouTube channels from brands/ organisations you are familiar with	**10**	10	-	-	9	1	9	1	2	7	1
	3%	*3%*	-	-	*4%*	*2%*	*4%*	*1%*	*3%*	*4%*	*3%*
Other TV or video channels available on-line	**7**	7	-	-	7	-	7	-	2	5	-
	2%	*2%*	-	-	*3%*	-	*3%*	-	*4%*	*3%*	-
Free Video On-demand content available through your subscription service provider	**6**	6	-	-	5	1	6	-	5	5	-
	2%	*2%*	-	-	*2%*	*2%*	*2%*	-	*7%*	*3%*	-
YouTube videos uploaded by friends, family or other YouTube users	**6**	6	-	-	5	1	5	1	1	4	*
	2%	*2%*	-	-	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*1%*
On-line video rental services downloaded or streamed	**6**	6	-	-	6	-	6	-	2	4	-
	2%	*2%*	-	-	*2%*	-	*2%*	-	*3%*	*3%*	-
Paid Video On-demand content available through your subscription service provider	**4**	4	-	-	4	-	4	-	3	4	-
	1%	*1%*	-	-	*2%*	-	*2%*	-	*4%*	*2%*	-
Video content on news websites	**3**	3	-	-	3	-	3	-	1	3	1
	1%	*1%*	-	-	*1%*	-	*1%*	-	*2%*	*2%*	*2%*
Video content that can be downloaded from the internet through your gaming console	**3**	3	-	-	3	-	3	-	1	2	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*1%*	*1%*	-
Video content you have paid for on digital or on-line stores	**1**	1	-	-	1	-	1	-	1	1	-
	*	*	-	-	*1%*	-	*	-	*1%*	*1%*	-
Don't know	*	*	-	-	*	-	*	-	-	*	-
	*	*	-	-	*	-	*	-	-	*	-
Not stated	**269**	269	-	-	214	55	223	46	53	149	37
	89%	*89%*	-	-	*88%*	*93%*	*87%*	*95%*	*82%*	*86%*	*93%*

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

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Absolutes/col percents

Table 68

Q15a - Accuracy of medical/health claims

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
	Total	Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Net: Any YouTube	**14**	14	-	-	12	2	12	1	3	9	1
	4%	*4%*	-	-	*5%*	*3%*	*5%*	*3%*	*4%*	*5%*	*3%*

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

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Absolutes/col percents

Table 69

Q15a - Age discrimination

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	328	193	135	99	105	66	28	20	10	204	94	30	122	53	13	5	82	41	7	5	107	119	61	41	226	102
Base	303	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Effective Base	221	128	98	85	65	43	23	8	5	150	65	12	91	36	5	3	59	33	7	2	65	84	44	30	147	73
TV catch up services	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
On-line video rental services downloaded or streamed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Free Video On-demand content available through your subscription service provider	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Paid Video On-demand content available through your subscription service provider	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Official YouTube channels from brands/ organisations you are familiar with	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other TV or video channels available on-line	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
YouTube videos uploaded by friends, family or other YouTube users	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content posted on social networking sites other than YouTube	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content you have paid for on digital or on-line stores	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content on news websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content that can be downloaded from the internet through your gaming console	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	303	194	109	101	87	59	28	20	8	188	87	28	119	55	16	4	69	32	4	4	98	103	61	42	201	102
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Net: Any YouTube	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

bdrc continental providing intelligence

20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 69

Q15a - Age discrimination

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**328**	246	80	189	130	1	15	39	31	27	37	15	20	49	62	295	16	8	9	85	64	146
Base	**303**	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Effective Base	**221**	165	54	133	83	1	8	31	23	20	34	10	18	44	52	205	10	7	6	58	50	98
TV catch up services	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
On-line video rental services downloaded or streamed	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Free Video On-demand content available through your subscription service provider	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Paid Video On-demand content available through your subscription service provider	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Official YouTube channels from brands/ organisations you are familiar with	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other TV or video channels available on-line	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
YouTube videos uploaded by friends, family or other YouTube users	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content posted on social networking sites other than YouTube	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content you have paid for on digital or on-line stores	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content on news websites	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content that can be downloaded from the internet through your gaming console	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	**303**	225	77	166	129	*	18	37	26	28	29	29	20	43	40	270	15	5	15	82	57	131
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Net: Any YouTube	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 69

Q15a - Age discrimination

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	328	250	251	265	168	237	174	195	149	110	247	176	212	159	113	325	3	317	319	325
Base	303	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Effective Base	221	183	179	192	135	169	124	154	105	91	177	126	166	113	91	219	3	214	226	219
TV catch up services	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
On-line video rental services downloaded or streamed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Free Video On-demand content available through your subscription service provider	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Paid Video On-demand content available through your subscription service provider	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Official YouTube channels from brands/ organisations you are familiar with	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other TV or video channels available on-line	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
YouTube videos uploaded by friends, family or other YouTube users	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content posted on social networking sites other than YouTube	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content you have paid for on digital or on-line stores	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content on news websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content that can be downloaded from the internet through your gaming console	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	303	217	225	243	144	213	148	175	142	94	220	150	188	150	97	298	6	289	288	298
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*

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

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 69

Q15a - Age discrimination

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**303**	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Net: Any YouTube	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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Base: All who have seen something of concern on any on-line or on-demand service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	328	225	55	86	211	135	193	107	48	10	41	167	118	285	54	67	157	64	221	210
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Effective Base	221	183	29	62	140	108	114	88	36	9	22	106	98	202	37	48	108	55	161	149
TV catch up services	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
On-line video rental services downloaded or streamed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Free Video On-demand content available through your subscription service provider	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Paid Video On-demand content available through your subscription service provider	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Official YouTube channels from brands/ organisations you are familiar with	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other TV or video channels available on-line	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
YouTube videos uploaded by friends, family or other YouTube users	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content posted on social networking sites other than YouTube	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content you have paid for on digital or on-line stores	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content on news websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content that can be downloaded from the internet through your gaming console	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	303	196	65	86	187	136	167	104	48	10	43	145	114	259	53	64	138	54	192	179
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*

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

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Table 69

Q15a - Age discrimination

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	**303**	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Net: Any YouTube	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**328**	328	-	-	258	70	270	58	67	181	40
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Effective Base	**221**	221	-	-	170	53	180	42	47	123	22
TV catch up services	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
On-line video rental services downloaded or streamed	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Free Video On-demand content available through your subscription service provider	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Paid Video On-demand content available through your subscription service provider	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Official YouTube channels from brands/ organisations you are familiar with	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other TV or video channels available on-line	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
YouTube videos uploaded by friends, family or other YouTube users	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Video content posted on social networking sites other than YouTube	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Video content you have paid for on digital or on-line stores	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Video content on news websites	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Video content that can be downloaded from the internet through your gaming console	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Not stated	**303**	303	-	-	244	59	255	48	65	173	40
	100%	*100%*	-	-	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*

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

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 69

Q15a - Age discrimination

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
	Total	Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Net: Any YouTube	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

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

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 70

Q15a - Bad language

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	328	193	135	99	105	66	28	20	10	204	94	30	122	53	13	5	82	41	7	5	107	119	61	41	226	102
Base	303	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Effective Base	221	128	98	85	65	43	23	8	5	150	65	12	91	36	5	3	59	33	7	2	65	84	44	30	147	73
TV catch up services	23	13	11	10	7	2	3	1	*	18	5	1	10	2	1	*	8	3	-	-	6	7	3	6	14	10
	8%	7%	10%	10%	8%	3%	11%	3%	5%	9%	6%	4%	8%	3%	4%	11%	11%	9%	-	-	6%	7%	6%	15%	7%	10%
Official YouTube channels from brands/ organisations you are familiar with	21	9	11	12	5	3	1	-	*	17	4	*	8	1	-	*	9	3	-	-	8	10	2	2	17	3
	7%	5%	10%	12%	6%	4%	4%	-	5%	9%	4%	1%	7%	2%	-	11%	13%	8%	-	-	8%	10%	3%	4%	9%	3%
YouTube videos uploaded by friends, family or other YouTube users	20	13	7	4	7	7	2	*	-	11	9	*	6	7	*	-	5	2	-	-	11	5	3	1	16	4
	7%	7%	6%	4%	7%	12%	7%	2%	-	6%	10%	1%	5%	13%	2%	-	7%	6%	-	-	11%	5%	5%	2%	8%	4%
Other TV or video channels available on-line	18	11	7	5	10	3	-	-	-	15	3	-	10	2	-	-	5	1	-	-	2	8	6	1	10	8
	6%	6%	6%	5%	11%	5%	-	-	-	8%	3%	-	8%	3%	-	-	8%	4%	-	-	2%	8%	10%	4%	5%	7%
Video content posted on social networking sites other than YouTube	16	11	5	6	3	7	-	1	-	9	7	1	5	6	1	-	4	1	-	-	9	4	1	2	14	3
	5%	6%	5%	6%	4%	12%	-	3%	-	5%	8%	2%	4%	11%	3%	-	6%	3%	-	-	9%	4%	2%	4%	7%	3%
On-line video rental services downloaded or streamed	10	6	4	5	3	2	-	-	-	8	2	-	5	1	-	-	3	1	-	-	4	6	-	-	10	-
	3%	3%	3%	5%	4%	3%	-	-	-	4%	2%	-	5%	1%	-	-	4%	4%	-	-	4%	6%y	-	-	5%	-
Free Video On-demand content available through your subscription service provider	9	6	3	3	4	-	1	-	*	7	1	*	5	1	-	*	3	-	-	-	1	2	2	3	4	5
	3%	3%	2%	3%	5%	-	3%	-	5%	4%	1%	1%	4%	2%	-	11%	4%	-	-	-	1%	2%	4%	6%	2%	5%
Paid Video On-demand content available through your subscription service provider	8	6	1	5	1	-	1	-	*	6	1	*	5	1	-	*	1	-	-	-	4	1	1	1	5	2
	2%	3%	1%	5%	2%	-	4%	-	5%	3%	1%	1%	4%	2%	-	11%	2%	-	-	-	4%	1%	2%	2%	3%	2%
Video content on news websites	7	4	3	2	5	-	-	-	-	7	-	-	4	-	-	-	3	-	-	-	1	4	1	1	5	2
	2%	2%	3%	2%	6%	-	-	-	-	4%	-	-	3%	-	-	-	5%	-	-	-	1%	4%	1%	2%	3%	2%
Video content that can be downloaded from the internet through your gaming console	6	3	2	3	1	-	2	-	-	4	2	-	3	1	-	-	1	1	-	-	3	3	-	-	6	-
	2%	2%	2%	3%	1%	-	7%	-	-	2%	2%	-	2%	2%	-	-	2%	3%	-	-	3%	3%	-	-	3%	-
Video content you have paid for on digital or on-line stores	5	2	3	3	1	*	1	-	-	4	1	-	2	*	-	-	2	1	-	-	1	4	*	-	5	*
	2%	1%	3%	3%	1%	1%	3%	-	-	2%	1%	-	2%	1%	-	-	3%	3%	-	-	1%	4%	1%	-	2%	*
Don't know	7	7	-	3	-	-	-	4	-	3	-	4	3	-	4	-	-	-	-	-	1	4	1	2	4	3
	2%	4%	-	3%	-	-	-	21%	-	1%	-	15%	2%	-	26%	-	-	-	-	-	1%	4%	1%	4%	2%	3%
Not stated	223	138	85	70	66	44	21	14	8	136	65	22	83	41	10	3	53	24	4	4	70	77	44	33	146	77
	74%	71%	78%	69%	75%	75%	75%	71%	95%	72%	75%	78%	69%	75%	64%	89%	77%	75%	100%	100%	72%	74%	73%	78%	73%	75%

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

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 70

Q15a - Bad language

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	**303**	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Net: Any YouTube	**33**	19	14	12	10	9	2	*	*	21	11	1	11	7	*	*	10	4	-	-	16	12	4	2	28	5
	11%	*10%*	*13%*	*12%*	*11%*	*15%*	*7%*	*2%*	*5%*	*11%*	*13%*	*3%*	*9%*	*13%*	*2%*	*11%*	*15%*	*12%*	-	-	*16%*	*11%*	*6%*	*4%*	*14%*	*5%*

Prepared by BDRC Continental

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

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Table 70

Q15a - Bad language

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	328	246	80	189	130	1	15	39	31	27	37	15	20	49	62	295	16	8	9	85	64	146
Base	303	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Effective Base	221	165	54	133	83	1	8	31	23	20	34	10	18	44	52	205	10	7	6	58	50	98
TV catch up services	23	18	4	14	9	-	1	3	3	3	3	-	1	5	3	23	1	-	-	7	6	10
	8%	8%	5%	9%	7%	-	4%	9%	12%	10%	10%	-	7%	12%	9%	8%	5%	-	-	9%	10%	8%
Official YouTube channels from brands/ organisations you are familiar with	21	16	4	15	6	-	-	3	1	2	6	2	1	2	3	20	*	-	-	4	7	9
	7%	7%	5%	9%	4%	-	-	9%	4%	6%	20%lm	7%	7%	5%	8%	8%	3%	-	-	5%	13%	7%
YouTube videos uploaded by friends, family or other YouTube users	20	17	3	7	13	-	-	2	2	2	2	-	1	3	3	15	-	-	5	3	5	7
	7%	7%	4%	4%	10%	-	-	4%	7%	8%	8%	-	7%	7%	7%	6%	-	-	36%	4%	8%	5%
Other TV or video channels available on-line	18	13	5	5	13	-	1	2	3	-	1	4	2	4	-	18	-	-	-	6	1	11
	6%	6%	7%	3%	10%	-	8%	5%	10%	-	5%	14%	13%	10%lm	-	7%	-	-	-	7%	3%	8%
Video content posted on social networking sites other than YouTube	16	13	3	5	12	-	-	-	2	1	2	-	2	3	1	11	*	-	5	2	3	6
	5%	6%	4%	3%	9%c	-	-	-	6%	4%	8%	-	9%	7%	2%	4%	3%	-	36%	2%	6%	4%
On-line video rental services downloaded or streamed	10	9	1	7	3	-	-	1	1	-	2	-	1	1	4	10	-	-	-	3	2	6
	3%	4%	2%	4%	2%	-	-	3%	5%	-	6%	-	7%	1%	9%	4%	-	-	-	3%	3%	4%
Free Video On-demand content available through your subscription service provider	9	7	1	3	4	-	1	1	1	1	2	2	1	1	-	9	-	-	-	2	3	4
	3%	3%	2%	2%	3%	-	5%	1%	4%	4%	5%	6%	7%	2%	-	3%	-	-	-	3%	5%	3%
Paid Video On-demand content available through your subscription service provider	8	7	*	4	3	-	-	4	*	-	1	-	1	-	1	8	-	-	-	4	1	3
	2%	3%	1%	3%	3%	-	-	10%lm	2%	-	2%	-	7%	-	3%	3%	-	-	-	5%	1%	2%
Video content on news websites	7	6	1	3	4	-	-	1	-	-	1	-	1	2	3	7	-	-	-	1	1	6
	2%	3%	1%	2%	3%	-	-	1%	-	-	3%	-	7%	4%	7%	3%	-	-	-	1%	1%	4%
Video content that can be downloaded from the internet through your gaming console	6	4	1	4	2	-	-	-	-	1	-	-	1	1	1	5	-	1	-	-	1	4
	2%	2%	2%	2%	1%	-	-	-	-	3%	-	-	7%	3%	3%	2%	-	19%	-	-	2%	3%
Video content you have paid for on digital or on-line stores	5	4	1	2	2	-	-	1	1	1	1	-	1	-	-	5	-	*	-	2	2	1
	2%	2%	1%	1%	2%	-	-	4%	2%	3%	3%	-	7%	-	-	2%	-	7%	-	2%	3%	1%
Don't know	7	5	2	7	-	-	1	1	-	4	-	-	-	1	-	7	-	-	-	2	4	1
	2%	2%	3%	4%	-	-	5%	2%	-	15%	-	-	-	2%	-	3%	-	-	-	2%	8%st	1%
Not stated	223	160	63	115	103	*	15	24	19	19	21	21	17	32	29	197	13	3	9	59	40	99
	74%	71%	82%	69%	80%	100%	82%	65%	73%	67%	75%	73%	85%	74%	74%	73%	88%	74%	64%	71%	71%	75%
Net: Any YouTube	33	27	5	19	14	-	-	3	3	3	6	2	1	4	5	28	*	-	5	6	10	12
	11%	12%	6%	12%	11%	-	-	9%	10%	11%	23%	7%	7%	9%	12%	10%	3%	-	36%	7%	17%	9%

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

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

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Absolutes/col percents

Table 70

Q15a - Bad language

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**328**	250	251	265	168	237	174	195	149	110	247	176	212	159	113	325	3	317	319	325
Base	**303**	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Effective Base	**221**	183	179	192	135	169	124	154	105	91	177	126	166	113	91	219	3	214	226	219
TV catch up services	**23**	16	17	19	12	17	8	16	12	11	17	8	18	12	11	23	-	23	23	23
	8%	*7%*	*8%*	*8%*	*8%*	*8%*	*5%*	*9%*	*8%*	*12%*	*8%*	*5%*	*10%*	*8%*	*11%*	*8%*	-	*8%*	*8%*	*8%*
Official YouTube channels from brands/ organisations you are familiar with	**21**	16	17	19	13	17	12	17	14	5	17	12	17	14	5	21	-	21	21	21
	7%	*7%*	*8%*	*8%*	*9%*	*8%*	*8%*	*10%*	*10%*	*6%*	*8%*	*8%*	*9%*	*9%*	*5%*	*7%*	-	*7%*	*7%*	*7%*
YouTube videos uploaded by friends, family or other YouTube users	**20**	8	19	19	12	18	5	13	14	4	19	5	14	14	4	20	-	20	20	20
	7%	*4%*	*8%*	*8%*	*8%*	*9%*	*4%*	*7%*	*10%*	*4%*	*8%*	*3%*	*7%*	*9%*	*4%*	*7%*	-	*7%*	*7%*	*7%*
Other TV or video channels available on-line	**18**	7	11	16	8	10	4	15	11	3	11	4	16	11	3	18	-	18	18	18
	6%	*3%*	*5%*	*7%*	*5%*	*5%*	*3%*	*9%*	*8%*	*4%*	*5%*	*3%*	*8%*	*7%*	*3%*	*6%*	-	*6%*	*6%*	*6%*
Video content posted on social networking sites other than YouTube	**16**	6	13	15	8	13	6	9	12	2	13	6	10	12	2	16	-	16	16	16
	5%	*3%*	*6%*	*6%*	*6%*	*6%*	*4%*	*5%*	***8%***	*2%*	*6%*	*4%*	*5%*	***8%***	*2%*	*6%*	-	*5%*	*6%*	*6%*
On-line video rental services downloaded or streamed	**10**	7	7	8	7	6	7	7	6	3	7	7	8	6	3	10	-	10	10	10
	3%	*3%*	*3%*	*3%*	*5%*	*3%*	*5%*	*4%*	*4%*	*3%*	*3%*	*5%*	*4%*	*4%*	*3%*	*3%*	-	*3%*	*3%*	*3%*
Free Video On-demand content available through your subscription service provider	**9**	7	7	8	4	7	5	5	3	2	7	5	6	4	2	9	-	9	9	9
	3%	*3%*	*3%*	*3%*	*3%*	*4%*	*4%*	*3%*	*2%*	*3%*	*3%*	*4%*	*3%*	*2%*	*2%*	*3%*	-	*3%*	*3%*	*3%*
Paid Video On-demand content available through your subscription service provider	**8**	5	6	7	6	6	2	6	6	3	6	2	6	6	3	8	-	8	8	8
	2%	*2%*	*3%*	*3%*	*4%*	*3%*	*1%*	*4%*	*4%*	*3%*	*3%*	*1%*	*3%*	*4%*	*3%*	*3%*	-	*3%*	*3%*	*3%*
Video content on news websites	**7**	4	5	6	6	5	4	6	4	2	5	4	6	4	2	7	-	7	7	7
	2%	*2%*	*2%*	*3%*	*4%*	*3%*	*3%*	*4%*	*3%*	*3%*	*2%*	*3%*	*3%*	*3%*	*2%*	*2%*	-	*2%*	*2%*	*2%*
Video content that can be downloaded from the internet through your gaming console	**6**	3	6	6	6	6	2	5	4	-	6	2	6	4	-	6	-	6	6	6
	2%	*1%*	*2%*	*2%*	*4%*	*3%*	*1%*	*3%*	*3%*	-	*3%*	*1%*	*3%*	*3%*	-	*2%*	-	*2%*	*2%*	*2%*
Video content you have paid for on digital or on-line stores	**5**	2	3	5	5	3	2	4	4	-	3	2	5	4	-	5	-	5	5	5
	2%	*1%*	*2%*	*2%*	*3%*	*2%*	*2%*	*2%*	*3%*	-	*2%*	*2%*	*3%*	*3%*	-	*2%*	-	*2%*	*2%*	*2%*
Don't know	**7**	6	3	2	3	3	5	2	2	2	3	5	2	2	2	7	-	7	7	7
	2%	*3%*	*1%*	*1%*	*2%*	*2%*	*3%*	*1%*	*2%*	*2%*	*1%*	*3%*	*1%*	*2%*	*2%*	*2%*	-	*2%*	*2%*	*2%*
Not stated	**223**	163	169	177	104	157	115	124	95	66	163	117	133	101	70	217	6	209	208	217
	74%	*75%*	*75%*	*73%*	*72%*	*74%*	*78%*	*71%*	*67%*	*70%*	*74%*	*78%*	*71%*	*67%*	*71%*	*73%*	*100%*	*72%*	*72%*	*73%*

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

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bdrc continental providing intelligence

20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 70

Q15a - Bad language

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**303**	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Net: Any YouTube	**33**	20	28	31	20	28	15	23	23	8	28	15	24	23	8	33	-	33	33	33
	11%	*9%*	*13%*	*13%*	*14%*	*13%*	*10%*	*13%*	*16%*	*9%*	*13%*	*10%*	*13%*	*15%*	*9%*	*11%*	-	*11%*	*12%*	*11%*

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

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Base: All who have seen something of concern on any on-line or on-demand service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	328	225	55	86	211	135	193	107	48	10	41	167	118	285	54	67	157	64	221	210
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Effective Base	221	183	29	62	140	108	114	88	36	9	22	106	98	202	37	48	108	55	161	149
TV catch up services	23	13	7	8	16	13	11	9	4	4	5	3	16	19	4	4	10	4	15	13
	8%	7%	10%	9%	8%	9%	6%	8%	9%	44%	11%	2%	14%k	7%	8%	7%	8%	8%	8%	7%
Official YouTube channels from brands/ organisations you are familiar with	21	18	2	6	14	13	8	11	3	-	1	7	13	20	2	2	12	2	14	13
	7%	9%	3%	8%	7%	10%	5%	11%	7%	-	2%	5%	11%	8%	4%	4%	9%	4%	7%	7%
YouTube videos uploaded by friends, family or other YouTube users	20	11	8	5	15	11	10	9	4	-	5	6	9	15	1	1	7	4	11	11
	7%	5%	12%	5%	8%	8%	6%	9%	8%	-	12%	4%	8%	6%	1%	1%	5%	8%	6%	6%
Other TV or video channels available on-line	18	12	1	5	8	5	13	5	2	-	1	10	7	17	-	-	6	3	9	9
	6%	6%	2%	6%	4%	4%	8%	5%	5%	-	2%	7%	6%	7%	-	-	5%	6%	5%	5%
Video content posted on social networking sites other than YouTube	16	8	7	2	14	7	10	7	3	-	6	2	9	11	1	1	6	3	9	8
	5%	4%	11%	3%	8%	5%	6%	6%	6%	-	14%	1%	8%k	4%	1%	1%	4%	6%	5%	5%
On-line video rental services downloaded or streamed	10	7	1	5	3	5	4	5	2	-	-	6	4	10	-	-	9	1	10	8
	3%	3%	2%	6%	1%	4%	3%	5%	3%	-	-	4%	4%	4%	-	-	6%	2%	5%	4%
Free Video On-demand content available through your subscription service provider	9	4	3	1	7	4	5	3	1	1	1	4	4	8	2	3	5	1	6	6
	3%	2%	5%	1%	4%	3%	3%	3%	2%	10%	2%	3%	3%	3%	3%	4%	3%	1%	3%	3%
Paid Video On-demand content available through your subscription service provider	8	6	1	3	3	4	3	2	3	-	1	2	5	7	2	2	4	1	6	5
	2%	3%	1%	4%	2%	3%	2%	2%	6%	-	2%	1%	5%	3%	4%	3%	3%	3%	3%	3%
Video content on news websites	7	6	-	3	4	5	2	5	2	-	-	2	5	7	1	1	4	2	6	6
	2%	3%	-	3%	2%	4%	1%	4%	5%	-	-	1%	4%	3%	1%	1%	3%	3%	3%	3%
Video content that can be downloaded from the internet through your gaming console	6	3	2	1	5	4	1	3	2	-	-	1	4	6	1	1	3	1	4	3
	2%	2%	3%	1%	3%	3%	1%	3%	5%	-	-	1%	4%	2%	3%	2%	2%	2%	2%	2%
Video content you have paid for on digital or on-line stores	5	3	2	-	4	2	3	-	2	-	-	1	4	5	-	-	3	1	4	3
	2%	2%	3%	-	2%	2%	2%	-	5%d	-	-	1%	4%	2%	-	-	2%	3%	2%	2%
Don't know	7	3	4	5	1	4	3	-	4	-	-	6	1	7	4	5	1	1	1	3
	2%	2%	6%	6%d	*	3%	2%	-	8%d	-	-	4%	1%	3%	7%pr	7%pr	*	2%	1%	2%
Not stated	223	150	43	55	146	93	130	74	30	4	33	112	76	189	40	49	106	41	147	136
	74%	76%	65%	64%	78%c	68%	78%	71%	63%	46%	77%	77%	67%	73%	75%	76%	77%	77%	77%	76%

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 70

Q15a - Bad language

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Net: Any YouTube	33	22	8	9	24	19	14	17	6	-	6	11	16	27	2	2	15	5	20	20
	11%	*11%*	*13%*	*10%*	*13%*	*14%*	*8%*	*16%*	*12%*	-	*14%*	*8%*	*14%*	*11%*	*4%*	*4%*	*11%*	*10%*	*11%*	*11%*

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

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Base: All who have seen something of concern on any on-line or on-demand service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**328**	328	-	-	258	70	270	58	67	181	40
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Effective Base	**221**	221	-	-	170	53	180	42	47	123	22
TV catch up services	**23**	23	-	-	23	1	23	1	5	15	3
	8%	*8%*	-	-	*9%*	*1%*	*9%*	*1%*	*8%*	*9%*	*6%*
Official YouTube channels from brands/ organisations you are familiar with	**21**	21	-	-	20	1	20	1	6	14	-
	7%	*7%*	-	-	*8%*	*1%*	*8%*	*1%*	*9%*	*8%*	-
YouTube videos uploaded by friends, family or other YouTube users	**20**	20	-	-	20	-	20	-	8	9	5
	7%	*7%*	-	-	*81%d*	-	*8%*	-	*13%*	*5%*	*13%*
Other TV or video channels available on-line	**18**	18	-	-	17	1	17	1	1	14	1
	6%	*6%*	-	-	*7%*	*2%*	*7%*	*3%*	*1%*	*8%*	*2%*
Video content posted on social networking sites other than YouTube	**16**	16	-	-	16	1	16	1	7	6	5
	5%	*5%*	-	-	*6%*	*1%*	*6%*	*1%*	*11%*	*3%*	*13%*
On-line video rental services downloaded or streamed	**10**	10	-	-	10	-	10	-	5	4	2
	3%	*3%*	-	-	*4%*	-	*4%*	-	*7%*	*2%*	*4%*
Free Video On-demand content available through your subscription service provider	**9**	9	-	-	6	2	6	2	3	4	-
	3%	*3%*	-	-	*3%*	*4%*	*3%*	*5%*	*5%*	*2%*	-
Paid Video On-demand content available through your subscription service provider	**8**	8	-	-	7	1	7	1	2	5	1
	2%	*2%*	-	-	*3%*	*1%*	*3%*	*1%*	*3%*	*3%*	*2%*
Video content on news websites	**7**	7	-	-	6	1	7	-	2	5	-
	2%	*2%*	-	-	*3%*	*1%*	*3%*	-	*3%*	*3%*	-
Video content that can be downloaded from the internet through your gaming console	**6**	6	-	-	5	1	6	-	-	5	-
	2%	*2%*	-	-	*2%*	*1%*	*2%*	-	-	*3%*	-
Video content you have paid for on digital or on-line stores	**5**	5	-	-	5	-	5	-	1	4	-
	2%	*2%*	-	-	*2%*	-	*2%*	-	*1%*	*2%*	-
Don't know	**7**	7	-	-	4	3	4	3	1	6	-
	2%	*2%*	-	-	*2%*	*4%*	*2%*	*5%*	*1%*	*4%*	-
Not stated	**223**	223	-	-	171	52	181	43	42	121	30
	74%	*74%*	-	-	*70%*	*88%d*	*71%*	*88%d*	*64%*	*70%*	*75%*

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

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Absolutes/col percents

Table 70

Q15a - Bad language

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
	Total	Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Net: Any YouTube	**33**	33	-	-	32	1	32	1	12	19	5
	11%	*11%*	-	-	*13%*	*1%*	*13%*	*1%*	*18%*	*11%*	*13%*

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

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Absolutes/col percents

Table 71

Q15a - Bullying/victimising

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	328	193	135	99	105	66	28	20	10	204	94	30	122	53	13	5	82	41	7	5	107	119	61	41	226	102
Base	303	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Effective Base	221	128	98	85	65	43	23	8	5	150	65	12	91	36	5	3	59	33	7	2	65	84	44	30	147	73
Official YouTube channels from brands/ organisations you are familiar with	14	8	6	6	4	2	2	-	-	10	4	-	6	2	-	-	5	1	-	-	8	3	1	2	11	3
	5%	4%	5%	6%	5%	3%	7%	-	-	6%	4%	-	5%	4%	-	-	7%	5%	-	-	8%	3%	2%	5%	6%	3%
YouTube videos uploaded by friends, family or other YouTube users	14	8	6	4	4	2	3	*	*	8	5	1	6	1	*	-	1	4	-	*	8	2	2	1	11	3
	4%	4%	5%	4%	5%	4%	10%	2%	5%	4%	6%	3%	5%	2%	2%	-	2%	13%p	-	10%	9%	2%	4%	2%	5%	3%
TV catch up services	13	9	4	7	*	3	4	-	-	7	6	-	4	5	-	-	2	2	-	-	4	5	4	1	9	5
	4%	5%	4%	6%	*	5%	13%	-	-	4%	7%d	-	4%	9%	-	-	4%	5%	-	-	4%	5%	7%	2%	4%	5%
Video content posted on social networking sites other than YouTube	12	9	3	3	3	5	-	-	-	6	5	-	6	3	-	-	-	3	-	-	4	7	1	-	11	1
	4%	5%	2%	3%	4%	9%	-	-	-	3%	6%	-	5%	5%	-	-	-	8%d	-	-	4%	6%	1%	-	5%	1%
On-line video rental services downloaded or streamed	8	6	2	3	3	2	-	-	-	6	2	-	4	2	-	-	2	-	-	-	3	2	2	1	4	3
	3%	3%	2%	3%	3%	3%	-	-	-	3%	2%	-	4%	3%	-	-	3%	-	-	-	3%	2%	3%	3%	2%	3%
Other TV or video channels available on-line	6	4	2	3	1	2	-	-	-	4	2	-	3	2	-	-	2	-	-	-	3	3	-	-	6	-
	2%	2%	1%	3%	1%	3%	-	-	-	2%	2%	-	2%	3%	-	-	2%	-	-	-	3%	3%	-	-	3%	-
Paid Video On-demand content available through your subscription service provider	3	3	1	2	1	1	-	-	-	3	1	-	2	1	-	-	1	-	-	-	1	1	1	-	2	1
	1%	1%	1%	2%	1%	1%	-	-	-	2%	1%	-	2%	1%	-	-	1%	-	-	-	1%	1%	2%	-	1%	1%
Video content you have paid for on digital or on-line stores	3	1	2	-	1	*	2	-	-	1	2	-	1	*	-	-	-	2	-	-	2	-	*	1	2	1
	1%	*	1%	-	1%	1%	6%	-	-	*	2%	-	1%	1%	-	-	-	5%	-	-	2%	-	1%	2%	1%	1%
Video content on news websites	2	1	1	1	-	1	-	1	-	1	1	1	1	-	1	-	-	1	-	-	-	1	1	1	1	1
	1%	1%	1%	1%	-	1%	-	3%	-	*	1%	2%	1%	-	3%	-	-	2%	-	-	-	1%	1%	2%	*	1%
Free Video On-demand content available through your subscription service provider	1	1	1	-	1	-	1	-	-	1	1	-	1	-	-	-	-	1	-	-	1	-	-	1	1	1
	*	*	1%	-	1%	-	2%	-	-	*	1%	-	1%	-	-	-	-	2%	-	-	1%	-	-	2%	*	1%
Video content that can be downloaded from the internet through your gaming console	1	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	1	-	1
	*	-	1%	-	-	-	2%	-	-	-	1%	-	-	-	-	-	-	2%	-	-	-	-	-	2%	-	1%
Don't know	7	4	3	1	1	1	1	4	-	2	2	4	1	-	4	-	1	2	-	-	1	6	1	-	6	1
	2%	2%	3%	1%	1%	1%	4%	18%	-	1%	2%	13%	*	-	23%	-	2%	5%	-	-	1%	5%	2%	-	3%	1%
Not stated	249	160	89	82	75	47	21	15	8	157	68	23	99	45	12	4	58	23	4	4	78	83	51	37	161	88
	82%	82%	81%	81%	86%	80%	76%	77%	95%	83%	79%	82%	83%	82%	72%	100%	84%	73%	100%	90%	80%	80%	83%	90%	80%	86%

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

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 71

Q15a - Bullying/victimising

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	**303**	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Net: Any YouTube	**26**	15	11	10	8	4	3	*	*	18	7	1	12	2	*	-	6	5	-	*	15	6	3	2	21	5
	9%	*8%*	*10%*	*10%*	*9%*	*7%*	*10%*	*2%*	*5%*	*10%*	*8%*	*3%*	*10%*	*4%*	*2%*	*-*	*8%*	*15%*	*-*	*10%*	16%uy	*5%*	*5%*	*5%*	*10%*	*5%*

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

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Base: All who have seen something of concern on any on-line or on-demand service

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**328**	246	80	189	130	1	15	39	31	27	37	15	20	49	62	295	16	8	9	85	64	146
Base	**303**	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Effective Base	**221**	165	54	133	83	1	8	31	23	20	34	10	18	44	52	205	10	7	6	58	50	98
Official YouTube channels from brands/ organisations you are familiar with	**14**	10	4	9	5	-	-	1	-	1	1	3	-	1	5	12	1	-	1	1	2	9
	5%	*4%*	*6%*	*6%*	*4%*	-	-	*4%*	-	*4%*	*3%*	*12%*	-	*2%*	*12%*	*5%*	*3%*	-	*9%*	*2%*	*3%*	*7%*
YouTube videos uploaded by friends, family or other YouTube users	**14**	10	4	9	4	*	-	3	-	1	1	3	1	3	2	14	-	-	-	3	2	8
	4%	*4%*	*5%*	*5%*	*3%*	*100%*	-	*8%*	-	*5%*	*3%*	*9%*	*4%*	*6%*	*6%*	*5%*	-	-	-	*4%*	*4%*	*6%*
TV catch up services	**13**	9	3	9	4	*	-	3	-	1	2	-	-	3	3	12	-	-	1	3	3	6
	4%	*4%*	*4%*	*5%*	*3%*	*100%*	-	*8%*	-	*4%*	*7%*	-	-	*7%*	*7%*	*4%*	-	-	*9%*	*4%*	*6%*	*4%*
Video content posted on social networking sites other than YouTube	**12**	7	4	6	4	-	1	*	1	1	1	1	1	2	1	9	1	1	2	1	2	5
	4%	*3%*	*6%*	*4%*	*3%*	-	*3%*	*1%*	*2%*	*4%*	*4%*	*5%*	*4%*	*4%*	*4%*	*3%*	*4%*	*11%*	*11%*	*2%*	*4%*	*4%*
On-line video rental services downloaded or streamed	**8**	7	1	4	3	*	-	2	-	2	-	-	-	1	2	8	-	-	-	2	2	4
	3%	*3%*	*1%*	*3%*	*2%*	*100%*	-	*6%*	-	*6%*	-	-	-	*3%*	*6%*	*3%*	-	-	-	*3%*	*3%*	*3%*
Other TV or video channels available on-line	**6**	5	1	5	1	*	-	1	-	-	-	-	1	-	2	4	-	-	2	1	-	3
	2%	*2%*	*2%*	*3%*	*	*100%*	-	*4%*	-	-	-	-	*6%*	-	*4%*	*2%*	-	-	*11%*	*2%*	-	*2%*
Paid Video On-demand content available through your subscription service provider	**3**	3	-	3	1	-	-	1	1	-	1	-	-	-	-	3	-	-	-	2	1	-
	1%	*2%*	-	*2%*	*	-	-	*4%*	*2%*	-	*5%*	-	-	-	-	*1%*	-	-	-	*2%*	*3%*	-
Video content you have paid for on digital or on-line stores	**3**	2	1	2	1	-	-	-	-	1	-	-	-	-	1	2	-	*	-	-	1	1
	1%	*1%*	*1%*	*1%*	*	-	-	-	-	*3%*	-	-	-	-	*3%*	*1%*	-	*7%*	-	-	*2%*	*1%*
Video content on news websites	**2**	1	2	1	1	-	-	-	-	1	-	-	1	-	1	2	-	-	-	-	1	1
	1%	*	*2%*	*1%*	*1%*	-	-	-	-	*3%*	-	-	*3%*	-	*2%*	*1%*	-	-	-	-	*1%*	*1%*
Free Video On-demand content available through your subscription service provider	**1**	1	1	1	1	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1
	*	*	*1%*	*	*	-	-	-	-	-	-	-	-	-	*3%*	*	-	-	-	-	-	*1%*
Video content that can be downloaded from the internet through your gaming console	**1**	-	1	1	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1
	*	-	*1%*	*	-	-	-	-	-	-	-	-	-	-	*2%*	*	-	-	-	-	-	*
Don't know	**7**	7	1	6	1	-	-	1	-	4	1	-	1	-	1	7	-	-	-	1	4	2
	2%	*3%*	*1%*	*4%*	*1%*	-	-	*3%*	-	*13%*	*2%*	-	*7%*	-	*1%*	*3%*	-	-	-	*1%*	*7%*	*1%*
Not stated	**249**	182	66	129	113	-	18	28	26	20	22	24	16	36	30	220	14	4	12	71	42	106
	82%	*81%*	*87%*	*78%*	*87%*	-	*97%*	*75%*	*98%*	*70%*	*78%*	*84%*	*81%*	*84%*	*77%*	*81%*	*92%*	*82%*	*80%*	*87%*	*74%*	*81%*
Net: Any YouTube	**26**	19	7	16	9	*	-	4	-	2	2	5	1	3	7	24	1	-	1	4	4	16
	9%	*8%*	*10%*	*10%*	*7%*	*100%*	-	*12%*	-	*9%*	*6%*	*16%*	*4%*	*8%*	*16%*	*9%*	*3%*	-	*9%*	*5%*	*7%*	*12%*

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

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Absolutes/col percents

Table 71

Q15a - Bullying/victimising

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**328**	250	251	265	168	237	174	195	149	110	247	176	212	159	113	325	3	317	319	325
Base	**303**	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Effective Base	**221**	183	179	192	135	169	124	154	105	91	177	126	166	113	91	219	3	214	226	219
Official YouTube channels from brands/ organisations you are familiar with	**14**	10	13	11	8	13	6	10	8	5	13	6	10	9	5	14	-	14	14	14
	5%	*5%*	*6%*	*5%*	*6%*	*6%*	*4%*	*5%*	*6%*	*6%*	*6%*	*4%*	*5%*	*6%*	*5%*	*5%*	-	*5%*	*5%*	*5%*
YouTube videos uploaded by friends, family or other YouTube users	**14**	11	12	12	8	11	7	8	8	6	12	7	10	9	7	14	-	14	14	14
	4%	*5%*	*5%*	*5%*	*5%*	*5%*	*4%*	*5%*	*6%*	*7%*	*5%*	*4%*	*5%*	*6%*	*7%*	*5%*	-	*5%*	*5%*	*5%*
TV catch up services	**13**	10	12	11	6	12	9	10	5	4	12	9	10	6	4	13	-	13	13	13
	4%	*4%*	*6%*	*5%*	*4%*	*6%*	*6%*	*6%*	*4%*	*5%*	*6%*	*6%*	*5%*	*4%*	*5%*	*4%*	-	*5%*	*5%*	*4%*
Video content posted on social networking sites other than YouTube	**12**	9	9	10	7	8	6	8	7	5	9	6	10	7	5	12	-	12	12	12
	4%	*4%*	*4%*	*4%*	*5%*	*4%*	*4%*	*5%*	*5%*	*5%*	*4%*	*4%*	*5%*	*4%*	*5%*	*4%*	-	*4%*	*4%*	*4%*
On-line video rental services downloaded or streamed	**8**	7	7	8	2	7	6	7	4	4	7	6	7	4	4	8	-	8	8	8
	3%	*3%*	*3%*	*3%*	*1%*	*3%*	*4%*	*4%*	*3%*	*5%*	*3%*	*4%*	*4%*	*3%*	*4%*	*3%*	-	*3%*	*3%*	*3%*
Other TV or video channels available on-line	**6**	5	4	4	2	4	2	4	4	3	4	2	4	4	3	6	-	6	6	6
	2%	*2%*	*2%*	*2%*	*1%*	*2%*	*1%*	*2%*	*3%*	*3%*	*2%*	*1%*	*2%*	*3%*	*3%*	*2%*	-	*2%*	*2%*	*2%*
Paid Video On-demand content available through your subscription service provider	**3**	3	3	3	3	3	1	3	2	3	3	1	3	2	3	3	-	3	3	3
	1%	*1%*	*2%*	*1%*	*2%*	*2%*	*1%*	*2%*	*1%*	*3%*	*2%*	*1%*	*2%*	*1%*	*3%*	*1%*	-	*1%*	*1%*	*1%*
Video content you have paid for on digital or on-line stores	**3**	1	2	3	2	2	1	2	1	-	2	1	3	2	-	3	-	3	3	3
	1%	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	-	*1%*	-	*1%*	*1%*	*1%*
Video content on news websites	**2**	1	2	1	1	2	1	1	-	1	2	1	1	-	1	2	-	2	2	2
	1%	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	-	*1%*	*1%*	*1%*
Free Video On-demand content available through your subscription service provider	**1**	1	1	1	1	1	1	1	-	-	1	1	1	1	-	1	-	1	1	1
	*	*	*1%*	*1%*	*1%*	*1%*	*	*1%*	-	-	*1%*	*	*1%*	*	-	*	-	*	*	*
Video content that can be downloaded from the internet through your gaming console	**1**	1	1	1	1	1	1	1	-	-	1	1	1	1	-	1	-	1	1	1
	*	*	*	*	*	*	*	*	-	-	*	*	*	*	-	*	-	*	*	*
Don't know	**7**	5	2	2	2	1	4	2	2	2	2	4	2	2	2	7	-	7	7	7
	2%	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*2%*	*1%*	*2%*	*1%*	*2%*	*2%*	*2%*	-	*2%*	*2%*	*2%*
Not stated	**249**	176	182	203	118	172	121	143	113	72	176	123	153	120	75	243	6	235	233	243
	82%	*81%*	*81%*	*84%*	*82%*	*81%*	*82%*	*82%*	*79%*	*77%*	*80%*	*82%*	*81%*	*80%*	*77%*	*82%*	*100%*	*81%*	*81%*	*82%*

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

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Absolutes/col percents

Table 71

Q15a - Bullying/victimising

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**303**	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Net: Any YouTube	**26**	19	23	22	15	22	11	17	17	11	23	11	19	17	11	26	-	26	26	26
	9%	*9%*	*10%*	*9%*	*11%*	*10%*	*8%*	*10%*	*12%*	*11%*	*11%*	*7%*	*10%*	*12%*	*11%*	*9%*	-	*9%*	*9%*	*9%*

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

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Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	**328**	225	55	86	211	135	193	107	48	10	41	167	118	285	54	67	157	64	221	210
Base	**303**	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Effective Base	**221**	183	29	62	140	108	114	88	36	9	22	106	98	202	37	48	108	55	161	149
Official YouTube channels from brands/ organisations you are familiar with	**14**	12	2	4	11	10	5	7	4	1	-	6	7	13	3	3	9	2	11	7
	5%	*6%*	*2%*	*4%*	*6%*	*7%*	*3%*	*6%*	*7%*	*7%*	-	*4%*	*6%*	*5%*	*5%*	*4%*	*7%*	*3%*	*6%*	*4%*
YouTube videos uploaded by friends, family or other YouTube users	**14**	11	2	1	11	6	7	5	3	1	-	6	8	14	1	1	9	*	9	10
	4%	*5%*	*3%*	*1%*	*6%*	*5%*	*4%*	*5%*	*7%*	*7%*	-	*4%*	*7%*	*5%*	*1%*	*2%*	*7%*	*1%*	*5%*	*5%*
TV catch up services	**13**	10	1	2	11	7	6	6	2	1	3	4	5	9	1	1	7	3	10	9
	4%	*5%*	*1%*	*3%*	*6%*	*5%*	*4%*	*6%*	*5%*	*7%*	*8%*	*2%*	*5%*	*3%*	*2%*	*2%*	*5%*	*5%*	*5%*	*5%*
Video content posted on social networking sites other than YouTube	**12**	8	1	3	7	4	7	3	3	-	-	6	4	11	1	1	7	2	9	9
	4%	*4%*	*2%*	*3%*	*4%*	*3%*	*4%*	*3%*	*6%*	-	-	*4%*	*4%*	*4%*	*1%*	*1%*	*5%*	*4%*	*5%*	*5%*
On-line video rental services downloaded or streamed	**8**	6	2	2	6	5	3	2	2	-	1	5	1	6	1	1	4	2	6	6
	3%	*3%*	*2%*	*2%*	*3%*	*3%*	*2%*	*2%*	*4%*	-	*2%*	*3%*	*1%*	*2%*	*3%*	*2%*	*3%*	*4%*	*3%*	*4%*
Other TV or video channels available on-line	**6**	5	-	4	2	4	2	2	2	-	-	3	3	6	2	2	2	-	2	2
	2%	*3%*	-	*4%*	*1%*	*3%*	*1%*	*1%*	*4%*	-	-	*2%*	*2%*	*2%*	*4%*	*3%*	*1%*	-	*1%*	*1%*
Paid Video On-demand content available through your subscription service provider	**3**	3	-	3	-	2	1	2	-	-	-	2	1	3	-	-	2	1	3	3
	1%	*2%*	-	4%d	-	*2%*	*1%*	*2%*	-	-	-	*1%*	*1%*	*1%*	-	-	*1%*	*3%*	*2%*	*2%*
Video content you have paid for on digital or on-line stores	**3**	1	1	1	1	2	*	1	2	1	-	1	2	3	1	1	2	-	2	1
	1%	*1%*	*2%*	*1%*	*	*2%*	*	*1%*	*5%*	*7%*	-	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*
Video content on news websites	**2**	-	1	1	2	2	1	-	2	-	-	1	-	1	1	1	1	1	2	2
	1%	-	*1%*	*1%*	*1%*	*1%*	*	-	*3%*	-	-	*1%*	-	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*
Free Video On-demand content available through your subscription service provider	**1**	1	-	1	-	1	-	1	1	1	-	1	1	1	1	1	1	-	1	1
	*	*1%*	-	*1%*	-	*1%*	-	*1%*	*3%*	*7%*	-	*	*1%*	*	*1%*	*1%*	*	-	*	*
Video content that can be downloaded from the internet through your gaming console	**1**	1	-	1	-	1	-	1	1	1	-	-	1	1	-	-	1	-	1	1
	*	*	-	*1%*	-	*	-	*1%*	*1%*	*7%*	-	-	*1%*	*	-	-	*	-	*	*
Don't know	**7**	2	5	5	2	4	3	1	4	-	-	5	2	7	5	5	1	-	1	1
	2%	*1%*	*7%*	6%ad	*1%*	*3%*	*2%*	*1%*	9%d	-	-	*3%*	*2%*	*3%*	9%pqrs	7%prs	*	-	*	*
Not stated	**249**	159	55	68	154	109	140	85	35	9	39	118	91	209	42	53	111	46	157	149
	82%	*81%*	*85%*	*79%*	*82%*	*80%*	*84%*	*82%*	*74%*	*93%*	*90%*	*82%*	*80%*	*81%*	*80%*	*83%*	*81%*	*85%*	*82%*	*83%*

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

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 71

Q15a - Bullying/victimising

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Net: Any YouTube	26	21	4	4	21	15	11	11	6	1	-	11	14	25	3	4	16	2	18	15
	9%	11%	6%	5%	11%	11%	6%	11%	13%	7%	-	7%	13%	10%	6%	6%	12%	4%	10%	9%

Prepared by BDRC Continental

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

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Table 71

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Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**328**	328	-	-	258	70	270	58	67	181	40
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Effective Base	**221**	221	-	-	170	53	180	42	47	123	22
Official YouTube channels from brands/ organisations you are familiar with	**14**	14	-	-	14	-	14	-	6	11	3
	5%	*5%*	-	-	*6%*	-	*6%*	-	*9%*	*6%*	*8%*
YouTube videos uploaded by friends, family or other YouTube users	**14**	14	-	-	13	1	14	-	3	10	2
	4%	*4%*	-	-	*5%*	*1%*	*5%*	-	*5%*	*6%*	*4%*
TV catch up services	**13**	13	-	-	13	-	13	-	5	10	1
	4%	*4%*	-	-	*5%*	-	*5%*	-	*8%*	*6%*	*2%*
Video content posted on social networking sites other than YouTube	**12**	12	-	-	10	1	12	-	5	7	2
	4%	*4%*	-	-	*4%*	*2%*	*5%*	-	*8%*	*4%*	*5%*
On-line video rental services downloaded or streamed	**8**	8	-	-	8	-	8	-	3	6	1
	3%	*3%*	-	-	*3%*	-	*3%*	-	*5%*	*4%*	*2%*
Other TV or video channels available on-line	**6**	6	-	-	6	-	6	-	2	5	-
	2%	*2%*	-	-	*2%*	-	*2%*	-	*2%*	*3%*	-
Paid Video On-demand content available through your subscription service provider	**3**	3	-	-	3	1	3	1	3	3	-
	1%	*1%*	-	-	*1%*	*1%*	*1%*	*1%*	*5%*	*2%*	-
Video content you have paid for on digital or on-line stores	**3**	3	-	-	3	-	3	-	-	2	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	-	*1%*	-
Video content on news websites	**2**	2	-	-	2	-	2	-	1	1	2
	1%	*1%*	-	-	*1%*	-	*1%*	-	*2%*	*	*4%*
Free Video On-demand content available through your subscription service provider	**1**	1	-	-	1	-	1	-	-	1	-
	*	*	-	-	*1%*	-	*	-	-	*1%*	-
Video content that can be downloaded from the internet through your gaming console	**1**	1	-	-	1	-	1	-	-	1	-
	*	*	-	-	*	-	*	-	-	*	-
Don't know	**7**	7	-	-	6	1	7	-	-	7	-
	2%	*2%*	-	-	*2%*	*2%*	*3%*	-	-	*4%*	-
Not stated	**249**	249	-	-	193	56	201	48	48	131	34
	82%	*82%*	-	-	*79%*	*94%d*	*79%*	*99%d*	*74%*	*76%*	*86%*

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

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Absolutes/col percents

Table 71

Q15a - Bullying/victimising

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Net: Any YouTube	**26**	26	-	-	25	1	26	-	8	19	5
	9%	*9%*	-	-	*10%*	*1%*	*10%*	-	*12%*	*11%*	*12%*

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

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Absolutes/col percents

Table 72

Q15a - Content harmful to self-esteem (e.g. self-abuse)
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	328	193	135	99	105	66	28	20	10	204	94	30	122	53	13	5	82	41	7	5	107	119	61	41	226	102
Base	303	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Effective Base	221	128	98	85	65	43	23	8	5	150	65	12	91	36	5	3	59	33	7	2	65	84	44	30	147	73
Video content posted on social networking sites other than YouTube	14	6	8	7	3	3	2	1	-	9	5	1	3	3	1	-	6	2	-	-	8	3	1	2	11	3
	5%	3%	8%	6%	3%	5%	7%	3%	-	5%	5%	2%	2%	5%	3%	-	9%	7%	-	-	8%	3%	1%	6%	6%	3%
YouTube videos uploaded by friends, family or other YouTube users	12	6	6	6	3	2	1	-	-	9	3	-	4	2	-	-	5	1	-	-	5	5	2	1	10	3
	4%	3%	6%	6%	3%	3%	4%	-	-	5%	4%	-	3%	3%	-	-	7%	4%	-	-	5%	5%	3%	2%	5%	2%
Official YouTube channels from brands/ organisations you are familiar with	11	4	7	8	1	-	2	-	-	9	2	-	2	2	-	-	7	-	-	-	4	3	2	2	7	4
	4%	2%	6%	7%	2%	-	7%	-	-	5%	2%	-	2%	3%	-	-	10%	-	-	-	4%	3%	3%	4%	3%	4%
TV catch up services	9	7	3	6	3	1	-	-	-	9	1	-	6	1	-	-	3	-	-	-	4	2	2	2	6	4
	3%	3%	2%	5%	4%	1%	-	-	-	5%	1%	-	5%	1%	-	-	4%	-	-	-	4%	2%	4%	4%	3%	4%
Free Video On-demand content available through your subscription service provider	8	4	4	5	2	1	-	-	-	8	1	-	4	1	-	-	4	-	-	-	3	3	1	1	6	2
	3%	2%	4%	5%	3%	1%	-	-	-	4%	1%	-	3%	1%	-	-	6%	-	-	-	3%	3%	2%	2%	3%	2%
Other TV or video channels available on-line	7	3	4	5	2	-	-	-	-	7	-	-	3	-	-	-	4	-	-	-	3	3	-	-	7	-
	2%	1%	3%	5%	2%	-	-	-	-	4%	-	-	2%	-	-	-	5%	-	-	-	4%	3%	-	-	3%	-
On-line video rental services downloaded or streamed	6	5	2	3	3	-	-	-	-	6	-	-	5	-	-	-	2	-	-	-	2	-	3	1	2	4
	2%	2%	2%	3%	3%	-	-	-	-	3%	-	-	4%	-	-	-	3%	-	-	-	2%	-	5%u	3%	1%	4%
Paid Video On-demand content available through your subscription service provider	5	5	1	4	2	-	-	-	-	5	-	-	5	-	-	-	1	-	-	-	4	2	-	-	5	-
	2%	2%	1%	4%	2%	-	-	-	-	3%	-	-	4%	-	-	-	1%	-	-	-	4%	2%	-	-	3%	-
Video content on news websites	4	1	3	2	2	-	-	-	-	4	-	-	1	-	-	-	3	-	-	-	2	1	-	1	3	1
	1%	*	3%	2%	2%	-	-	-	-	2%	-	-	1%	-	-	-	4%	-	-	-	2%	1%	-	2%	1%	1%
Video content you have paid for on digital or on-line stores	4	4	-	2	1	-	-	-	-	4	-	-	4	-	-	-	-	-	-	-	2	1	-	-	4	-
	1%	2%	-	2%	1%	-	-	-	-	2%	-	-	3%	-	-	-	-	-	-	-	2%	1%	-	-	2%	-
Video content that can be downloaded from the internet through your gaming console	1	1	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-
	*	*	-	-	-	1%	-	-	-	-	1%	-	-	1%	-	-	-	-	-	-	1%	-	-	-	*	-
Don't know	2	-	2	1	-	1	-	-	-	1	1	-	-	-	-	-	1	1	-	-	2	-	-	-	2	-
	1%	-	2%	1%	-	1%	-	-	-	*	1%	-	-	-	-	-	1%	3%	-	-	2%	-	-	-	1%	-
Not stated	260	174	86	75	76	55	26	20	8	151	81	28	102	52	16	4	49	29	4	4	79	93	53	36	171	89
	86%	89%b	79%	74%	87%c	94%ci	93%	97%	100%	80%	94%ci	98%	85%	95%	97%	100%	71%	91%p	100%	100%	81%	89%	86%	87%	85%	86%
Net: Any YouTube	20	8	12	12	4	2	2	-	-	16	4	-	6	3	-	-	10	1	-	-	7	6	4	3	14	6
	7%	4%	11%	12%	5%	3%	7%	-	-	9%	5%	-	5%	5%	-	-	15%	4%	-	-	8%	6%	6%	6%	7%	6%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Q15a - Content harmful to self-esteem (e.g. self-abuse)
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**328**	246	80	189	130	1	15	39	31	27	37	15	20	49	62	295	16	8	9	85	64	146
Base	**303**	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Effective Base	**221**	165	54	133	83	1	8	31	23	20	34	10	18	44	52	205	10	7	6	58	50	98
Video content posted on social networking sites other than YouTube	**14**	10	4	7	7	-	1	1	4	1	1	1	2	1	1	14	-	-	-	6	2	5
	5%	*4%*	*6%*	*4%*	*6%*	-	*7%*	*3%*	*16%*	*4%*	*5%*	*4%*	*11%*	*2%*	*3%*	*5%*	-	-	-	*8%*	*4%*	*4%*
YouTube videos uploaded by friends, family or other YouTube users	**12**	10	2	8	4	-	-	3	1	1	1	1	2	1	2	12	-	-	-	4	2	6
	4%	*5%*	*2%*	*5%*	*3%*	-	-	*7%*	*5%*	*4%*	*5%*	*4%*	*9%*	*2%*	*5%*	*5%*	-	-	-	*5%*	*4%*	*5%*
Official YouTube channels from brands/ organisations you are familiar with	**11**	9	2	8	3	-	1	3	-	3	1	3	1	-	-	11	-	-	-	3	3	4
	4%	*4%*	*2%*	*5%*	*2%*	-	*4%*	*7%*	-	*9%*	*2%*	*12%*	*5%*	-	-	*4%*	-	-	-	*4%*	*6%*	*3%*
TV catch up services	**9**	9	1	9	1	-	-	1	-	-	2	1	-	-	4	9	-	-	-	1	2	6
	3%	*4%*	*1%*	*5%*	*	-	-	*4%*	-	-	9%m	*4%*	-	-	11%m	*4%*	-	-	-	*2%*	*4%*	*4%*
Free Video On-demand content available through your subscription service provider	**8**	8	-	8	1	-	1	2	1	-	-	1	-	-	2	8	1	-	-	4	-	3
	3%	*4%*	-	*5%*	*	-	*4%*	*6%*	*5%*	-	-	*4%*	-	-	*6%*	*3%*	*3%*	-	-	*5%*	-	*3%*
Other TV or video channels available on-line	**7**	5	1	6	1	-	-	-	3	-	1	1	1	-	1	7	-	-	-	3	1	3
	2%	*2%*	*2%*	*4%*	*1%*	-	-	-	*11%*	-	*3%*	*4%*	*6%*	-	*1%*	*2%*	-	-	-	*3%*	*1%*	*2%*
On-line video rental services downloaded or streamed	**6**	6	-	4	2	-	-	1	2	1	2	-	-	1	-	6	-	-	-	3	2	1
	2%	*3%*	-	*3%*	*2%*	-	-	*4%*	*8%*	*2%*	*6%*	-	-	*2%*	-	*2%*	-	-	-	*4%*	*4%*	*1%*
Paid Video On-demand content available through your subscription service provider	**5**	5	-	5	-	-	-	1	1	-	-	1	-	-	1	4	1	-	-	2	-	2
	2%	*2%*	-	*3%*	-	-	-	*4%*	*3%*	-	-	*4%*	-	-	*1%*	*1%*	*9%*	-	-	*3%*	-	*1%*
Video content on news websites	**4**	4	-	4	-	-	1	1	1	-	1	-	-	-	-	4	-	-	-	3	1	-
	1%	*2%*	-	*2%*	-	-	*4%*	*2%*	*5%*	-	*3%*	-	-	-	-	*1%*	-	-	-	*3%*	*1%*	-
Video content you have paid for on digital or on-line stores	**4**	4	-	4	-	-	-	-	-	-	-	1	-	-	1	2	1	-	-	-	-	2
	1%	*2%*	-	*2%*	-	-	-	-	-	-	-	*4%*	-	-	*2%*	*1%*	*9%*	-	-	-	-	*2%*
Video content that can be downloaded from the internet through your gaming console	**1**	1	-	-	1	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1
	*	*	-	-	*	-	-	-	-	-	-	-	-	-	*2%*	*	-	-	-	-	-	*
Don't know	**2**	1	1	1	1	-	-	-	-	-	1	-	-	1	-	2	-	-	-	-	1	1
	1%	*	*1%*	*	*1%*	-	-	-	-	-	*3%*	-	-	*2%*	-	*1%*	-	-	-	-	*1%*	*1%*
Not stated	**260**	190	68	136	116	*	17	30	21	24	22	24	15	40	34	228	13	5	15	68	46	113
	86%	*84%*	*89%*	*82%*	*90%*	*100%*	*93%*	*81%*	*78%*	*85%*	*79%*	*84%*	*78%*	94%j	*85%*	*84%*	*87%*	*100%*	*100%*	*83%*	*82%*	*87%*
Net: Any YouTube	**20**	18	2	14	6	-	1	4	1	4	2	3	2	1	2	20	-	-	-	6	6	8
	7%	*8%*	*3%*	*8%*	*5%*	-	*4%*	*11%*	*5%*	*13%*	*7%*	*12%*	*9%*	*2%*	*5%*	*7%*	-	-	-	*8%*	*10%*	*6%*

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

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Absolutes/col percents

Table 72

Q15a - Content harmful to self-esteem (e.g. self-abuse)
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	328	250	251	265	168	237	174	195	149	110	247	176	212	159	113	325	3	317	319	325
Base	303	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Effective Base	221	183	179	192	135	169	124	154	105	91	177	126	166	113	91	219	3	214	226	219
Video content posted on social networking sites other than YouTube	14	9	10	14	7	9	7	6	8	5	10	7	9	8	5	14	-	14	14	14
	5%	4%	5%	6%	5%	4%	5%	3%	5%	6%	5%	4%	5%	5%	5%	5%	-	5%	5%	5%
YouTube videos uploaded by friends, family or other YouTube users	12	9	10	12	6	9	6	8	6	4	10	6	9	7	4	12	-	12	12	12
	4%	4%	4%	5%	4%	4%	4%	5%	5%	5%	4%	4%	5%	5%	4%	4%	-	4%	4%	4%
Official YouTube channels from brands/ organisations you are familiar with	11	8	11	10	5	11	6	7	4	4	11	6	8	5	4	11	-	11	11	11
	4%	4%	5%	4%	4%	5%	4%	4%	3%	5%	5%	4%	4%	3%	5%	4%	-	4%	4%	4%
TV catch up services	9	9	6	8	5	6	6	8	5	5	6	6	8	5	5	9	-	9	9	9
	3%	4%	3%	3%	3%	3%	4%	5%	4%	5%	3%	4%	4%	3%	5%	3%	-	3%	3%	3%
Free Video On-demand content available through your subscription service provider	8	8	6	8	5	6	3	8	7	5	6	3	8	7	5	8	-	8	8	8
	3%	4%	3%	3%	3%	3%	2%	5%	5%	6%	3%	2%	4%	5%	6%	3%	-	3%	3%	3%
Other TV or video channels available on-line	7	6	6	5	1	6	2	5	4	4	6	2	5	4	4	7	-	7	7	7
	2%	3%	3%	2%	1%	3%	2%	3%	3%	5%	3%	2%	3%	3%	5%	2%	-	2%	2%	2%
On-line video rental services downloaded or streamed	6	6	5	6	-	5	4	5	2	3	5	4	5	2	3	6	-	6	6	6
	2%	3%d	2%	2%	-	2%	3%	3%	1%	3%	2%	3%	3%	1%	3%	2%	-	2%	2%	2%
Paid Video On-demand content available through your subscription service provider	5	5	3	5	3	3	2	4	5	3	3	2	4	5	3	5	-	5	5	5
	2%	2%	1%	2%	2%	1%	1%	2%	3%	3%	1%	1%	2%	3%	3%	2%	-	2%	2%	2%
Video content on news websites	4	4	4	4	2	4	2	4	2	4	4	2	4	2	4	4	-	4	4	4
	1%	2%	2%	1%	1%	2%	1%	2%	1%	4%	2%	1%	2%	1%	4%	1%	-	1%	1%	1%
Video content you have paid for on digital or on-line stores	4	4	1	4	2	1	2	2	4	1	1	2	2	4	1	4	-	4	4	4
	1%	2%	1%	1%	2%	1%	2%	1%	2%	1%	1%	2%	1%	2%	1%	1%	-	1%	1%	1%
Video content that can be downloaded from the internet through your gaming console	1	1	-	1	1	-	1	1	1	-	-	1	1	1	-	1	-	1	1	1
	*	*	-	*	*	-	*	*	*	-	-	*	*	*	-	*	-	*	*	*
Don't know	2	2	1	2	2	1	1	1	-	-	1	1	1	1	-	2	-	2	2	2
	1%	1%	*	1%	1%	*	1%	*	-	-	*	1%	*	1%	-	1%	-	1%	1%	1%
Not stated	260	183	193	203	123	181	128	147	119	75	187	130	158	125	79	254	6	246	244	254
	86%	84%	86%	84%	85%	85%	86%	84%	84%	80%	85%	86%	84%	83%	81%	85%	100%	85%	85%	85%

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

Table 72

Q15a - Content harmful to self-esteem (e.g. self-abuse)
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**303**	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Net: Any YouTube	**20**	15	18	19	11	17	11	13	10	7	18	11	16	11	7	20	-	20	20	20
	7%	*7%*	*8%*	*8%*	*8%*	*8%*	*7%*	*8%*	*7%*	*7%*	*8%*	*7%*	*8%*	*7%*	*7%*	*7%*	-	*7%*	*7%*	*7%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
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Base: All who have seen something of concern on any on-line or on-demand service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	328	225	55	86	211	135	193	107	48	10	41	167	118	285	54	67	157	64	221	210
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Effective Base	221	183	29	62	140	108	114	88	36	9	22	106	98	202	37	48	108	55	161	149
Video content posted on social networking sites other than YouTube	14 5%	7 4%	4 6%	6 7%	7 4%	3 2%	12 7%	1 1%	1 3%	1 13%	1 2%	7 5%	7 6%	14 5%	4 8%	4 7%	7 5%	2 4%	9 5%	9 5%
YouTube videos uploaded by friends, family or other YouTube users	12 4%	9 4%	2 3%	4 5%	7 4%	6 4%	7 4%	4 4%	2 3%	1 13%	- -	7 5%	5 5%	12 5%	2 3%	2 3%	7 5%	1 2%	8 4%	9 5%
Official YouTube channels from brands/ organisations you are familiar with	11 4%	9 5%	1 2%	3 3%	8 4%	5 4%	6 3%	5 5%	1 2%	- -	1 2%	7 5%	3 3%	10 4%	3 7%	3 5%	5 4%	1 1%	5 3%	5 3%
TV catch up services	9 3%	8 4%	1 2%	4 5%	5 3%	7 5%	3 2%	5 5%	2 5%	- -	2 5%	3 2%	4 3%	7 3%	3 5%	3 4%	5 3%	2 4%	7 4%	6 3%
Free Video On-demand content available through your subscription service provider	8 3%	7 4%	1 2%	5 6%	3 2%	7 5%	1 1%	5 5%	2 5%	1 13%	- -	4 3%	4 4%	8 3%	2 4%	2 3%	3 2%	3 5%	6 3%	6 3%
Other TV or video channels available on-line	7 2%	5 3%	1 2%	2 2%	5 2%	3 2%	3 2%	2 2%	- -	1 13%	- -	3 2%	4 4%	7 3%	1 2%	1 2%	2 2%	2 4%	4 2%	4 2%
On-line video rental services downloaded or streamed	6 2%	5 3%	1 2%	4 4%	3 2%	4 3%	2 1%	3 3%	- -	1 13%	1 2%	1 1%	4 4%	6 2%	1 2%	1 1%	1 1%	4 6%	6 3%	6 3%
Paid Video On-demand content available through your subscription service provider	5 2%	5 3%	- -	3 4%	2 1%	5 3%	1 1%	2 2%	3 7%	- -	- -	3 2%	3 2%	5 2%	3 5%	3 4%	1 *	2 4%	3 1%	3 2%
Video content on news websites	4 1%	2 1%	1 2%	3 3%	1 *	3 2%	1 1%	2 2%	1 2%	1 13%	- -	2 1%	2 2%	4 1%	1 2%	1 1%	2 1%	1 2%	3 1%	3 2%
Video content you have paid for on digital or on-line stores	4 1%	4 2%	- -	2 3%	1 1%	4 3%	- -	2 2%	2 5%	- -	- -	3 2%	1 1%	4 1%	1 2%	1 2%	1 1%	1 2%	2 1%	2 1%
Video content that can be downloaded from the internet through your gaming console	1 *	1 *	- -	1 1%	- -	1 *	- -	- -	1 1%	- -	- -	1 *	- -	1 *	- -	- -	1 *	- -	1 *	1 *
Don't know	2 1%	1 *	- -	- -	2 1%	- -	2 1%	- -	- -	- -	- -	2 1%	- -	2 1%	- -	- -	2 1%	- -	2 1%	1 *
Not stated	260 86%	163 83%	59 90%	67 78%	165 88%	116 85%	144 86%	89 86%	41 87%	8 87%	40 92%	125 86%	94 83%	219 85%	40 76%	51 80%	121 88%	44 82%	165 86%	154 86%

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

Table 72

Q15a - Content harmful to self-esteem (e.g. self-abuse)
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Net: Any YouTube	20	16	2	7	12	11	9	9	2	1	1	11	8	19	4	4	11	2	13	12
	7%	*8%*	*3%*	*8%*	*6%*	*8%*	*6%*	*8%*	*5%*	*13%*	*2%*	*7%*	*7%*	*7%*	*8%*	*7%*	*8%*	*3%*	*7%*	*7%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**328**	328	-	-	258	70	270	58	67	181	40
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Effective Base	**221**	221	-	-	170	53	180	42	47	123	22
Video content posted on social networking sites other than YouTube	**14**	14	-	-	13	1	14	-	6	11	1
	5%	*5%*	-	-	*6%*	*1%*	*6%*	-	*9%*	*7%*	*4%*
YouTube videos uploaded by friends, family or other YouTube users	**12**	12	-	-	11	1	12	-	5	10	1
	4%	*4%*	-	-	*5%*	*2%*	*5%*	-	*8%*	*6%*	*1%*
Official YouTube channels from brands/ organisations you are familiar with	**11**	11	-	-	9	2	10	1	4	7	-
	4%	*4%*	-	-	*4%*	*3%*	*4%*	*1%*	*6%*	*4%*	-
TV catch up services	**9**	9	-	-	8	2	9	-	6	5	2
	3%	*3%*	-	-	*3%*	*3%*	*4%*	-	*9%*	*3%*	*4%*
Free Video On-demand content available through your subscription service provider	**8**	8	-	-	8	-	8	-	6	6	-
	3%	*3%*	-	-	*3%*	-	*3%*	-	*9%*	*4%*	-
Other TV or video channels available on-line	**7**	7	-	-	7	-	7	-	4	5	-
	2%	*2%*	-	-	*3%*	-	*3%*	-	*6%*	*3%*	-
On-line video rental services downloaded or streamed	**6**	6	-	-	6	-	6	-	4	6	-
	2%	*2%*	-	-	*3%*	-	*3%*	-	*6%*	*3%*	-
Paid Video On-demand content available through your subscription service provider	**5**	5	-	-	5	-	5	-	2	3	-
	2%	*2%*	-	-	*2%*	-	*2%*	-	*3%*	*2%*	-
Video content on news websites	**4**	4	-	-	4	-	4	-	3	3	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*4%*	*2%*	-
Video content you have paid for on digital or on-line stores	**4**	4	-	-	4	-	4	-	2	2	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*3%*	*1%*	-
Video content that can be downloaded from the internet through your gaming console	**1**	1	-	-	1	-	1	-	1	1	-
	*	*	-	-	*	-	*	-	*1%*	*	-
Don't know	**2**	2	-	-	1	1	2	-	-	-	1
	1%	*1%*	-	-	*	*1%*	*1%*	-	-	-	*2%*
Not stated	**260**	260	-	-	205	55	212	48	49	141	37
	86%	*86%*	-	-	*84%*	*93%*	*83%*	*99%*	*75%*	*82%*	*92%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 72

Q15a - Content harmful to self-esteem (e.g. self-abuse)
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

		Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
	Total	Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Net: Any YouTube	**20**	20	-	-	18	2	19	1	9	15	1
	7%	*7%*	-	-	*8%*	*3%*	*8%*	*1%*	*13%*	*9%*	*1%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 73

Q15a - Dangerous behaviour

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	328	193	135	99	105	66	28	20	10	204	94	30	122	53	13	5	82	41	7	5	107	119	61	41	226	102
Base	303	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Effective Base	221	128	98	85	65	43	23	8	5	150	65	12	91	36	5	3	59	33	7	2	65	84	44	30	147	73
YouTube videos uploaded by friends, family or other YouTube users	14	11	3	1	6	2	3	1	-	7	6	1	7	3	*	-	-	3	*	-	4	5	2	3	9	5
	5%	5%	3%	1%	7%	4%	12%	4%	-	4%	7%	3%	6%	5%	2%	-	-	9%p	10%	-	4%	4%	4%	7%	4%	5%
Video content posted on social networking sites other than YouTube	13	7	6	5	4	1	2	*	-	9	4	*	6	1	-	-	3	2	*	-	7	4	1	1	10	2
	4%	4%	5%	5%	4%	2%	8%	2%	-	5%	4%	1%	5%	2%	-	-	4%	8%	10%	-	7%	4%	1%	4%	5%	2%
Other TV or video channels available on-line	11	7	3	3	6	1	1	-	-	9	1	-	7	-	-	-	2	1	-	-	2	2	4	2	4	6
	3%	4%	3%	3%	7%	1%	2%	-	-	5%	2%	-	6%	-	-	-	3%	4%	-	-	2%	2%	7%	6%	2%	6%
Official YouTube channels from brands/ organisations you are familiar with	9	4	4	3	3	2	-	-	-	6	2	-	4	1	-	-	3	2	-	-	5	3	-	1	8	1
	3%	2%	4%	3%	4%	4%	-	-	-	3%	3%	-	3%	2%	-	-	4%	5%	-	-	5%	3%	-	2%	4%	1%
TV catch up services	8	8	1	3	5	1	-	-	-	8	1	-	7	1	-	-	1	-	-	-	1	4	2	2	4	4
	3%	4%	1%	3%	5%	1%	-	-	-	4%	1%	-	6%	1%	-	-	1%	-	-	-	1%	3%	4%	5%	2%	4%
On-line video rental services downloaded or streamed	8	7	1	5	2	1	1	-	-	7	1	-	6	1	-	-	1	1	-	-	4	3	-	1	7	1
	3%	4%	1%	5%	3%	1%	2%	-	-	4%	1%	-	5%	1%	-	-	1%	2%	-	-	4%	3%	-	3%	3%	1%
Free Video On-demand content available through your subscription service provider	5	4	1	1	2	1	1	-	-	3	2	-	2	2	-	-	1	-	-	-	-	1	2	2	1	3
	2%	2%	1%	1%	3%	1%	3%	-	-	2%	2%	-	2%	3%	-	-	1%	-	-	-	-	1%	3%	4%	1%	3%
Video content on news websites	4	3	1	2	1	-	1	-	-	3	1	-	3	-	-	-	-	1	-	-	2	1	-	1	3	1
	1%	1%	1%	2%	1%	-	4%	-	-	1%	1%	-	2%	-	-	-	-	3%	-	-	2%	1%	-	2%	2%	1%
Paid Video On-demand content available through your subscription service provider	2	2	1	1	1	-	1	-	-	2	1	-	2	-	-	-	-	1	-	-	2	-	-	1	2	1
	1%	1%	1%	1%	1%	-	2%	-	-	1%	1%	-	1%	-	-	-	-	2%	-	-	2%	-	-	2%	1%	1%
Video content you have paid for on digital or on-line stores	2	*	2	-	1	1	-	-	-	1	1	-	-	*	-	-	1	1	-	-	1	-	*	1	1	1
	1%	*	1%	-	1%	2%	-	-	-	*	1%	-	-	1%	-	-	1%	2%	-	-	1%	-	1%	2%	*	1%
Video content that can be downloaded from the internet through your gaming console	1	1	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	1	-
	*	*	-	-	1%	-	-	-	-	*	-	-	1%	-	-	-	-	-	-	-	-	1%	-	-	*	-
Don't know	16	14	2	3	4	-	-	9	-	7	-	9	5	-	9	-	2	-	-	-	6	8	-	2	14	2
	5%	7%	2%	3%	4%	-	-	47%	-	4%	-	33%	4%	-	58%	-	3%	-	-	-	6%	8%	-	6%	7%	2%
Not stated	239	148	91	81	66	52	22	10	8	147	74	18	90	48	6	4	57	26	3	4	74	83	50	32	157	82
	79%	76%	83%	80%	76%	88%	80%	49%	100%	78%	85%	64%	76%	87%	40%	100%	82%	82%	90%	100%	76%	80%	82%	77%	78%	80%
Net: Any YouTube	21	13	8	4	7	5	3	1	-	12	8	1	9	4	*	-	3	5	*	-	9	7	2	3	16	5
	7%	7%	7%	4%	8%	8%	12%	4%	-	6%	10%	3%	8%	7%	2%	-	4%	14%	10%	-	9%	7%	4%	7%	8%	5%

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 73

Q15a - Dangerous behaviour

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	328	246	80	189	130	1	15	39	31	27	37	15	20	49	62	295	16	8	9	85	64	146
Base	303	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Effective Base	221	165	54	133	83	1	8	31	23	20	34	10	18	44	52	205	10	7	6	58	50	98
YouTube videos uploaded by friends, family or other YouTube users	14	12	2	7	7	-	-	2	-	2	1	4	*	1	1	12	1	-	1	2	3	6
	5%	5%	2%	4%	5%	-	-	7%	-	7%	3%	12%	2%	2%	4%	4%	9%	-	7%	3%	5%	5%
Video content posted on social networking sites other than YouTube	13	6	7	6	7	-	1	*	3	1	1	3	*	1	2	12	-	1	-	4	2	6
	4%	3%	9%	4%	5%	-	3%	1%	11%	5%	3%	9%	2%	2%	6%	5%	-	11%	-	5%	4%	5%
Other TV or video channels available on-line	11	9	2	5	6	-	2	-	-	1	-	5	1	-	2	11	-	-	-	2	1	8
	3%	4%	2%	3%	5%	-	8%	-	-	4%	-	18%	6%	-	4%	4%	-	-	-	2%	2%	6%
Official YouTube channels from brands/ organisations you are familiar with	9	8	1	7	2	-	1	1	-	1	2	2	-	-	1	7	1	-	1	2	3	3
	3%	3%	1%	4%	1%	-	4%	2%	-	3%	6%	7%	-	-	2%	3%	3%	-	7%	2%	4%	2%
TV catch up services	8	8	1	5	3	-	-	3	-	-	2	-	-	1	2	8	-	-	1	3	2	3
	3%	3%	1%	3%	3%	-	-	8%	-	-	6%	-	-	1%	6%	3%	-	-	7%	4%	3%	2%
On-line video rental services downloaded or streamed	8	7	2	7	2	-	-	3	2	-	-	-	-	1	3	8	-	-	-	5	-	4
	3%	3%	2%	4%	1%	-	-	8%	6%	-	-	-	-	2%	8%	3%	-	-	-	6%	-	3%
Free Video On-demand content available through your subscription service provider	5	5	-	3	2	-	1	1	-	1	1	-	-	1	-	5	-	-	-	2	2	1
	2%	2%	-	2%	2%	-	5%	2%	-	4%	5%	-	-	1%	-	2%	-	-	-	2%	4%	*
Video content on news websites	4	2	2	3	*	-	-	-	-	*	1	-	-	-	2	4	-	-	-	-	1	2
	1%	1%	3%	2%	*	-	-	-	-	2%	3%	-	-	-	6%	1%	-	-	-	-	2%	2%
Paid Video On-demand content available through your subscription service provider	2	2	1	2	-	-	-	-	-	-	1	-	-	-	2	2	-	-	-	-	1	2
	1%	1%	1%	1%	-	-	-	-	-	-	3%	-	-	-	4%	1%	-	-	-	-	1%	1%
Video content you have paid for on digital or on-line stores	2	2	-	1	1	-	2	-	-	-	-	-	-	-	-	2	-	*	-	2	-	-
	1%	1%	-	1%	1%	-	8%	-	-	-	-	-	-	-	-	1%	-	7%	-	2%	-	-
Video content that can be downloaded from the internet through your gaming console	1	1	-	1	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1
	*	*	-	*	-	-	-	-	-	-	-	-	-	-	2%	*	-	-	-	-	-	*
Don't know	16	12	5	11	5	-	5	-	-	4	-	6	-	1	1	16	-	-	-	5	4	7
	5%	5%	6%	7%	4%	-	29%	-	-	13%	-	20%	-	2%	1%	6%	-	-	-	7%	7%	5%
Not stated	239	173	64	128	103	*	10	31	22	19	25	12	18	39	33	209	13	4	14	63	44	103
	79%	77%	84%	77%	80%	100%	54%	83%	83%	68%	87%	43%	92%	91%	84%	78%	87%	82%	93%	77%	77%	78%
Net: Any YouTube	21	18	3	13	8	-	1	3	-	3	2	6	*	1	2	18	2	-	1	4	4	9
	7%	8%	4%	8%	6%	-	4%	9%	-	10%	6%	20%	2%	2%	6%	7%	13%	-	7%	5%	8%	7%

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 73

Q15a - Dangerous behaviour

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**328**	250	251	265	168	237	174	195	149	110	247	176	212	159	113	325	3	317	319	325
Base	**303**	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Effective Base	**221**	183	179	192	135	169	124	154	105	91	177	126	166	113	91	219	3	214	226	219
YouTube videos uploaded by friends, family or other YouTube users	**14**	8	11	12	7	10	5	6	6	4	11	5	8	7	4	14	-	14	14	14
	5%	*4%*	*5%*	*5%*	*5%*	*5%*	*3%*	*3%*	*4%*	*5%*	*5%*	*3%*	*4%*	*5%*	*4%*	*5%*	-	*5%*	*5%*	*5%*
Video content posted on social networking sites other than YouTube	**13**	8	8	12	6	7	5	6	6	4	8	5	8	7	4	13	-	13	13	13
	4%	*4%*	*4%*	*5%*	*4%*	*3%*	*4%*	*3%*	*5%*	*5%*	*4%*	*4%*	*4%*	*5%*	*4%*	*4%*	-	*4%*	*4%*	*4%*
Other TV or video channels available on-line	**11**	6	6	9	3	6	3	9	8	3	6	3	9	9	3	11	-	11	11	11
	3%	*3%*	*3%*	*4%*	*2%*	*3%*	*2%*	*5%*	*6%*	*3%*	*3%*	*2%*	*5%*	*6%*	*3%*	*4%*	-	*4%*	*4%*	*4%*
Official YouTube channels from brands/ organisations you are familiar with	**9**	8	7	8	6	7	7	6	7	3	7	7	6	7	3	9	-	9	9	9
	3%	*4%*	*3%*	*3%*	*4%*	*3%*	*5%*	*4%*	*5%*	*3%*	*3%*	*5%*	*3%*	*5%*	*3%*	*3%*	-	*3%*	*3%*	*3%*
TV catch up services	**8**	6	6	6	2	6	5	5	4	4	6	5	5	6	4	8	-	8	8	8
	3%	*3%*	*3%*	*3%*	*2%*	*3%*	*3%*	*3%*	*3%*	*4%*	*3%*	*3%*	*3%*	*4%*	*4%*	*3%*	-	*3%*	*3%*	*3%*
On-line video rental services downloaded or streamed	**8**	7	6	8	6	6	6	8	4	5	6	6	8	5	5	8	-	8	8	8
	3%	*3%*	*3%*	*3%*	*4%*	*3%*	*4%*	*5%*	*3%*	*5%*	*3%*	*4%*	*4%*	*3%*	*5%*	*3%*	-	*3%*	*3%*	*3%*
Free Video On-demand content available through your subscription service provider	**5**	4	3	4	2	3	4	3	3	2	3	4	3	3	2	5	-	5	5	5
	2%	*2%*	*2%*	*2%*	*1%*	*2%*	*3%*	*2%*	*2%*	*2%*	*2%*	*3%*	*2%*	*2%*	*2%*	*2%*	-	*2%*	*2%*	*2%*
Video content on news websites	**4**	4	3	4	4	2	4	3	1	2	3	4	4	2	2	4	-	4	4	4
	1%	*2%*	*1%*	*2%*	*3%*	*1%*	*3%*	*2%*	*1%*	*2%*	*1%*	*2%*	*2%*	*1%*	*2%*	*1%*	-	*1%*	*1%*	*1%*
Paid Video On-demand content available through your subscription service provider	**2**	2	1	2	2	1	2	2	1	1	1	2	2	2	1	2	-	2	2	2
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Video content you have paid for on digital or on-line stores	**2**	2	2	2	2	2	2	1	1	1	2	2	1	1	1	2	-	2	2	2
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Video content that can be downloaded from the internet through your gaming console	**1**	1	1	1	1	1	1	1	1	-	1	1	1	1	-	1	-	1	1	1
	*	*	*	*	*	*	*	*	*	-	*	*	*	*	-	*	-	*	*	*
Don't know	**16**	11	7	7	1	7	10	7	6	1	7	10	7	6	1	16	-	16	11	16
	5%	5%d	*3%*	*3%*	*1%*	*3%*	7%h	*4%*	*4%*	*1%*	*3%*	7%h	*4%*	*4%*	*1%*	*5%*	-	*6%*	*4%*	*5%*
Not stated	**239**	174	185	193	122	174	116	136	106	75	180	118	146	111	79	233	6	225	230	233
	79%	*80%*	*82%*	*79%*	*84%*	*82%*	*78%*	*78%*	*74%*	*80%*	*82%*	*79%*	*78%*	*74%*	*81%*	*78%*	*100%*	*78%*	*80%*	*78%*

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 73

Q15a - Dangerous behaviour

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**303**	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Net: Any YouTube	**21**	15	18	19	13	17	11	11	12	7	18	11	14	13	7	21	-	21	21	21
	7%	*7%*	*8%*	*8%*	*9%*	*8%*	*7%*	*7%*	*9%*	*7%*	*8%*	*7%*	*7%*	*9%*	*7%*	*7%*	-	*7%*	*7%*	*7%*

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

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Table 73

Q15a - Dangerous behaviour

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	328	225	55	86	211	135	193	107	48	10	41	167	118	285	54	67	157	64	221	210
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Effective Base	221	183	29	62	140	108	114	88	36	9	22	106	98	202	37	48	108	55	161	149
YouTube videos uploaded by friends, family or other YouTube users	14	11	2	3	9	4	10	2	3	-	2	6	6	12	2	2	7	2	8	7
	5%	5%	2%	4%	5%	3%	6%	2%	6%	-	4%	4%	6%	5%	4%	3%	5%	3%	4%	4%
Video content posted on social networking sites other than YouTube	13	7	4	4	7	3	10	2	2	1	-	3	8	11	3	4	6	2	8	8
	4%	4%	6%	5%	4%	2%	6%	2%	5%	7%	-	2%	7%	4%	6%	6%	4%	3%	4%	4%
Other TV or video channels available on-line	11	7	-	2	4	4	6	4	2	1	-	6	4	11	2	2	3	-	3	3
	3%	3%	-	3%	2%	3%	4%	4%	5%	7%	-	4%	4%	4%	4%	4%	2%	-	2%	2%
Official YouTube channels from brands/ organisations you are familiar with	9	8	1	1	8	8	1	7	2	-	-	1	6	8	-	-	5	2	7	7
	3%	4%	1%	1%	4%	6%f	1%	7%	4%	-	-	1%	6%	3%	-	-	4%	3%	4%	4%
TV catch up services	8	6	2	3	5	3	6	2	1	-	3	2	2	5	-	1	3	3	6	6
	3%	3%	2%	4%	3%	2%	4%	2%	2%	-	7%	2%	2%	2%	-	1%	2%	5%	3%	4%
On-line video rental services downloaded or streamed	8	7	2	5	3	5	3	3	4	1	1	2	5	7	1	1	4	3	7	6
	3%	3%	3%	6%	2%	4%	2%	3%	8%	7%	2%	1%	4%	3%	3%	2%	3%	5%	4%	3%
Free Video On-demand content available through your subscription service provider	5	3	2	2	2	3	2	2	-	1	1	2	3	4	1	3	1	1	2	4
	2%	1%	2%	2%	1%	2%	1%	2%	-	10%	1%	1%	2%	2%	1%	4%	1%	2%	1%	2%
Video content on news websites	4	3	1	2	1	3	*	2	2	1	-	1	2	2	-	-	3	1	4	3
	1%	1%	1%	3%	1%	2%	*	2%	5%	7%	-	1%	1%	1%	-	-	2%	2%	2%	2%
Paid Video On-demand content available through your subscription service provider	2	2	-	2	-	2	-	2	2	1	-	1	2	2	-	-	2	-	2	2
	1%	1%	-	3%	-	2%	-	2%	3%	7%	-	1%	1%	1%	-	-	2%	-	1%	1%
Video content you have paid for on digital or on-line stores	2	2	*	1	1	2	*	2	1	-	-	*	2	2	-	-	2	-	2	2
	1%	1%	1%	1%	*	1%	*	1%	2%	-	-	*	1%	1%	-	-	1%	-	1%	1%
Video content that can be downloaded from the internet through your gaming console	1	1	-	-	1	1	-	1	-	-	-	1	-	1	-	-	1	-	1	1
	*	*	-	-	*	*	-	1%	-	-	-	*	-	*	-	-	*	-	*	*
Don't know	16	2	13	5	10	4	13	-	4	-	5	10	1	11	4	5	6	2	8	13
	5%	1%	20%	5%a	5%a	3%	8%	-	8%c	-	12%	7%d	1%	4%	7%	7%	4%	4%	4%	7%
Not stated	239	164	43	66	151	115	124	91	36	8	33	115	91	206	40	47	112	46	158	140
	79%	84%	66%	77%	81%	84%	74%	88%	75%	83%	76%	79%	80%	80%	75%	74%	81%	85%	82%	78%

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

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 73

Q15a - Dangerous behaviour

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Net: Any YouTube	21	17	2	3	16	11	10	8	5	-	2	6	12	18	2	2	11	4	14	13
	7%	*8%*	*4%*	*4%*	*9%*	*8%*	*6%*	*8%*	*10%*	-	*4%*	*4%*	*10%*	*7%*	*4%*	*3%*	*8%*	*7%*	*8%*	*8%*

Prepared by BDRC Continental

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

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Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
	Total	Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**328**	328	-	-	258	70	270	58	67	181	40
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Effective Base	**221**	221	-	-	170	53	180	42	47	123	22
YouTube videos uploaded by friends, family or other YouTube users	**14**	14	-	-	12	2	13	1	7	8	1
	5%	*5%*	-	-	*5%*	*4%*	*5%*	*2%*	*11%*	*5%*	*2%*
Video content posted on social networking sites other than YouTube	**13**	13	-	-	12	*	13	-	4	9	1
	4%	*4%*	-	-	*5%*	*1%*	*5%*	-	*7%*	*5%*	*2%*
Other TV or video channels available on-line	**11**	11	-	-	11	-	11	-	3	8	-
	3%	*3%*	-	-	*4%*	-	*4%*	-	*4%*	*4%*	-
Official YouTube channels from brands/ organisations you are familiar with	**9**	9	-	-	9	-	9	-	3	6	1
	3%	*3%*	-	-	*4%*	-	*3%*	-	*4%*	*3%*	*2%*
TV catch up services	**8**	8	-	-	7	1	8	-	5	4	2
	3%	*3%*	-	-	*3%*	*2%*	*3%*	-	*8%*	*2%*	*4%*
On-line video rental services downloaded or streamed	**8**	8	-	-	8	-	8	-	3	5	3
	3%	*3%*	-	-	*3%*	-	*3%*	-	*5%*	*3%*	*6%*
Free Video On-demand content available through your subscription service provider	**5**	5	-	-	5	-	4	1	1	3	-
	2%	*2%*	-	-	*2%*	-	*2%*	*1%*	*1%*	*2%*	-
Video content on news websites	**4**	4	-	-	3	*	4	-	3	3	1
	1%	*1%*	-	-	*1%*	*1%*	*1%*	-	*4%*	*2%*	*2%*
Paid Video On-demand content available through your subscription service provider	**2**	2	-	-	2	-	2	-	2	2	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*3%*	*1%*	-
Video content you have paid for on digital or on-line stores	**2**	2	-	-	2	-	2	-	1	1	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*1%*	*	-
Video content that can be downloaded from the internet through your gaming console	**1**	1	-	-	1	-	1	-	-	1	-
	*	*	-	-	*	-	*	-	-	*	-
Don't know	**16**	16	-	-	12	5	12	5	2	12	4
	5%	*5%*	-	-	*5%*	*8%*	*5%*	*10%*	*2%*	*7%*	*10%*
Not stated	**239**	239	-	-	187	52	197	42	49	128	32
	79%	*79%*	-	-	*77%*	*88%*	*77%*	*87%*	*75%*	*74%*	*81%*

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

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Absolutes/col percents

Table 73

Q15a - Dangerous behaviour

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Net: Any YouTube	**21**	21	-	-	19	2	20	1	8	14	2
	7%	*7%*	-	-	*8%*	*4%*	*8%*	*2%*	*12%*	*8%*	*4%*

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

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Absolutes/col percents

Table 74

Q15a - Defamation/smearing of others
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	328	193	135	99	105	66	28	20	10	204	94	30	122	53	13	5	82	41	7	5	107	119	61	41	226	102
Base	303	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Effective Base	221	128	98	85	65	43	23	8	5	150	65	12	91	36	5	3	59	33	7	2	65	84	44	30	147	73
YouTube videos uploaded by friends, family or other YouTube users	10	6	4	4	2	2	2	*	-	5	4	*	4	2	*	-	1	2	-	-	4	4	2	-	8	2
	3%	3%	3%	4%	2%	3%	8%	2%	-	3%	5%	1%	3%	3%	2%	-	2%	8%	-	-	4%	4%	3%	-	4%	2%
Official YouTube channels from brands/ organisations you are familiar with	8	4	4	3	2	3	-	-	-	5	3	-	2	2	-	-	3	1	-	-	3	5	-	-	8	-
	3%	2%	3%	3%	3%	4%	-	-	-	3%	3%	-	2%	4%	-	-	4%	2%	-	-	3%	5%	-	-	4%	-
Video content posted on social networking sites other than YouTube	8	4	4	2	2	2	1	-	-	4	3	-	2	1	-	-	2	2	-	-	5	2	-	-	8	-
	3%	2%	4%	2%	3%	4%	4%	-	-	2%	4%	-	2%	2%	-	-	3%	7%	-	-	5%	2%	-	-	4%	-
On-line video rental services downloaded or streamed	5	4	1	1	3	-	-	-	-	5	-	-	4	-	-	-	1	-	-	-	1	2	1	1	3	2
	2%	2%	1%	1%	4%	-	-	-	-	3%	-	-	3%	-	-	-	1%	-	-	-	1%	2%	2%	2%	1%	2%
TV catch up services	4	4	-	2	1	-	1	-	-	3	1	-	3	1	-	-	-	-	-	-	-	2	2	-	2	2
	1%	2%	-	2%	1%	-	4%	-	-	2%	1%	-	3%	2%	-	-	-	-	-	-	-	2%	4%	-	1%	2%
Other TV or video channels available on-line	4	1	3	1	3	-	-	-	-	4	-	-	1	-	-	-	3	-	-	-	1	3	1	-	3	1
	1%	*	3%	1%	4%	-	-	-	-	2%	-	-	1%	-	-	-	5%	-	-	-	1%	3%	2%	-	2%	1%
Video content on news websites	3	3	1	-	1	2	-	-	-	1	2	-	1	2	-	-	-	1	-	-	-	3	-	1	3	1
	1%	1%	1%	-	1%	4%	-	-	-	1%	3%	-	1%	3%	-	-	-	2%	-	-	-	2%	-	2%	1%	1%
Free Video On-demand content available through your subscription service provider	2	1	2	1	1	-	1	-	-	2	1	-	-	1	-	-	2	-	-	-	-	1	1	1	1	2
	1%	*	1%	1%	1%	-	3%	-	-	1%	1%	-	-	2%	-	-	2%	-	-	-	-	*	2%	2%	*	2%
Paid Video On-demand content available through your subscription service provider	1	1	-	-	1	1	-	-	-	1	1	-	1	1	-	-	-	-	-	-	1	-	-	-	1	-
	*	1%	-	-	1%	1%	-	-	-	*	1%	-	1%	1%	-	-	-	-	-	-	1%	-	-	-	1%	-
Video content you have paid for on digital or on-line stores	1	-	1	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	1	-	-	1	-
	*	-	1%	1%	-	-	-	-	-	*	-	-	-	-	-	-	1%	-	-	-	-	1%	-	-	*	-
Video content that can be downloaded from the internet through your gaming console	1	1	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	1	-	-	-	1	-
	*	*	-	-	1%	-	-	-	-	*	-	-	1%	-	-	-	-	-	-	-	1%	-	-	-	*	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	275	178	97	93	78	52	24	20	8	171	76	28	109	49	16	4	62	27	4	4	87	93	56	39	180	95
	91%	92%	89%	92%	89%	89%	85%	98%	100%	91%	88%	99%	91%	89%	98%	100%	90%	84%	100%	100%	89%	90%	92%	94%	89%	93%
Net: Any YouTube	15	9	6	6	3	3	2	*	-	9	6	*	5	3	*	-	3	2	-	-	6	7	2	-	13	2
	5%	5%	5%	6%	3%	6%	8%	2%	-	5%	6%	1%	4%	6%	2%	-	5%	8%	-	-	6%	6%	3%	-	6%	2%

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

Table 74

Q15a - Defamation/smearing of others
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	328	246	80	189	130	1	15	39	31	27	37	15	20	49	62	295	16	8	9	85	64	146
Base	303	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Effective Base	221	165	54	133	83	1	8	31	23	20	34	10	18	44	52	205	10	7	6	58	50	98
YouTube videos uploaded by friends, family or other YouTube users	10	7	3	5	4	-	-	2	*	1	2	3	-	-	*	9	-	-	1	2	3	3
	3%	3%	3%	3%	3%	-	-	5%	1%	5%	7%	9%	-	-	1%	3%	-	-	7%	3%	6%	2%
Official YouTube channels from brands/ organisations you are familiar with	8	7	1	6	2	-	-	1	*	-	1	2	-	-	1	5	-	-	3	1	1	3
	3%	3%	1%	4%	2%	-	-	2%	1%	-	5%	7%	-	-	2%	2%	-	-	17%	2%	2%	2%
Video content posted on social networking sites other than YouTube	8	4	3	4	4	-	-	-	-	-	2	3	1	1	1	7	1	-	-	-	2	5
	3%	2%	4%	2%	3%	-	-	-	-	-	7%	9%	4%	2%	3%	3%	3%	-	-	-	3%	4%
On-line video rental services downloaded or streamed	5	5	-	3	1	-	-	1	-	-	1	1	-	1	1	5	-	-	-	1	1	3
	2%	2%	-	2%	1%	-	-	4%	-	-	3%	4%	-	2%	2%	2%	-	-	-	2%	1%	2%
TV catch up services	4	4	-	4	-	-	-	1	-	-	-	-	-	1	1	3	-	-	1	1	-	2
	1%	2%	-	3%	-	-	-	4%	-	-	-	-	-	3%	2%	1%	-	-	7%	2%	-	1%
Other TV or video channels available on-line	4	3	1	2	2	-	-	1	-	-	1	-	-	1	1	4	-	-	-	1	1	2
	1%	1%	1%	1%	2%	-	-	1%	-	-	5%	-	-	2%	3%	2%	-	-	-	1%	3%	2%
Video content on news websites	3	3	1	3	1	-	-	-	-	1	-	-	-	-	-	1	-	-	3	-	1	-
	1%	1%	1%	2%	1%	-	-	-	-	3%	-	-	-	-	-	*	-	-	17%	-	1%	-
Free Video On-demand content available through your subscription service provider	2	2	-	2	-	-	1	-	-	1	-	-	-	-	-	2	1	-	-	1	1	-
	1%	1%	-	1%	-	-	5%	-	-	4%	-	-	-	-	-	1%	3%	-	-	1%	2%	-
Paid Video On-demand content available through your subscription service provider	1	1	-	1	1	-	-	-	-	-	1	-	-	-	1	1	-	-	-	-	1	1
	*	1%	-	*	*	-	-	-	-	-	3%	-	-	-	2%	1%	-	-	-	-	1%	*
Video content you have paid for on digital or on-line stores	1	-	1	-	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	1	-
	*	-	1%	-	1%	-	-	-	-	-	3%	-	-	-	-	*	-	-	-	-	1%	-
Video content that can be downloaded from the internet through your gaming console	1	1	-	-	1	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1
	*	*	-	-	*	-	-	-	-	-	-	-	-	-	2%	*	-	-	-	-	-	*
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	275	201	72	147	120	*	17	34	26	25	25	23	19	39	36	244	14	5	12	78	50	116
	91%	89%	94%	88%	93%	100%	95%	92%	99%	89%	88%	79%	96%	91%	90%	91%	97%	100%	83%	95%	88%	89%
Net: Any YouTube	15	12	3	10	5	-	-	3	*	1	2	5	-	-	1	12	-	-	3	3	3	6
	5%	5%	3%	6%	4%	-	-	8%	1%	5%	7%	16%	-	-	3%	5%	-	-	17%	4%	6%	4%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	328	250	251	265	168	237	174	195	149	110	247	176	212	159	113	325	3	317	319	325
Base	303	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Effective Base	221	183	179	192	135	169	124	154	105	91	177	126	166	113	91	219	3	214	226	219
YouTube videos uploaded by friends, family or other YouTube users	10	7	10	9	3	8	4	6	5	4	10	4	7	5	4	10	-	10	10	10
	3%	3%	4%	4%	2%	4%	3%	4%	3%	4%	4%	2%	4%	3%	4%	3%	-	3%	3%	3%
Official YouTube channels from brands/ organisations you are familiar with	8	6	6	8	5	6	5	8	7	1	6	5	8	7	1	8	-	8	8	8
	3%	3%	3%	3%	3%	3%	4%	4%	5%	1%	3%	4%	4%	5%	1%	3%	-	3%	3%	3%
Video content posted on social networking sites other than YouTube	8	6	7	7	5	7	5	6	6	4	7	5	6	6	4	8	-	8	8	8
	3%	3%	3%	3%	3%	3%	3%	3%	4%	4%	3%	3%	3%	4%	4%	3%	-	3%	3%	3%
On-line video rental services downloaded or streamed	5	4	4	5	1	4	3	5	2	2	4	3	5	2	2	5	-	5	5	5
	2%	2%	2%	2%	1%	2%	2%	3%	1%	2%	2%	2%	3%	1%	2%	2%	-	2%	2%	2%
TV catch up services	4	2	3	2	1	3	1	2	1	1	3	1	2	1	1	4	-	4	4	4
	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	-	1%	1%	1%
Other TV or video channels available on-line	4	2	3	4	2	3	1	4	3	1	3	1	4	3	1	4	-	4	4	4
	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	2%	2%	1%	1%	-	1%	1%	1%
Video content on news websites	3	2	2	3	-	2	2	3	3	-	2	2	3	3	-	3	-	3	3	3
	1%	1%	1%	1%	-	1%	1%	1%	2%	-	1%	1%	1%	2%	-	1%	-	1%	1%	1%
Free Video On-demand content available through your subscription service provider	2	2	2	2	2	2	2	2	2	-	2	2	2	2	-	2	-	2	2	2
	1%	1%	1%	1%	1%	1%	2%	1%	2%	-	1%	2%	1%	2%	-	1%	-	1%	1%	1%
Paid Video On-demand content available through your subscription service provider	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	-	1	1	1
	*	1%	*	1%	1%	*	1%	1%	*	1%	*	1%	1%	*	1%	*	-	1%	1%	*
Video content you have paid for on digital or on-line stores	1	-	1	1	1	1	-	1	1	-	1	-	1	1	-	1	-	1	1	1
	*	-	*	*	1%	*	-	*	1%	-	*	-	*	*	-	*	-	*	*	*
Video content that can be downloaded from the internet through your gaming console	1	-	1	1	1	1	-	1	-	-	1	-	1	-	-	1	-	1	1	1
	*	-	*	*	*	*	-	*	-	-	*	-	*	-	-	*	-	*	*	*
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	275	195	202	219	130	190	133	154	124	83	196	134	165	132	87	269	6	261	260	269
	91%	90%	90%	90%	90%	89%	90%	88%	87%	89%	89%	90%	88%	88%	90%	90%	100%	90%	90%	90%

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

Table 74

Q15a - Defamation/smearing of others
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**303**	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Net: Any YouTube	**15**	12	13	14	6	12	8	11	9	5	13	8	12	9	5	15	-	15	15	15
	5%	*5%*	*6%*	*6%*	*5%*	*6%*	*6%*	*7%*	*7%*	*5%*	*6%*	*6%*	*7%*	*6%*	*5%*	*5%*	-	*5%*	*5%*	*5%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
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Base: All who have seen something of concern on any on-line or on-demand service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	328	225	55	86	211	135	193	107	48	10	41	167	118	285	54	67	157	64	221	210
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Effective Base	221	183	29	62	140	108	114	88	36	9	22	106	98	202	37	48	108	55	161	149
YouTube videos uploaded by friends, family or other YouTube users	10	7	1	-	9	3	6	2	2	-	-	5	5	10	1	1	4	*	4	4
	3%	3%	2%	-	5%	3%	4%	2%	4%	-	-	3%	4%	4%	1%	1%	3%	1%	2%	2%
Official YouTube channels from brands/ organisations you are familiar with	8	8	-	2	6	6	2	5	1	-	-	4	4	8	1	1	4	1	5	5
	3%	4%	-	3%	3%	4%	1%	4%	3%	-	-	3%	3%	3%	2%	2%	3%	2%	2%	3%
Video content posted on social networking sites other than YouTube	8	7	-	1	6	3	5	3	2	-	-	4	4	8	1	1	5	-	5	4
	3%	4%	-	2%	3%	2%	3%	3%	4%	-	-	3%	3%	3%	1%	2%	3%	-	2%	2%
On-line video rental services downloaded or streamed	5	5	-	2	3	4	1	3	1	-	1	3	1	4	2	2	2	1	3	2
	2%	2%	-	2%	1%	3%	*	3%	1%	-	2%	2%	1%	2%	3%	3%	2%	1%	2%	1%
TV catch up services	4	3	-	1	3	3	2	3	-	-	1	1	3	3	1	1	1	1	2	2
	1%	2%	-	1%	2%	2%	1%	2%	-	-	2%	1%	2%	1%	2%	2%	1%	2%	1%	1%
Other TV or video channels available on-line	4	3	-	2	2	3	1	3	-	-	-	2	2	4	1	1	1	1	2	1
	1%	2%	-	3%	1%	2%	1%	3%	-	-	-	2%	2%	2%	1%	1%	1%	2%	1%	1%
Video content on news websites	3	3	-	2	2	2	1	2	1	-	-	3	-	3	-	-	2	-	2	2
	1%	1%	-	2%	1%	2%	1%	1%	2%	-	-	2%	-	1%	-	-	2%	-	1%	1%
Free Video On-demand content available through your subscription service provider	2	2	1	1	1	1	1	1	-	1	-	2	1	2	-	2	1	-	1	2
	1%	1%	1%	1%	1%	1%	1%	*	-	10%	-	1%	1%	1%	-	3%	*	-	*	1%
Paid Video On-demand content available through your subscription service provider	1	1	-	1	-	1	-	1	1	-	-	1	-	1	-	-	1	-	1	1
	*	1%	-	2%	-	1%	-	1%	1%	-	-	1%	-	1%	-	-	1%	-	1%	1%
Video content you have paid for on digital or on-line stores	1	1	-	-	1	-	1	-	-	-	-	-	1	1	-	-	-	-	-	-
	*	*	-	-	*	-	*	-	-	-	-	-	1%	*	-	-	-	-	-	-
Video content that can be downloaded from the internet through your gaming console	1	1	-	1	-	1	-	-	1	-	-	1	-	1	1	1	-	-	-	-
	*	*	-	1%	-	*	-	-	1%	-	-	*	-	*	1%	1%	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	275	174	63	78	168	118	157	90	43	9	42	130	102	232	49	58	125	50	175	161
	91%	89%	96%	90%	90%	86%	94%	87%	90%	90%	96%	90%	89%	90%	92%	90%	91%	93%	91%	90%

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

Table 74

Q15a - Defamation/smearing of others
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Net: Any YouTube	15	12	1	2	12	9	6	7	3	-	-	7	8	15	1	1	8	1	9	8
	5%	*6%*	*2%*	*3%*	*7%*	*6%*	*4%*	*6%*	*6%*	-	-	*5%*	*7%*	*6%*	*2%*	*2%*	*6%*	*2%*	*5%*	*5%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**328**	328	-	-	258	70	270	58	67	181	40
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Effective Base	**221**	221	-	-	170	53	180	42	47	123	22
YouTube videos uploaded by friends, family or other YouTube users	**10**	10	-	-	10	-	10	-	4	5	*
	3%	*3%*	-	-	*4%*	-	*4%*	-	*7%*	*3%*	*1%*
Official YouTube channels from brands/ organisations you are familiar with	**8**	8	-	-	8	-	8	-	3	6	*
	3%	*3%*	-	-	*3%*	-	*3%*	-	*4%*	*3%*	*1%*
Video content posted on social networking sites other than YouTube	**8**	8	-	-	8	-	8	-	4	5	-
	3%	*3%*	-	-	*3%*	-	*3%*	-	*6%*	*3%*	-
On-line video rental services downloaded or streamed	**5**	5	-	-	5	-	5	-	3	4	-
	2%	*2%*	-	-	*2%*	-	*2%*	-	*4%*	*2%*	-
TV catch up services	**4**	4	-	-	4	-	4	-	2	3	-
	1%	*1%*	-	-	*2%*	-	*2%*	-	*3%*	*2%*	-
Other TV or video channels available on-line	**4**	4	-	-	4	-	4	-	2	3	-
	1%	*1%*	-	-	*2%*	-	*2%*	-	*3%*	*2%*	-
Video content on news websites	**3**	3	-	-	3	-	3	-	3	2	1
	1%	*1%*	-	-	*1%*	-	*1%*	-	*4%*	*1%*	*2%*
Free Video On-demand content available through your subscription service provider	**2**	2	-	-	2	-	2	-	-	2	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	-	*1%*	-
Paid Video On-demand content available through your subscription service provider	**1**	1	-	-	1	-	1	-	1	1	-
	*	*	-	-	*1%*	-	*1%*	-	*2%*	*1%*	-
Video content you have paid for on digital or on-line stores	**1**	1	-	-	1	-	1	-	-	-	-
	*	*	-	-	*	-	*	-	-	-	-
Video content that can be downloaded from the internet through your gaming console	**1**	1	-	-	1	-	1	-	-	1	-
	*	*	-	-	*	-	*	-	-	*	-
Don't know	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Not stated	**275**	275	-	-	216	59	227	48	53	151	38
	91%	*91%*	-	-	*88%*	100%d	*89%*	100%d	*82%*	*88%*	*97%*

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

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Absolutes/col percents

Table 74

Q15a - Defamation/smearing of others

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Net: Any YouTube	**15**	15	-	-	15	-	15	-	6	10	*
	5%	*5%*	-	-	*6%*	-	*6%*	-	*9%*	*6%*	*1%*

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

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Absolutes/col percents

Table 75

Q15a - Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	328	193	135	99	105	66	28	20	10	204	94	30	122	53	13	5	82	41	7	5	107	119	61	41	226	102
Base	303	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Effective Base	221	128	98	85	65	43	23	8	5	150	65	12	91	36	5	3	59	33	7	2	65	84	44	30	147	73
YouTube videos uploaded by friends, family or other YouTube users	14	5	9	3	4	4	3	1	-	7	6	1	3	1	1	-	4	5	-	-	4	6	1	3	10	4
	5%	3%	8%	3%	5%	6%	10%	4%	-	4%	7%	3%	3%	2%	5%	-	6%	16%	-	-	4%	6%	2%	8%	5%	4%
Official YouTube channels from brands/ organisations you are familiar with	14	6	8	6	6	1	1	*	-	12	1	*	5	1	*	-	7	1	-	-	4	6	2	2	10	4
	4%	3%	7%	6%	7%	1%	2%	2%	-	6%	1%	2%	4%	1%	3%	-	11%	2%	-	-	4%	6%	3%	5%	5%	4%
TV catch up services	10	6	5	3	4	1	2	*	-	7	3	*	4	2	*	-	3	1	-	-	2	4	1	3	6	4
	3%	3%	4%	3%	5%	1%	8%	2%	-	4%	3%	2%	3%	3%	3%	-	5%	4%	-	-	2%	4%	1%	8%	3%	4%
Video content posted on social networking sites other than YouTube	10	6	4	1	4	5	-	*	*	5	5	1	4	2	*	-	1	3	-	*	4	6	-	-	10	-
	3%	3%	4%	1%	5%	8%c	-	2%	4%	3%	5%	3%	3%	3%	3%	-	1%	10%p	-	8%	4%	6%y	-	-	5%y	-
Other TV or video channels available on-line	8	4	3	3	4	2	-	-	-	6	2	-	3	2	-	-	3	-	-	-	2	5	1	-	7	1
	2%	2%	3%	2%	4%	3%	-	-	-	3%	2%	-	2%	3%	-	-	5%	-	-	-	2%	5%	1%	-	3%	1%
On-line video rental services downloaded or streamed	6	4	2	3	3	-	-	-	-	6	-	-	4	-	-	-	2	-	-	-	1	3	2	-	4	2
	2%	2%	2%	3%	4%	-	-	-	-	3%	-	-	3%	-	-	-	3%	-	-	-	1%	3%	3%	-	2%	2%
Free Video On-demand content available through your subscription service provider	6	3	2	1	4	-	1	-	-	5	1	-	3	-	-	-	2	1	-	-	3	2	1	1	4	1
	2%	2%	2%	1%	5%	-	2%	-	-	3%	1%	-	3%	-	-	-	2%	2%	-	-	3%	2%	1%	2%	2%	1%
Video content you have paid for on digital or on-line stores	4	2	2	-	3	1	1	-	-	3	1	-	1	1	-	-	2	1	-	-	1	2	1	1	3	1
	1%	1%	2%	-	4%	1%	2%	-	-	2%	1%	-	1%	1%	-	-	2%	2%	-	-	1%	2%	1%	2%	1%	1%
Video content that can be downloaded from the internet through your gaming console	4	2	2	1	2	-	2	-	-	3	2	-	2	-	-	-	1	2	-	-	3	1	-	1	3	1
	1%	1%	2%	1%	2%	-	6%	-	-	1%	2%	-	1%	-	-	-	1%	5%	-	-	3%	1%	-	2%	2%	1%
Video content on news websites	4	1	3	-	1	1	1	*	*	1	1	1	1	-	*	-	1	1	-	*	*	1	1	1	1	2
	1%	1%	2%	-	2%	1%	2%	2%	4%	1%	2%	3%	1%	-	3%	-	1%	5%	-	8%	*	1%	1%	4%	1%	2%
Paid Video On-demand content available through your subscription service provider	3	3	-	1	2	-	-	-	-	3	-	-	3	-	-	-	-	-	-	-	1	2	-	-	3	-
	1%	1%	-	1%	2%	-	-	-	-	1%	-	-	2%	-	-	-	-	-	-	-	1%	2%	-	-	1%	-
Don't know	*	-	*	-	-	-	-	-	*	-	-	*	-	-	-	-	-	-	-	*	*	-	-	-	*	-
	*	-	*	-	-	-	-	-	4%	-	-	1%	-	-	-	-	-	-	-	7%	*	-	-	-	*	-
Not stated	267	176	90	89	73	53	24	19	8	163	77	27	105	52	15	4	58	25	4	4	84	90	58	35	174	93
	88%	91%	83%	89%	84%	90%	87%	96%	92%	86%	89%	95%	88%	95%	95%	100%	84%	79%	100%	85%	86%	87%	95%	84%	87%	91%
Net: Any YouTube	24	11	13	7	9	4	3	1	-	16	7	1	8	2	1	-	8	5	-	-	8	9	2	5	17	7
	8%	5%	12%	7%	11%	7%	10%	4%	-	9%	8%	3%	7%	4%	5%	-	12%	16%	-	-	8%	9%	4%	11%	8%	7%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 75

Q15a - Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	328	246	80	189	130	1	15	39	31	27	37	15	20	49	62	295	16	8	9	85	64	146
Base	303	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Effective Base	221	165	54	133	83	1	8	31	23	20	34	10	18	44	52	205	10	7	6	58	50	98
YouTube videos uploaded by friends, family or other YouTube users	14	11	4	6	8	-	-	3	2	2	1	-	1	2	2	12	1	-	1	4	4	5
	5%	5%	5%	4%	7%	-	-	7%	6%	8%	4%	-	3%	4%	5%	5%	5%	-	9%	5%	6%	4%
Official YouTube channels from brands/ organisations you are familiar with	14	10	3	9	5	-	-	2	-	1	1	3	1	-	4	12	-	-	1	2	2	8
	4%	5%	5%	5%	4%	-	-	6%	-	4%	3%	12%	3%	-	11%m	5%	-	-	9%	3%	3%	6%
TV catch up services	10	8	2	5	5	-	1	3	-	-	-	-	-	-	4	8	1	-	1	4	-	4
	3%	4%	3%	3%	4%	-	5%	9%	-	-	-	-	-	-	10%m	3%	5%	-	9%	5%	-	3%
Video content posted on social networking sites other than YouTube	10	9	2	6	4	-	-	*	1	1	2	1	1	2	1	10	-	-	-	1	3	6
	3%	4%	2%	4%	3%	-	-	1%	3%	4%	6%	4%	8%	5%	3%	4%	-	-	-	2%	5%	5%
Other TV or video channels available on-line	8	5	3	4	4	-	-	2	1	-	-	1	1	-	1	6	-	-	1	3	-	4
	2%	2%	3%	2%	3%	-	-	5%	3%	-	-	4%	6%	-	3%	2%	-	-	9%	3%	-	3%
On-line video rental services downloaded or streamed	6	6	-	3	2	-	-	3	*	1	-	-	-	-	2	6	-	-	-	3	1	2
	2%	3%	-	2%	1%	-	-	8%	1%	4%	-	-	-	-	4%	2%	-	-	-	4%	2%	1%
Free Video On-demand content available through your subscription service provider	6	5	1	6	-	-	-	2	-	-	2	-	-	-	2	6	-	-	-	2	2	2
	2%	2%	1%	3%	-	-	-	5%	-	-	8%m	-	-	-	4%	2%	-	-	-	2%	4%	1%
Video content you have paid for on digital or on-line stores	4	4	1	3	2	-	-	2	-	-	1	-	-	-	2	4	-	-	-	2	1	2
	1%	2%	1%	2%	1%	-	-	5%	-	-	3%	-	-	-	5%	2%	-	-	-	2%	1%	1%
Video content that can be downloaded from the internet through your gaming console	4	3	1	4	-	-	-	-	-	1	2	-	-	-	2	4	-	-	-	-	2	2
	1%	2%	1%	2%	-	-	-	-	-	3%	5%	-	-	-	4%	2%	-	-	-	-	4%	1%
Video content on news websites	4	3	1	2	1	-	-	1	-	1	-	-	-	*	1	3	1	-	-	1	1	1
	1%	1%	1%	1%	1%	-	-	3%	-	3%	-	-	-	1%	2%	1%	5%	-	-	2%	1%	1%
Paid Video On-demand content available through your subscription service provider	3	3	-	1	2	-	-	1	-	-	-	1	-	-	1	3	-	-	-	1	-	2
	1%	1%	-	1%	1%	-	-	2%	-	-	-	4%	-	-	2%	1%	-	-	-	1%	-	1%
Don't know	*	-	*	*	-	-	-	-	-	-	*	-	-	-	-	*	-	-	-	-	*	-
	*	-	*	*	-	-	-	-	-	-	1%	-	-	-	-	*	-	-	-	-	1%	-
Not stated	267	197	68	145	116	*	17	32	24	24	25	26	17	40	30	235	14	5	13	73	49	113
	88%	88%	89%	87%	90%	100%	95%	85%	93%	85%	86%	88%	86%	95%n	76%	87%	95%	100%	91%	90%	86%	86%
Net: Any YouTube	24	19	5	13	11	-	-	3	2	3	2	3	1	2	6	22	1	-	1	5	5	12
	8%	8%	7%	8%	9%	-	-	9%	6%	12%	7%	12%	3%	4%	15%	8%	5%	-	9%	6%	10%	9%

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

Table 75

Q15a - Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**328**	250	251	265	168	237	174	195	149	110	247	176	212	159	113	325	3	317	319	325
Base	**303**	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Effective Base	**221**	183	179	192	135	169	124	154	105	91	177	126	166	113	91	219	3	214	226	219
YouTube videos uploaded by friends, family or other YouTube users	**14**	8	13	13	10	12	5	9	6	4	13	5	11	8	4	14	-	14	14	14
	5%	*4%*	*6%*	*5%*	*7%*	*6%*	*4%*	*5%*	*4%*	*4%*	*6%*	*4%*	*6%*	*5%*	*4%*	*5%*	-	*5%*	*5%*	*5%*
Official YouTube channels from brands/ organisations you are familiar with	**14**	12	11	12	11	11	8	11	11	3	11	8	11	11	3	14	-	14	14	14
	4%	*5%*	*5%*	*5%*	*7%*	*5%*	*6%*	*6%*	*7%*	*3%*	*5%*	*5%*	*6%*	*8%*	*3%*	*5%*	-	*5%*	*5%*	*5%*
TV catch up services	**10**	7	8	8	4	8	4	7	4	4	8	4	7	6	4	10	-	10	10	10
	3%	*3%*	*3%*	*3%*	*3%*	*4%*	*3%*	*4%*	*3%*	*4%*	*4%*	*3%*	*4%*	*4%*	*4%*	*3%*	-	*4%*	*4%*	*3%*
Video content posted on social networking sites other than YouTube	**10**	7	9	9	8	8	6	7	8	3	9	6	8	8	3	10	-	10	10	10
	3%	*3%*	*4%*	*4%*	*5%*	*4%*	*4%*	*4%*	*6%*	*3%*	*4%*	*4%*	*4%*	*5%*	*3%*	*3%*	-	*4%*	*4%*	*3%*
Other TV or video channels available on-line	**8**	6	7	6	4	7	3	6	6	4	7	3	6	6	4	8	-	8	8	8
	2%	*3%*	*3%*	*3%*	*3%*	*3%*	*2%*	*4%*	*4%*	*4%*	*3%*	*2%*	*3%*	*4%*	*4%*	*3%*	-	*3%*	*3%*	*3%*
On-line video rental services downloaded or streamed	**6**	6	4	6	6	4	5	6	6	3	4	5	6	6	3	6	-	6	6	6
	2%	*3%*	*2%*	*2%*	*4%*	*2%*	*4%*	*3%*	*4%*	*3%*	*2%*	*4%*	*3%*	*4%*	*3%*	*2%*	-	*2%*	*2%*	*2%*
Free Video On-demand content available through your subscription service provider	**6**	5	4	6	6	4	4	5	4	3	4	4	5	5	3	6	-	6	6	6
	2%	*2%*	*2%*	*2%*	*4%*	*2%*	*3%*	*3%*	*3%*	*3%*	*2%*	*3%*	*3%*	*3%*	*3%*	*2%*	-	*2%*	*2%*	*2%*
Video content you have paid for on digital or on-line stores	**4**	4	3	4	4	3	4	4	4	2	3	4	4	4	2	4	-	4	4	4
	1%	*2%*	*1%*	*2%*	*3%*	*1%*	*2%*	*2%*	*3%*	*2%*	*1%*	*2%*	*2%*	*3%*	*2%*	*1%*	-	*2%*	*2%*	*1%*
Video content that can be downloaded from the internet through your gaming console	**4**	3	2	4	4	2	3	3	3	1	2	3	4	3	1	4	-	4	4	4
	1%	*1%*	*1%*	*2%*	*3%*	*1%*	*2%*	*2%*	*2%*	*1%*	*1%*	*2%*	*2%*	*2%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Video content on news websites	**4**	2	4	2	1	4	1	1	1	1	4	1	1	1	1	4	-	4	4	4
	1%	*1%*	*2%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Paid Video On-demand content available through your subscription service provider	**3**	2	3	2	1	3	1	2	2	2	3	1	2	2	2	3	-	3	3	3
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	-	*1%*	*1%*	*1%*
Don't know	*	*	*	-	-	-	*	-	-	-	-	*	-	-	-	*	-	*	*	*
	*	*	*	-	-	-	*	-	-	-	-	*	-	-	-	*	-	*	*	*
Not stated	**267**	190	196	215	120	185	130	151	119	81	190	132	162	125	85	261	6	253	252	261
	88%	*87%*	*87%*	*88%*	*83%*	*87%*	*88%*	*86%*	*84%*	*87%*	*87%*	*88%*	*86%*	*83%*	*87%*	*88%*	*100%*	*87%*	*87%*	*88%*

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

Table 75

Q15a - Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**303**	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Net: Any YouTube	**24**	17	20	20	18	19	12	17	15	6	20	12	18	17	6	24	-	24	24	24
	8%	*8%*	*9%*	*8%*	*13%*	*9%*	*8%*	*9%*	*11%*	*7%*	*9%*	*8%*	*10%*	*11%*	*6%*	*8%*	-	*8%*	*8%*	*8%*

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
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Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	328	225	55	86	211	135	193	107	48	10	41	167	118	285	54	67	157	64	221	210
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Effective Base	221	183	29	62	140	108	114	88	36	9	22	106	98	202	37	48	108	55	161	149
YouTube videos uploaded by friends, family or other YouTube users	14	9	3	3	10	6	8	5	4	1	2	5	7	12	1	2	8	2	10	10
	5%	5%	5%	4%	5%	5%	5%	5%	8%	7%	4%	4%	6%	5%	3%	3%	6%	3%	5%	5%
Official YouTube channels from brands/ organisations you are familiar with	14	13	-	5	9	9	5	8	3	1	-	5	8	14	2	3	9	1	11	8
	4%	7%	-	6%	5%	6%	3%	8%	7%	7%	-	4%	7%	5%	3%	4%	7%	2%	6%	5%
TV catch up services	10	7	2	5	6	5	5	4	2	2	3	3	4	7	2	3	3	3	6	6
	3%	4%	4%	5%	3%	4%	3%	3%	5%	17%	8%	2%	3%	3%	4%	5%	2%	6%	3%	3%
Video content posted on social networking sites other than YouTube	10	8	*	1	8	6	4	6	3	-	*	5	5	10	2	2	7	1	8	9
	3%	4%	1%	2%	4%	5%	2%	6%	6%	-	1%	4%	4%	4%	3%	2%	5%	2%	4%	5%
Other TV or video channels available on-line	8	8	-	1	6	5	3	4	2	-	-	5	3	8	1	1	3	2	5	4
	2%	4%	-	2%	3%	4%	1%	4%	3%	-	-	3%	3%	3%	2%	2%	2%	3%	3%	2%
On-line video rental services downloaded or streamed	6	6	*	2	4	4	2	2	2	-	*	3	3	6	-	1	2	3	5	6
	2%	3%	1%	2%	2%	3%	1%	2%	5%	-	1%	2%	3%	2%	-	2%	2%	5%	3%	3%
Free Video On-demand content available through your subscription service provider	6	5	-	5	1	6	-	6	2	1	-	2	4	6	-	-	5	1	6	5
	2%	2%	-	6%d	*	4%d	-	5%	3%	7%	-	1%	4%	2%	-	-	3%	2%	3%	3%
Video content you have paid for on digital or on-line stores	4	4	-	3	1	4	-	4	2	1	-	2	2	4	-	-	3	1	4	4
	1%	2%	-	3%	1%	3%d	-	4%	5%	7%	-	1%	2%	2%	-	-	3%	2%	2%	2%
Video content that can be downloaded from the internet through your gaming console	4	3	1	3	1	4	-	3	3	1	-	2	3	4	-	-	4	-	4	2
	1%	2%	1%	4%	*	3%	-	3%	5%	7%	-	1%	2%	2%	-	-	3%	-	2%	1%
Video content on news websites	4	2	1	2	2	2	1	1	1	-	1	2	1	3	1	1	2	*	3	3
	1%	1%	2%	2%	1%	2%	1%	1%	2%	-	2%	1%	1%	1%	2%	2%	2%	1%	1%	1%
Paid Video On-demand content available through your subscription service provider	3	2	1	-	3	2	1	2	1	-	-	2	1	3	1	1	1	1	2	1
	1%	1%	1%	-	1%	2%	*	2%	2%	-	-	1%	1%	1%	2%	2%	*	2%	1%	*
Don't know	*	-	-	-	*	-	*	-	-	-	*	-	-	-	-	-	-	*	*	*
	*	-	-	-	*	-	*	-	-	-	1%	-	-	-	-	-	-	1%	*	*
Not stated	267	171	59	77	162	116	151	88	39	8	39	131	96	227	48	57	118	47	166	155
	88%	87%	90%	89%	87%	85%	90%	85%	82%	83%	89%	91%	84%	88%	92%	89%	86%	88%	86%	86%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Net: Any YouTube	24	18	3	7	16	13	11	12	6	1	2	9	13	22	3	5	14	3	17	15
	8%	*9%*	*5%*	*8%*	*8%*	*10%*	*6%*	*11%*	*13%*	*7%*	*4%*	*6%*	*12%*	*9%*	*6%*	*8%*	*10%*	*5%*	*9%*	*8%*

Prepared by BDRC Continental

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

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Absolutes/col percents

Table 75

Q15a - Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**328**	328	-	-	258	70	270	58	67	181	40
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Effective Base	**221**	221	-	-	170	53	180	42	47	123	22
YouTube videos uploaded by friends, family or other YouTube users	**14**	14	-	-	13	1	14	-	5	9	2
	5%	*5%*	-	-	*5%*	*2%*	*6%*	-	*7%*	*5%*	*5%*
Official YouTube channels from brands/ organisations you are familiar with	**14**	14	-	-	14	-	14	-	5	10	2
	4%	*4%*	-	-	*6%*	-	*5%*	-	*7%*	*6%*	*5%*
TV catch up services	**10**	10	-	-	9	1	10	-	4	8	2
	3%	*3%*	-	-	*4%*	*2%*	*4%*	-	*6%*	*5%*	*5%*
Video content posted on social networking sites other than YouTube	**10**	10	-	-	10	-	10	-	3	6	1
	3%	*3%*	-	-	*4%*	-	*4%*	-	*4%*	*3%*	*3%*
Other TV or video channels available on-line	**8**	8	-	-	8	-	8	-	3	5	-
	2%	*2%*	-	-	*3%*	-	*3%*	-	*5%*	*3%*	-
On-line video rental services downloaded or streamed	**6**	6	-	-	6	-	6	*	-	6	-
	2%	*2%*	-	-	*3%*	-	*2%*	*1%*	-	*3%*	-
Free Video On-demand content available through your subscription service provider	**6**	6	-	-	6	-	6	-	3	6	-
	2%	*2%*	-	-	*2%*	-	*2%*	-	*4%*	*3%*	-
Video content you have paid for on digital or on-line stores	**4**	4	-	-	4	-	4	-	1	4	-
	1%	*1%*	-	-	*2%*	-	*2%*	-	*2%*	*3%*	-
Video content that can be downloaded from the internet through your gaming console	**4**	4	-	-	4	-	4	-	3	4	-
	1%	*1%*	-	-	*2%*	-	*2%*	-	*4%*	*2%*	-
Video content on news websites	**4**	4	-	-	4	-	4	-	*	1	2
	1%	*1%*	-	-	*2%*	-	*1%*	-	*1%*	*1%*	*5%*
Paid Video On-demand content available through your subscription service provider	**3**	3	-	-	3	-	3	-	2	1	1
	1%	*1%*	-	-	*1%*	-	*1%*	-	*3%*	*1%*	*2%*
Don't know	*	*	-	-	*	-	*	-	-	-	-
	*	*	-	-	*	-	*	-	-	-	-
Not stated	**267**	267	-	-	209	58	219	48	55	147	34
	88%	*88%*	-	-	*86%*	*98%d*	*86%*	*99%d*	*84%*	*85%*	*86%*

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

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Absolutes/col percents

Table 75

Q15a - Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Net: Any YouTube	**24**	24	-	-	23	1	24	-	8	16	3
	8%	*8%*	-	-	*9%*	*2%*	*9%*	-	*12%*	*9%*	*9%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 76

Q15a - Discrimination based on non-religious beliefs
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	328	193	135	99	105	66	28	20	10	204	94	30	122	53	13	5	82	41	7	5	107	119	61	41	226	102
Base	303	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Effective Base	221	128	98	85	65	43	23	8	5	150	65	12	91	36	5	3	59	33	7	2	65	84	44	30	147	73
TV catch up services	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
On-line video rental services downloaded or streamed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Free Video On-demand content available through your subscription service provider	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Paid Video On-demand content available through your subscription service provider	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Official YouTube channels from brands/ organisations you are familiar with	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other TV or video channels available on-line	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
YouTube videos uploaded by friends, family or other YouTube users	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content posted on social networking sites other than YouTube	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content you have paid for on digital or on-line stores	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content on news websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content that can be downloaded from the internet through your gaming console	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	303	194	109	101	87	59	28	20	8	188	87	28	119	55	16	4	69	32	4	4	98	103	61	42	201	102
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Net: Any YouTube	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Table 76

Q15a - Discrimination based on non-religious beliefs
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**328**	246	80	189	130	1	15	39	31	27	37	15	20	49	62	295	16	8	9	85	64	146
Base	**303**	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Effective Base	**221**	165	54	133	83	1	8	31	23	20	34	10	18	44	52	205	10	7	6	58	50	98
TV catch up services	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
On-line video rental services downloaded or streamed	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Free Video On-demand content available through your subscription service provider	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Paid Video On-demand content available through your subscription service provider	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Official YouTube channels from brands/ organisations you are familiar with	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other TV or video channels available on-line	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
YouTube videos uploaded by friends, family or other YouTube users	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content posted on social networking sites other than YouTube	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content you have paid for on digital or on-line stores	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content on news websites	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content that can be downloaded from the internet through your gaming console	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	**303**	225	77	166	129	*	18	37	26	28	29	29	20	43	40	270	15	5	15	82	57	131
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Net: Any YouTube	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Base: All who have seen something of concern on any on-line or on-demand service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	328	250	251	265	168	237	174	195	149	110	247	176	212	159	113	325	3	317	319	325
Base	303	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Effective Base	221	183	179	192	135	169	124	154	105	91	177	126	166	113	91	219	3	214	226	219
TV catch up services	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
On-line video rental services downloaded or streamed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Free Video On-demand content available through your subscription service provider	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Paid Video On-demand content available through your subscription service provider	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Official YouTube channels from brands/ organisations you are familiar with	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other TV or video channels available on-line	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
YouTube videos uploaded by friends, family or other YouTube users	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content posted on social networking sites other than YouTube	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content you have paid for on digital or on-line stores	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content on news websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content that can be downloaded from the internet through your gaming console	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	303	217	225	243	144	213	148	175	142	94	220	150	188	150	97	298	6	289	288	298
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*

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

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Absolutes/col percents

Table 76

Q15a - Discrimination based on non-religious beliefs
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**303**	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Net: Any YouTube	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
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Base: All who have seen something of concern on any on-line or on-demand service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	328	225	55	86	211	135	193	107	48	10	41	167	118	285	54	67	157	64	221	210
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Effective Base	221	183	29	62	140	108	114	88	36	9	22	106	98	202	37	48	108	55	161	149
TV catch up services	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
On-line video rental services downloaded or streamed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Free Video On-demand content available through your subscription service provider	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Paid Video On-demand content available through your subscription service provider	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Official YouTube channels from brands/ organisations you are familiar with	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other TV or video channels available on-line	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
YouTube videos uploaded by friends, family or other YouTube users	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content posted on social networking sites other than YouTube	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content you have paid for on digital or on-line stores	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content on news websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content that can be downloaded from the internet through your gaming console	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	303	196	65	86	187	136	167	104	48	10	43	145	114	259	53	64	138	54	192	179
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*

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

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Absolutes/col percents

Table 76

Q15a - Discrimination based on non-religious beliefs
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	**303**	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Net: Any YouTube	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Base: All who have seen something of concern on any on-line or on-demand service

		Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
	Total	Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**328**	328	-	-	258	70	270	58	67	181	40
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Effective Base	**221**	221	-	-	170	53	180	42	47	123	22
TV catch up services	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
On-line video rental services downloaded or streamed	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Free Video On-demand content available through your subscription service provider	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Paid Video On-demand content available through your subscription service provider	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Official YouTube channels from brands/ organisations you are familiar with	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other TV or video channels available on-line	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
YouTube videos uploaded by friends, family or other YouTube users	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Video content posted on social networking sites other than YouTube	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Video content you have paid for on digital or on-line stores	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Video content on news websites	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Video content that can be downloaded from the internet through your gaming console	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Not stated	**303**	303	-	-	244	59	255	48	65	173	40
	100%	*100%*	-	-	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

		Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
	Total	Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Net: Any YouTube	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Base: All who have seen something of concern on any on-line or on-demand service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	328	193	135	99	105	66	28	20	10	204	94	30	122	53	13	5	82	41	7	5	107	119	61	41	226	102
Base	303	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Effective Base	221	128	98	85	65	43	23	8	5	150	65	12	91	36	5	3	59	33	7	2	65	84	44	30	147	73
TV catch up services	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
On-line video rental services downloaded or streamed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Free Video On-demand content available through your subscription service provider	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Paid Video On-demand content available through your subscription service provider	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Official YouTube channels from brands/ organisations you are familiar with	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other TV or video channels available on-line	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
YouTube videos uploaded by friends, family or other YouTube users	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content posted on social networking sites other than YouTube	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content you have paid for on digital or on-line stores	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content on news websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content that can be downloaded from the internet through your gaming console	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	303	194	109	101	87	59	28	20	8	188	87	28	119	55	16	4	69	32	4	4	98	103	61	42	201	102
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Net: Any YouTube	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Base: All who have seen something of concern on any on-line or on-demand service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**328**	246	80	189	130	1	15	39	31	27	37	15	20	49	62	295	16	8	9	85	64	146
Base	**303**	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Effective Base	**221**	165	54	133	83	1	8	31	23	20	34	10	18	44	52	205	10	7	6	58	50	98
TV catch up services	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
On-line video rental services downloaded or streamed	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Free Video On-demand content available through your subscription service provider	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Paid Video On-demand content available through your subscription service provider	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Official YouTube channels from brands/ organisations you are familiar with	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other TV or video channels available on-line	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
YouTube videos uploaded by friends, family or other YouTube users	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content posted on social networking sites other than YouTube	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content you have paid for on digital or on-line stores	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content on news websites	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content that can be downloaded from the internet through your gaming console	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	**303**	225	77	166	129	*	18	37	26	28	29	29	20	43	40	270	15	5	15	82	57	131
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Net: Any YouTube	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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Absolutes/col percents

Table 77

Q15a - Discrimination based on religious beliefs
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	328	250	251	265	168	237	174	195	149	110	247	176	212	159	113	325	3	317	319	325
Base	303	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Effective Base	221	183	179	192	135	169	124	154	105	91	177	126	166	113	91	219	3	214	226	219
TV catch up services	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
On-line video rental services downloaded or streamed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Free Video On-demand content available through your subscription service provider	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Paid Video On-demand content available through your subscription service provider	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Official YouTube channels from brands/ organisations you are familiar with	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other TV or video channels available on-line	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
YouTube videos uploaded by friends, family or other YouTube users	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content posted on social networking sites other than YouTube	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content you have paid for on digital or on-line stores	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content on news websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content that can be downloaded from the internet through your gaming console	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	303	217	225	243	144	213	148	175	142	94	220	150	188	150	97	298	6	289	288	298
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*

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

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Absolutes/col percents

Table 77

Q15a - Discrimination based on religious beliefs

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**303**	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Net: Any YouTube	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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Absolutes/col percents

Table 77

Q15a - Discrimination based on religious beliefs
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	328	225	55	86	211	135	193	107	48	10	41	167	118	285	54	67	157	64	221	210
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Effective Base	221	183	29	62	140	108	114	88	36	9	22	106	98	202	37	48	108	55	161	149
TV catch up services	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
On-line video rental services downloaded or streamed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Free Video On-demand content available through your subscription service provider	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Paid Video On-demand content available through your subscription service provider	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Official YouTube channels from brands/ organisations you are familiar with	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other TV or video channels available on-line	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
YouTube videos uploaded by friends, family or other YouTube users	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content posted on social networking sites other than YouTube	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content you have paid for on digital or on-line stores	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content on news websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content that can be downloaded from the internet through your gaming console	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	303	196	65	86	187	136	167	104	48	10	43	145	114	259	53	64	138	54	192	179
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*

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

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Absolutes/col percents

Table 77

Q15a - Discrimination based on religious beliefs
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	**303**	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Net: Any YouTube	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**328**	328	-	-	258	70	270	58	67	181	40
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Effective Base	**221**	221	-	-	170	53	180	42	47	123	22
TV catch up services	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
On-line video rental services downloaded or streamed	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Free Video On-demand content available through your subscription service provider	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Paid Video On-demand content available through your subscription service provider	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Official YouTube channels from brands/ organisations you are familiar with	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other TV or video channels available on-line	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
YouTube videos uploaded by friends, family or other YouTube users	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Video content posted on social networking sites other than YouTube	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Video content you have paid for on digital or on-line stores	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Video content on news websites	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Video content that can be downloaded from the internet through your gaming console	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Not stated	**303**	303	-	-	244	59	255	48	65	173	40
	100%	*100%*	-	-	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*

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

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

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Absolutes/col percents

Table 77

Q15a - Discrimination based on religious beliefs
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

		Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
	Total	Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Net: Any YouTube	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

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

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Absolutes/col percents

Table 78

Q15a - Drugs/drug use

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	328	193	135	99	105	66	28	20	10	204	94	30	122	53	13	5	82	41	7	5	107	119	61	41	226	102
Base	303	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Effective Base	221	128	98	85	65	43	23	8	5	150	65	12	91	36	5	3	59	33	7	2	65	84	44	30	147	73
TV catch up services	16	8	8	9	4	1	1	1	*	13	2	1	5	2	1	*	8	-	-	-	2	6	3	4	8	7
	5%	4%	7%	9%	4%	1%	3%	3%	5%	7%	2%	4%	4%	3%	4%	11%	12%	-	-	-	3%	6%	5%	9%	4%	7%
Video content posted on social networking sites other than YouTube	13	8	5	7	4	-	1	-	-	11	1	-	6	1	-	-	5	-	-	-	6	5	-	2	11	2
	4%	4%	5%	7%	5%	-	4%	-	-	6%	1%	-	5%	2%	-	-	7%	-	-	-	7%	4%	-	4%	5%	2%
Official YouTube channels from brands/ organisations you are familiar with	11	7	4	5	4	2	-	-	*	9	2	*	6	1	-	*	3	1	-	-	5	3	1	2	8	3
	4%	4%	3%	5%	4%	3%	-	-	5%	5%	2%	1%	5%	2%	-	11%	4%	2%	-	-	5%	3%	1%	5%	4%	3%
YouTube videos uploaded by friends, family or other YouTube users	7	6	1	1	3	-	2	*	-	4	2	*	4	2	*	-	1	-	-	-	3	1	2	-	5	2
	2%	3%	1%	1%	3%	-	7%	2%	-	2%	2%	1%	3%	3%	2%	-	1%	-	-	-	3%	1%	3%	-	2%	2%
On-line video rental services downloaded or streamed	6	6	-	1	4	1	-	-	-	5	1	-	5	1	-	-	-	-	-	-	2	2	2	-	4	2
	2%	3%	-	1%	5%	2%	-	-	-	3%	1%	-	4%	2%	-	-	-	-	-	-	2%	2%	3%	-	2%	2%
Free Video On-demand content available through your subscription service provider	6	4	2	1	3	1	-	-	*	4	1	*	2	1	-	*	2	-	-	-	3	1	1	1	4	2
	2%	2%	2%	1%	3%	2%	-	-	5%	2%	1%	1%	2%	2%	-	11%	3%	-	-	-	4%	1%	1%	2%	2%	2%
Other TV or video channels available on-line	4	-	4	3	1	-	-	-	-	4	-	-	-	-	-	-	4	-	-	-	1	2	-	1	3	1
	1%	-	3%	3%	1%	-	-	-	-	2%	-	-	-	-	-	-	5%	-	-	-	1%	2%	-	1%	2%	1%
Paid Video On-demand content available through your subscription service provider	3	2	1	1	1	1	-	-	*	2	1	*	2	-	-	*	-	1	-	-	2	1	-	-	3	-
	1%	1%	1%	1%	1%	1%	-	-	5%	1%	1%	1%	1%	-	-	11%	-	2%	-	-	2%	1%	-	-	1%	-
Video content on news websites	2	1	1	1	1	1	-	-	-	2	1	-	1	1	-	-	1	-	-	-	-	1	-	1	1	1
	1%	1%	1%	1%	1%	1%	-	-	-	1%	1%	-	1%	1%	-	-	1%	-	-	-	-	1%	-	2%	1%	1%
Video content you have paid for on digital or on-line stores	1	1	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	1
	*	*	-	-	1%	-	-	-	-	*	-	-	1%	-	-	-	-	-	-	-	-	-	1%	-	-	1%
Video content that can be downloaded from the internet through your gaming console	1	1	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	1
	*	*	-	-	1%	-	-	-	-	*	-	-	1%	-	-	-	-	-	-	-	-	-	1%	-	-	1%
Don't know	9	5	4	2	-	1	2	4	-	2	3	4	-	1	4	-	2	2	-	-	1	5	2	2	5	3
	3%	2%	4%	2%	-	1%	7%	18%	-	1%	3%	13%	-	2%	23%	-	3%	6%	-	-	1%	4%	3%	4%	3%	3%
Not stated	252	163	89	78	75	53	23	15	8	153	76	23	101	47	12	3	52	29	4	4	81	82	53	35	164	88
	83%	84%	82%	77%	86%	90%	83%	76%	95%	81%	87%	82%	85%	85%	71%	89%	75%	92%	100%	100%	84%	79%	87%	84%	81%	86%
Net: Any YouTube	16	13	4	7	6	2	2	*	*	12	4	1	9	3	*	*	3	1	-	-	8	4	2	2	13	4
	5%	7%	3%	6%	6%	3%	7%	2%	5%	6%	4%	3%	8%	5%	2%	11%	4%	2%	-	-	9%	4%	3%	5%	6%	4%

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

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 78

Q15a - Drugs/drug use

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	328	246	80	189	130	1	15	39	31	27	37	15	20	49	62	295	16	8	9	85	64	146
Base	303	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Effective Base	221	165	54	133	83	1	8	31	23	20	34	10	18	44	52	205	10	7	6	58	50	98
TV catch up services	16	11	4	7	7	-	2	2	2	1	3	-	1	1	3	14	-	-	1	6	3	5
	5%	5%	5%	4%	6%	-	9%	6%	7%	2%	9%	-	7%	2%	8%	5%	-	-	9%	7%	6%	4%
Video content posted on social networking sites other than YouTube	13	10	2	9	3	-	1	2	1	-	1	5	-	1	1	13	-	-	-	4	1	7
	4%	5%	3%	6%	3%	-	7%	5%	5%	-	5%	16%	-	2%	3%	5%	-	-	-	5%	2%	5%
Official YouTube channels from brands/ organisations you are familiar with	11	8	2	7	3	-	2	1	*	2	1	3	-	1	1	11	-	-	-	3	3	5
	4%	4%	3%	4%	3%	-	9%	2%	2%	7%	3%	12%	-	1%	2%	4%	-	-	-	4%	5%	4%
YouTube videos uploaded by friends, family or other YouTube users	7	5	1	4	3	-	-	1	-	-	1	3	-	2	*	6	1	-	-	1	1	5
	2%	2%	2%	2%	2%	-	-	2%	-	-	2%	9%	-	4%	1%	2%	5%	-	-	1%	1%	3%
On-line video rental services downloaded or streamed	6	5	1	3	3	-	-	2	1	-	2	-	-	1	2	6	-	-	-	2	2	2
	2%	2%	1%	2%	2%	-	-	4%	3%	-	6%	-	-	1%	4%	2%	-	-	-	3%	3%	2%
Free Video On-demand content available through your subscription service provider	6	5	1	4	2	-	-	-	2	1	2	-	-	1	1	6	-	-	-	2	3	1
	2%	2%	2%	2%	1%	-	-	-	6%	4%	6%	-	-	2%	2%	2%	-	-	-	2%	5%	1%
Other TV or video channels available on-line	4	3	1	2	1	-	-	-	2	1	-	-	1	-	-	4	-	-	-	2	1	1
	1%	1%	2%	1%	1%	-	-	-	8%	2%	-	-	6%	-	-	1%	-	-	-	2%	1%	1%
Paid Video On-demand content available through your subscription service provider	3	2	*	2	1	-	1	-	*	-	-	-	-	1	1	3	-	-	-	1	-	2
	1%	1%	1%	1%	1%	-	4%	-	2%	-	-	-	-	1%	2%	1%	-	-	-	1%	-	1%
Video content on news websites	2	1	1	2	1	-	1	-	-	-	1	-	-	-	1	2	-	-	-	1	1	1
	1%	1%	1%	1%	*	-	4%	-	-	-	2%	-	-	-	2%	1%	-	-	-	1%	1%	1%
Video content you have paid for on digital or on-line stores	1	1	-	-	1	-	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-	-
	*	*	-	-	1%	-	-	-	3%	-	-	-	-	-	-	*	-	-	-	1%	-	-
Video content that can be downloaded from the internet through your gaming console	1	1	-	-	1	-	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-	-
	*	*	-	-	1%	-	-	-	3%	-	-	-	-	-	-	*	-	-	-	1%	-	-
Don't know	9	8	1	6	2	-	2	1	-	4	-	-	1	1	-	8	-	1	-	3	4	2
	3%	4%	1%	4%	2%	-	9%	3%	-	13%	-	-	4%	2%	-	3%	-	19%	-	3%	7%	1%
Not stated	252	182	68	135	110	*	13	30	22	21	23	23	16	39	33	221	14	4	13	65	44	112
	83%	81%	89%	81%	86%	100%	70%	80%	85%	74%	81%	79%	84%	91%	84%	82%	95%	81%	91%	79%	78%	85%
Net: Any YouTube	16	13	4	10	6	-	2	1	*	2	1	6	-	2	1	16	1	-	-	3	3	9
	5%	6%	5%	6%	5%	-	9%	2%	2%	7%	5%	21%	-	5%	3%	6%	5%	-	-	4%	6%	7%

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

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 78

Q15a - Drugs/drug use

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**328**	250	251	265	168	237	174	195	149	110	247	176	212	159	113	325	3	317	319	325
Base	**303**	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Effective Base	**221**	183	179	192	135	169	124	154	105	91	177	126	166	113	91	219	3	214	226	219
TV catch up services	**16**	13	11	13	7	11	9	12	8	8	11	9	12	8	8	16	-	16	16	16
	5%	*6%*	*5%*	*5%*	*5%*	*5%*	*6%*	*7%*	*6%*	*9%*	*5%*	*6%*	*7%*	*6%*	*8%*	*5%*	-	*5%*	*5%*	*5%*
Video content posted on social networking sites other than YouTube	**13**	12	11	11	7	11	7	9	8	8	11	7	10	8	8	13	-	13	13	13
	4%	*5%*	*5%*	*4%*	*5%*	*5%*	*5%*	*5%*	*6%*	*9%*	*5%*	*5%*	*5%*	*6%*	*8%*	*4%*	-	*4%*	*4%*	*4%*
Official YouTube channels from brands/ organisations you are familiar with	**11**	9	8	10	6	8	7	9	7	3	8	7	9	7	3	11	-	11	10	11
	4%	*4%*	*4%*	*4%*	*4%*	*4%*	*4%*	*5%*	*5%*	*3%*	*4%*	*4%*	*5%*	*5%*	*3%*	*4%*	-	*4%*	*3%*	*4%*
YouTube videos uploaded by friends, family or other YouTube users	**7**	6	6	6	4	6	3	5	4	4	6	3	5	4	4	7	-	7	7	7
	2%	*3%*	*3%*	*2%*	*3%*	*3%*	*2%*	*3%*	*3%*	*5%*	*3%*	*2%*	*3%*	*3%*	*5%*	*2%*	-	*2%*	*2%*	*2%*
On-line video rental services downloaded or streamed	**6**	5	5	5	5	5	4	5	3	3	5	4	5	3	3	6	-	6	6	6
	2%	*2%*	*2%*	*2%*	*3%*	*2%*	*3%*	*3%*	*2%*	*4%*	*2%*	*3%*	*3%*	*2%*	*4%*	*2%*	-	*2%*	*2%*	*2%*
Free Video On-demand content available through your subscription service provider	**6**	6	4	5	2	4	5	4	3	4	4	5	4	3	4	6	-	6	6	6
	2%	*3%*	*2%*	*2%*	*2%*	*2%*	*3%*	*3%*	*2%*	*4%*	*2%*	*3%*	*2%*	*2%*	*4%*	*2%*	-	*2%*	*2%*	*2%*
Other TV or video channels available on-line	**4**	3	4	3	-	4	1	3	3	2	4	1	3	3	2	4	-	4	4	4
	1%	*1%*	*2%*	*1%*	-	*2%*	*	*1%*	*2%*	*3%*	*2%*	*	*1%*	*2%*	*2%*	*1%*	-	*1%*	*1%*	*1%*
Paid Video On-demand content available through your subscription service provider	**3**	3	2	3	2	2	3	2	3	1	2	3	2	3	1	3	-	3	3	3
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Video content on news websites	**2**	2	2	2	2	2	2	2	-	2	2	2	2	-	2	2	-	2	2	2
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*2%*	*1%*	*1%*	*1%*	-	*2%*	*1%*	-	*1%*	*1%*	*1%*
Video content you have paid for on digital or on-line stores	**1**	-	1	1	1	1	-	1	-	-	1	-	1	-	-	1	-	1	1	1
	*	-	*	*	*1%*	*	-	*	-	-	*	-	*	-	-	*	-	*	*	*
Video content that can be downloaded from the internet through your gaming console	**1**	-	1	1	1	1	-	1	-	-	1	-	1	-	-	1	-	1	1	1
	*	-	*	*	*1%*	*	-	*	-	-	*	-	*	-	-	*	-	*	*	*
Don't know	**9**	7	3	3	2	3	5	3	2	1	3	5	3	3	1	9	-	9	9	9
	3%	*3%*	*1%*	*1%*	*1%*	*2%*	*4%*	*2%*	*1%*	*1%*	*1%*	*3%*	*2%*	*2%*	*1%*	*3%*	-	*3%*	*3%*	*3%*
Not stated	**252**	174	187	203	121	175	121	139	113	69	181	123	151	120	73	246	6	238	238	246
	83%	*80%*	*83%*	*84%*	*84%*	*82%*	*82%*	*79%*	*79%*	*74%*	*83%*	*82%*	*80%*	*80%*	*75%*	*83%*	*100%*	*82%*	*82%*	*83%*

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 78

Q15a - Drugs/drug use

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**303**	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Net: Any YouTube	**16**	14	13	15	9	13	10	13	10	7	13	10	13	10	7	16	-	16	16	16
	5%	*6%*	*6%*	*6%*	*6%*	*6%*	*6%*	*7%*	*7%*	*7%*	*6%*	*6%*	*7%*	*7%*	*7%*	*6%*	-	*6%*	*5%*	*6%*

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

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Table 78

Q15a - Drugs/drug use

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	328	225	55	86	211	135	193	107	48	10	41	167	118	285	54	67	157	64	221	210
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Effective Base	221	183	29	62	140	108	114	88	36	9	22	106	98	202	37	48	108	55	161	149
TV catch up services	16	11	3	3	12	8	8	3	5	2	3	5	6	11	1	2	5	8	13	12
	5%	5%	4%	4%	7%	6%	5%	3%	9%	17%	8%	4%	5%	4%	3%	4%	4%	14%q	7%	7%
Video content posted on social networking sites other than YouTube	13	10	2	3	9	7	6	5	3	1	-	4	7	12	1	1	6	2	8	9
	4%	5%	3%	3%	5%	5%	4%	4%	5%	13%	-	3%	6%	5%	2%	2%	5%	4%	4%	5%
Official YouTube channels from brands/ organisations you are familiar with	11	9	1	2	8	9	2	8	2	-	-	3	6	10	2	3	7	1	7	8
	4%	5%	1%	2%	4%	6%t	1%	7%	4%	-	-	2%	6%	4%	4%	5%	5%	2%	4%	5%
YouTube videos uploaded by friends, family or other YouTube users	7	6	-	2	5	2	5	2	1	-	-	3	3	7	-	-	4	*	5	5
	2%	3%	-	2%	3%	1%	3%	2%	2%	-	-	2%	3%	3%	-	-	3%	1%	2%	3%
On-line video rental services downloaded or streamed	6	5	1	4	2	5	1	3	2	-	-	4	2	5	1	1	3	3	5	5
	2%	3%	1%	4%	1%	4%	1%	3%	3%	-	-	2%	2%	2%	2%	1%	2%	5%	3%	3%
Free Video On-demand content available through your subscription service provider	6	4	1	3	3	5	*	4	1	1	-	3	3	6	-	-	4	2	6	6
	2%	2%	2%	3%	2%	4%t	*	4%	2%	13%	-	2%	2%	2%	-	-	3%	4%	3%	3%
Other TV or video channels available on-line	4	3	1	1	3	1	3	-	-	1	-	1	3	4	-	-	1	2	3	3
	1%	1%	2%	1%	1%	1%	2%	-	-	13%	-	*	3%	1%	-	-	1%	3%	1%	1%
Paid Video On-demand content available through your subscription service provider	3	3	-	1	2	2	1	2	-	-	-	2	1	3	-	-	3	-	3	3
	1%	1%	-	1%	1%	1%	1%	2%	-	-	-	1%	1%	1%	-	-	2%	-	1%	2%
Video content on news websites	2	1	1	1	1	2	1	1	2	-	1	-	1	1	1	1	1	1	2	2
	1%	*	1%	1%	*	1%	*	1%	3%	-	1%	-	1%	*	1%	1%	1%	2%	1%	1%
Video content you have paid for on digital or on-line stores	1	1	-	1	-	1	-	1	-	-	-	1	-	1	-	-	-	1	1	1
	*	*	-	1%	-	1%	-	1%	-	-	-	1%	-	*	-	-	-	2%	*	*
Video content that can be downloaded from the internet through your gaming console	1	1	-	1	-	1	-	1	-	-	-	1	-	1	-	-	-	1	1	1
	*	*	-	1%	-	1%	-	1%	-	-	-	1%	-	*	-	-	-	2%	*	*
Don't know	9	2	5	5	2	5	3	2	5	-	2	5	3	7	6	6	2	2	3	3
	3%	1%	8%	6%a	1%	4%	2%	2%	11%q	-	4%	3%	2%	3%	11%prs	9%prs	1%	3%	2%	2%
Not stated	252	160	56	72	154	109	143	86	35	7	38	121	93	214	41	50	117	42	159	145
	83%	82%	86%	83%	82%	80%	86%	83%	74%	71%	87%	84%	81%	83%	78%	78%	85%	78%	83%	81%

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

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 78

Q15a - Drugs/drug use

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Net: Any YouTube	16	14	1	2	13	9	7	9	3	-	-	7	9	16	2	3	10	1	11	13
	5%	*7%*	*1%*	*3%*	*7%*	*7%*	*4%*	*8%*	*6%*	-	-	*5%*	*8%*	*6%*	*4%*	*5%*	*7%*	*2%*	*6%*	*7%*

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

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Table 78

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Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**328**	328	-	-	258	70	270	58	67	181	40
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Effective Base	**221**	221	-	-	170	53	180	42	47	123	22
TV catch up services	**16**	16	-	-	15	1	16	-	5	8	2
	5%	*5%*	-	-	*6%*	*1%*	*6%*	-	*8%*	*5%*	*4%*
Video content posted on social networking sites other than YouTube	**13**	13	-	-	13	-	13	-	6	7	1
	4%	*4%*	-	-	*5%*	-	*5%*	-	*10%*	*4%*	*4%*
Official YouTube channels from brands/ organisations you are familiar with	**11**	11	-	-	11	-	11	-	3	6	1
	4%	*4%*	-	-	*4%*	-	*4%*	-	*5%*	*3%*	*2%*
YouTube videos uploaded by friends, family or other YouTube users	**7**	7	-	-	6	1	7	-	3	4	1
	2%	*2%*	-	-	*2%*	*1%*	*3%*	-	*5%*	*2%*	*1%*
On-line video rental services downloaded or streamed	**6**	6	-	-	6	-	6	-	2	5	1
	2%	*2%*	-	-	*3%*	-	*2%*	-	*4%*	*3%*	*2%*
Free Video On-demand content available through your subscription service provider	**6**	6	-	-	6	-	6	-	4	4	-
	2%	*2%*	-	-	*2%*	-	*2%*	-	*6%*	*2%*	-
Other TV or video channels available on-line	**4**	4	-	-	4	-	4	-	1	4	-
	1%	*1%*	-	-	*2%*	-	*1%*	-	*2%*	*2%*	-
Paid Video On-demand content available through your subscription service provider	**3**	3	-	-	2	1	3	-	-	3	-
	1%	*1%*	-	-	*1%*	*1%*	*1%*	-	-	*2%*	-
Video content on news websites	**2**	2	-	-	2	-	2	1	2	-	1
	1%	*1%*	-	-	*1%*	-	*1%*	*1%*	*2%*	-	*2%*
Video content you have paid for on digital or on-line stores	**1**	1	-	-	1	-	1	-	-	1	-
	*	*	-	-	*	-	*	-	-	*	-
Video content that can be downloaded from the internet through your gaming console	**1**	1	-	-	1	-	1	-	-	1	-
	*	*	-	-	*	-	*	-	-	*	-
Don't know	**9**	9	-	-	6	2	9	-	2	7	1
	3%	*3%*	-	-	*3%*	*4%*	*3%*	-	*2%*	*4%*	*2%*
Not stated	**252**	252	-	-	196	55	204	48	50	138	37
	83%	*83%*	-	-	*80%*	*94%d*	*80%*	*99%d*	*77%*	*80%*	*92%*

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

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Absolutes/col percents

Table 78

Q15a - Drugs/drug use

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
	Total	Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	303	303	-**	-**	244	59*	255	48*	65*	173	40**
Net: Any YouTube	16	16	-	-	16	1	16	-	6	9	1
	5%	*5%*	-	-	*6%*	*1%*	*6%*	-	*9%*	*5%*	*4%*

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 79

Q15a - Eating disorders

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	328	193	135	99	105	66	28	20	10	204	94	30	122	53	13	5	82	41	7	5	107	119	61	41	226	102
Base	303	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Effective Base	221	128	98	85	65	43	23	8	5	150	65	12	91	36	5	3	59	33	7	2	65	84	44	30	147	73
Free Video On-demand content available through your subscription service provider	12	9	3	3	3	2	-	4	-	6	2	4	4	2	4	-	3	-	-	-	3	7	1	-	10	1
	4%	5%	3%	3%	3%	3%	-	18%	-	3%	2%	13%	3%	3%	23%	-	4%	-	-	-	3%	7%	2%	-	5%	1%
Official YouTube channels from brands/ organisations you are familiar with	11	3	8	9	2	-	-	-	-	11	-	-	3	-	-	-	8	-	-	-	5	2	5	-	6	5
	4%	2%	7%a	9%ad	2%	-	-	-	-	6%	-	-	3%	-	-	-	11%	-	-	-	5%	2%	8%	-	3%	5%
Video content posted on social networking sites other than YouTube	9	2	7	6	1	2	1	-	-	7	3	-	2	1	-	-	5	2	-	-	6	2	1	2	7	2
	3%	1%	6%a	6%	1%	4%	2%	-	-	3%	3%	-	2%	1%	-	-	7%	7%	-	-	6%	2%	1%	4%	4%	2%
TV catch up services	9	1	8	6	3	1	-	-	-	8	1	-	1	-	-	-	7	1	-	-	1	4	2	2	5	4
	3%	1%	7%a	6%	3%	1%	-	-	-	4%	1%	-	1%	-	-	-	10%	3%	-	-	1%	4%	3%	6%	3%	4%
On-line video rental services downloaded or streamed	9	5	4	2	6	1	1	-	-	8	1	-	5	1	-	-	3	1	-	-	5	1	2	1	6	3
	3%	3%	3%	2%	7%	1%	2%	-	-	4%	1%	-	4%	1%	-	-	4%	2%	-	-	5%	1%	4%	2%	3%	3%
YouTube videos uploaded by friends, family or other YouTube users	7	4	3	2	3	1	-	-	-	5	1	-	3	1	-	-	2	1	-	-	3	2	1	1	5	2
	2%	2%	3%	2%	4%	2%	-	-	-	3%	2%	-	2%	1%	-	-	4%	2%	-	-	3%	2%	1%	3%	2%	2%
Other TV or video channels available on-line	6	1	5	4	1	-	1	-	-	5	1	-	1	-	-	-	4	1	-	-	2	3	1	1	4	1
	2%	*	4%a	4%	1%	-	2%	-	-	3%	1%	-	1%	-	-	-	6%	2%	-	-	2%	3%	1%	2%	2%	1%
Paid Video On-demand content available through your subscription service provider	6	2	3	4	1	-	1	-	-	5	1	-	2	-	-	-	3	1	-	-	3	1	1	1	3	2
	2%	1%	3%	4%	1%	-	2%	-	-	3%	1%	-	2%	-	-	-	4%	2%	-	-	3%	1%	2%	2%	2%	2%
Video content on news websites	3	1	2	1	2	-	1	-	-	3	1	-	1	-	-	-	2	1	-	-	1	1	1	1	2	1
	1%	*	2%	1%	2%	-	2%	-	-	1%	1%	-	1%	-	-	-	2%	2%	-	-	1%	1%	1%	2%	1%	1%
Video content you have paid for on digital or on-line stores	2	1	1	1	-	1	-	-	-	1	1	-	-	1	-	-	1	-	-	-	1	-	1	-	1	1
	1%	*	1%	1%	-	1%	-	-	-	1%	1%	-	-	1%	-	-	2%	-	-	-	1%	-	1%	-	1%	1%
Video content that can be downloaded from the internet through your gaming console	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	2	1	1	2	-	1	-	-	-	2	1	-	1	1	-	-	1	-	-	-	1	1	-	-	2	-
	1%	1%	1%	2%	-	1%	-	-	-	1%	1%	-	1%	1%	-	-	1%	-	-	-	1%	1%	-	-	1%	-
Not stated	257	169	88	78	76	52	27	16	8	153	79	25	102	51	13	4	51	28	4	4	82	87	51	37	169	88
	85%	87%	80%	77%	87%	88%	98%	82%	100%	81%	91%c	87%	86%	93%	77%	100%	74%	88%	100%	100%	84%	84%	84%	88%	84%	86%

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 79

Q15a - Eating disorders

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	**303**	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Net: Any YouTube	**16**	7	9	10	5	1	-	-	-	15	1	-	6	1	-	-	9	1	-	-	7	3	5	1	10	6
	5%	*4%*	*9%*	*10%*	*5%*	*2%*	-	-	-	*8%*	*2%*	-	*5%*	*1%*	-	-	*12%*	*2%*	-	-	*8%*	*2%*	*8%*	*3%*	*5%*	*6%*

Prepared by BDRC Continental

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

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Base: All who have seen something of concern on any on-line or on-demand service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	328	246	80	189	130	1	15	39	31	27	37	15	20	49	62	295	16	8	9	85	64	146
Base	303	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Effective Base	221	165	54	133	83	1	8	31	23	20	34	10	18	44	52	205	10	7	6	58	50	98
Free Video On-demand content available through your subscription service provider	12	12	-	9	2	*	-	-	1	4	1	1	-	1	2	10	-	-	2	1	5	4
	4%	5%	-	5%	2%	100%	-	-	5%	13%	3%	4%	-	2%	6%	4%	-	-	11%	1%	8%	3%
Official YouTube channels from brands/ organisations you are familiar with	11	9	2	6	5	-	-	1	1	2	1	4	-	1	2	11	-	-	-	2	3	7
	4%	4%	3%	4%	4%	-	-	2%	5%	5%	4%	15%	-	1%	5%	4%	-	-	-	2%	4%	5%
Video content posted on social networking sites other than YouTube	9	8	1	5	4	-	-	-	1	-	1	2	3	1	2	9	-	-	-	1	1	8
	3%	4%	2%	3%	3%	-	-	-	3%	-	3%	7%	14%	2%	5%	3%	-	-	-	1%	2%	6%
TV catch up services	9	6	3	4	5	-	-	1	1	-	2	-	1	1	3	9	-	-	-	2	2	5
	3%	3%	4%	2%	4%	-	-	2%	4%	-	8%	-	3%	3%	7%	3%	-	-	-	2%	4%	4%
On-line video rental services downloaded or streamed	9	8	1	6	3	*	-	2	-	-	2	-	-	1	4	9	-	-	-	2	2	5
	3%	4%	1%	4%	2%	100%	-	6%	-	-	6%	-	-	3%	9%	3%	-	-	-	3%	3%	4%
YouTube videos uploaded by friends, family or other YouTube users	7	7	-	3	3	*	1	1	-	-	2	-	1	1	1	7	-	-	-	2	2	3
	2%	3%	-	2%	3%	100%	4%	2%	-	-	7%	-	6%	2%	3%	3%	-	-	-	2%	4%	2%
Other TV or video channels available on-line	6	4	2	3	2	-	-	-	-	-	1	-	2	-	3	6	-	-	-	-	1	5
	2%	2%	2%	2%	2%	-	-	-	-	-	4%	-	9%	-	7%	2%	-	-	-	-	2%	4%
Paid Video On-demand content available through your subscription service provider	6	5	1	6	-	-	-	1	1	-	1	-	-	-	2	6	-	-	-	3	1	2
	2%	2%	1%	3%	-	-	-	4%	5%	-	3%	-	-	-	5%	2%	-	-	-	3%	1%	2%
Video content on news websites	3	3	1	3	-	-	-	1	-	-	1	-	-	-	2	3	-	-	-	1	1	2
	1%	1%	1%	2%	-	-	-	2%	-	-	3%	-	-	-	4%	1%	-	-	-	1%	1%	1%
Video content you have paid for on digital or on-line stores	2	2	-	2	-	-	-	1	1	-	-	-	-	-	-	2	-	-	-	2	-	-
	1%	1%	-	1%	-	-	-	2%	5%	-	-	-	-	-	-	1%	-	-	-	2%	-	-
Video content that can be downloaded from the internet through your gaming console	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	2	1	2	1	-	-	-	-	-	1	-	-	-	2	-	2	-	-	-	-	1	2
	1%	*	2%	1%	-	-	-	-	-	2%	-	-	-	4%	-	1%	-	-	-	-	1%	1%
Not stated	257	188	67	137	114	-	18	33	23	22	22	23	15	37	32	225	15	5	13	74	44	107
	85%	84%	87%	82%	88%	-	96%	88%	88%	79%	76%	81%	74%	87%	81%	83%	100%	100%	89%	90%	78%	82%
Net: Any YouTube	16	14	2	9	7	*	1	1	1	2	2	4	1	2	3	16	-	-	-	3	4	10
	5%	6%	3%	5%	6%	100%	4%	2%	5%	5%	7%	15%	6%	4%	7%	6%	-	-	-	3%	6%	8%

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

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 79

Q15a - Eating disorders

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**328**	250	251	265	168	237	174	195	149	110	247	176	212	159	113	325	3	317	319	325
Base	**303**	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Effective Base	**221**	183	179	192	135	169	124	154	105	91	177	126	166	113	91	219	3	214	226	219
Free Video On-demand content available through your subscription service provider	**12**	11	6	8	3	6	8	7	7	2	6	8	7	7	2	12	-	12	12	12
	4%	*5%*	*3%*	*3%*	*2%*	*3%*	*5%*	*4%*	*5%*	*3%*	*3%*	*5%*	*4%*	*5%*	*2%*	*4%*	-	*4%*	*4%*	*4%*
Official YouTube channels from brands/ organisations you are familiar with	**11**	10	11	10	6	11	6	8	6	4	11	6	8	6	4	9	2	9	9	9
	4%	*5%*	*5%*	*4%*	*4%*	*5%*	*4%*	*4%*	*4%*	*5%*	*5%*	*4%*	*4%*	*4%*	*4%*	*3%*	*37%*	*3%*	*3%*	*3%*
Video content posted on social networking sites other than YouTube	**9**	8	9	9	9	9	7	8	8	3	9	7	8	9	3	9	-	9	9	9
	3%	*4%*	*4%*	*4%*	*6%*	*4%*	*4%*	*5%*	*6%*	*3%*	*4%*	*4%*	*4%*	*6%*	*3%*	*3%*	-	*3%*	*3%*	*3%*
TV catch up services	**9**	9	8	7	5	8	7	7	6	4	8	7	7	6	4	9	-	9	9	9
	3%	*4%*	*3%*	*3%*	*3%*	*4%*	*5%*	*4%*	*4%*	*4%*	*4%*	*5%*	*4%*	*4%*	*4%*	*3%*	-	*3%*	*3%*	*3%*
On-line video rental services downloaded or streamed	**9**	7	7	8	7	7	5	8	6	4	7	5	8	7	4	9	-	9	9	9
	3%	*3%*	*3%*	*3%*	*5%*	*3%*	*3%*	*4%*	*4%*	*4%*	*3%*	*3%*	*4%*	*4%*	*4%*	*3%*	-	*3%*	*3%*	*3%*
YouTube videos uploaded by friends, family or other YouTube users	**7**	4	5	6	4	5	4	3	4	2	5	4	3	4	2	7	-	7	7	7
	2%	*2%*	*2%*	*2%*	*3%*	*2%*	*2%*	*2%*	*3%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	-	*2%*	*2%*	*2%*
Other TV or video channels available on-line	**6**	5	5	3	3	5	4	3	4	1	5	4	3	5	1	6	-	6	6	6
	2%	*2%*	*2%*	*1%*	*2%*	*2%*	*3%*	*2%*	*3%*	*1%*	*2%*	*3%*	*2%*	*3%*	*1%*	*2%*	-	*2%*	*2%*	*2%*
Paid Video On-demand content available through your subscription service provider	**6**	6	4	6	4	4	3	6	5	3	4	3	6	6	3	6	-	6	6	6
	2%	*3%*	*2%*	*2%*	*3%*	*2%*	*2%*	*3%*	*3%*	*3%*	*2%*	*2%*	*3%*	*4%*	*3%*	*2%*	-	*2%*	*2%*	*2%*
Video content on news websites	**3**	3	1	3	3	1	2	3	3	1	1	2	3	3	1	3	-	3	3	3
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*2%*	*2%*	*1%*	*1%*	*2%*	*2%*	*2%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Video content you have paid for on digital or on-line stores	**2**	2	1	1	-	1	-	1	1	2	1	-	1	1	2	2	-	2	2	2
	1%	*1%*	*1%*	*	-	*1%*	-	*1%*	*1%*	*2%*	*1%*	-	*1%*	*1%*	*2%*	*1%*	-	*1%*	*1%*	*1%*
Video content that can be downloaded from the internet through your gaming console	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	**2**	2	2	2	2	2	2	1	-	-	2	2	1	1	-	2	-	2	2	2
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*	-	-	*1%*	*1%*	*1%*	*1%*	-	*1%*	-	*1%*	*1%*	*1%*
Not stated	**257**	176	191	206	120	179	120	144	116	76	186	122	157	122	79	253	4	245	244	253
	85%	*81%*	*85%*	*85%*	*83%*	*84%*	*81%*	*82%*	*81%*	*81%*	*85%*	*81%*	*83%*	*81%*	*82%*	*85%*	*63%*	*85%*	*85%*	*85%*

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

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 79

Q15a - Eating disorders

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**303**	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Net: Any YouTube	**16**	13	15	14	10	15	8	10	9	5	15	8	10	9	5	14	2	14	14	14
	5%	*6%*	*6%*	*6%*	*7%*	*7%*	*6%*	*6%*	*6%*	*5%*	*7%*	*6%*	*5%*	*6%*	*5%*	*5%*	*37%*	*5%*	*5%*	*5%*

Prepared by BDRC Continental

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

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Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	328	225	55	86	211	135	193	107	48	10	41	167	118	285	54	67	157	64	221	210
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Effective Base	221	183	29	62	140	108	114	88	36	9	22	106	98	202	37	48	108	55	161	149
Free Video On-demand content available through your subscription service provider	12	5	6	7	4	9	3	4	4	1	-	10	2	12	5	6	5	1	6	5
	4%	3%	9%	8%d	2%	7%	2%	4%	8%	13%	-	7%	2%	4%	9%	9%	4%	2%	3%	3%
Official YouTube channels from brands/ organisations you are familiar with	11	7	2	4	7	9	3	7	-	1	1	4	6	10	2	2	8	2	10	7
	4%	4%	3%	5%	4%	6%	2%	7%	-	13%	2%	3%	6%	4%	3%	2%	6%	4%	5%	4%
Video content posted on social networking sites other than YouTube	9	9	-	2	8	5	5	4	1	1	-	4	5	9	1	1	6	2	8	8
	3%	5%	-	2%	4%	4%	3%	4%	3%	7%	-	3%	5%	4%	2%	1%	5%	4%	4%	5%
TV catch up services	9	7	-	2	6	5	5	4	1	-	2	4	4	7	1	1	5	2	7	7
	3%	4%	-	2%	3%	3%	3%	4%	1%	-	4%	3%	3%	3%	1%	1%	4%	3%	4%	4%
On-line video rental services downloaded or streamed	9	9	-	6	3	6	3	6	2	1	-	5	4	9	1	1	7	1	8	8
	3%	5%	-	7%	2%	4%	2%	6%	3%	7%	-	3%	4%	3%	2%	1%	5%	2%	4%	4%
YouTube videos uploaded by friends, family or other YouTube users	7	7	*	3	3	4	3	4	1	-	1	4	2	6	1	1	5	1	6	4
	2%	3%	*	4%	2%	3%	2%	3%	1%	-	2%	3%	1%	2%	2%	2%	3%	2%	3%	2%
Other TV or video channels available on-line	6	6	-	2	3	2	3	2	2	1	1	1	3	5	-	-	3	1	4	4
	2%	3%	-	3%	2%	2%	2%	2%	3%	7%	2%	1%	3%	2%	-	-	2%	2%	2%	2%
Paid Video On-demand content available through your subscription service provider	6	4	1	5	1	5	1	4	2	2	-	1	4	6	-	-	3	3	6	5
	2%	2%	2%	6%d	*	4%	*	4%	3%	19%	-	1%	4%	2%	-	-	2%	5%	3%	3%
Video content on news websites	3	3	-	3	-	3	-	3	2	1	-	1	2	3	-	-	3	-	3	2
	1%	2%	-	4%d	-	2%	-	3%	3%	7%	-	1%	2%	1%	-	-	2%	-	2%	1%
Video content you have paid for on digital or on-line stores	2	1	1	1	1	1	1	-	-	1	-	1	1	2	-	-	1	1	2	1
	1%	*	2%	1%	*	1%	*	-	-	13%	-	*	1%	1%	-	-	*	2%	1%	1%
Video content that can be downloaded from the internet through your gaming console	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	2	1	1	-	2	1	2	1	1	1	-	1	1	2	-	-	1	1	2	2
	1%	1%	1%	-	1%	*	1%	1%	1%	6%	-	1%	1%	1%	-	-	1%	2%	1%	1%
Not stated	257	162	58	68	162	106	151	80	40	7	41	120	94	214	44	54	112	46	157	152
	85%	83%	89%	78%	86%	78%	90%e	77%	85%	75%	96%	83%	83%	83%	83%	85%	81%	84%	82%	85%

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 79

Q15a - Eating disorders

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Net: Any YouTube	16	12	2	7	10	12	4	10	1	1	1	8	7	15	3	3	11	2	14	10
	5%	*6%*	*3%*	*8%*	*5%*	*9%*	*3%*	*10%*	*1%*	*13%*	*2%*	*6%*	*6%*	*6%*	*5%*	*4%*	*8%*	*4%*	*7%*	*5%*

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

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Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
	Total	Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	328	328	-	-	258	70	270	58	67	181	40
Base	303	303	-**	-**	244	59*	255	48*	65*	173	40**
Effective Base	221	221	-	-	170	53	180	42	47	123	22
Free Video On-demand content available through your subscription service provider	12	12	-	-	12	-	12	-	4	9	1
	4%	4%	-	-	5%	-	5%	-	6%	5%	2%
Official YouTube channels from brands/ organisations you are familiar with	11	11	-	-	11	-	11	-	6	9	3
	4%	4%	-	-	5%	-	4%	-	9%	5%	7%
Video content posted on social networking sites other than YouTube	9	9	-	-	9	1	9	-	1	6	1
	3%	3%	-	-	3%	1%	4%	-	1%	3%	2%
TV catch up services	9	9	-	-	7	2	8	1	2	4	1
	3%	3%	-	-	3%	4%	3%	2%	2%	2%	3%
On-line video rental services downloaded or streamed	9	9	-	-	8	1	9	-	2	8	-
	3%	3%	-	-	3%	1%	3%	-	3%	5%	-
YouTube videos uploaded by friends, family or other YouTube users	7	7	-	-	7	-	7	-	1	4	*
	2%	2%	-	-	3%	-	3%	-	2%	3%	1%
Other TV or video channels available on-line	6	6	-	-	6	-	6	-	1	5	-
	2%	2%	-	-	2%	-	2%	-	1%	3%	-
Paid Video On-demand content available through your subscription service provider	6	6	-	-	6	-	6	-	4	6	-
	2%	2%	-	-	2%	-	2%	-	7%	3%	-
Video content on news websites	3	3	-	-	3	-	3	-	2	3	-
	1%	1%	-	-	1%	-	1%	-	3%	2%	-
Video content you have paid for on digital or on-line stores	2	2	-	-	1	1	1	1	1	2	-
	1%	1%	-	-	*	1%	*	1%	2%	1%	-
Video content that can be downloaded from the internet through your gaming console	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know	2	2	-	-	1	1	2	1	-	-	2
	1%	1%	-	-	*	2%	1%	1%	-	-	4%
Not stated	257	257	-	-	204	53	211	46	51	144	32
	85%	85%	-	-	83%	90%	83%	95%	78%	84%	81%

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

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Absolutes/col percents

Table 79

Q15a - Eating disorders

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
	Total	Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Net: Any YouTube	**16**	16	-	-	16	-	16	-	7	11	3
	5%	*5%*	-	-	*7%*	-	*6%*	-	*11%*	*6%*	*8%*

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

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Absolutes/col percents

Table 80

Q15a - Exorcism/the paranormal

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	328	193	135	99	105	66	28	20	10	204	94	30	122	53	13	5	82	41	7	5	107	119	61	41	226	102
Base	303	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Effective Base	221	128	98	85	65	43	23	8	5	150	65	12	91	36	5	3	59	33	7	2	65	84	44	30	147	73
Free Video On-demand content available through your subscription service provider	4	3	2	3	1	-	-	-	-	4	-	-	3	-	-	-	2	-	-	-	2	1	1	-	4	1
	1%	1%	2%	3%	2%	-	-	-	-	2%	-	-	2%	-	-	-	3%	-	-	-	2%	1%	1%	-	2%	1%
Video content you have paid for on digital or on-line stores	4	2	2	3	1	-	-	-	-	4	-	-	2	-	-	-	2	-	-	-	2	1	-	-	4	-
	1%	1%	2%	3%	1%	-	-	-	-	2%	-	-	2%	-	-	-	3%	-	-	-	2%	1%	-	-	2%	-
Video content posted on social networking sites other than YouTube	4	2	1	4	-	-	-	-	-	4	-	-	2	-	-	-	1	-	-	-	-	3	-	1	3	1
	1%	1%	1%	4%	-	-	-	-	-	2%	-	-	2%	-	-	-	2%	-	-	-	-	3%	-	2%	1%	1%
Other TV or video channels available on-line	3	1	3	3	1	-	-	-	-	3	-	-	1	-	-	-	3	-	-	-	-	3	1	-	3	1
	1%	*	2%	3%	1%	-	-	-	-	2%	-	-	1%	-	-	-	4%	-	-	-	-	3%	1%	-	1%	1%
Paid Video On-demand content available through your subscription service provider	3	2	1	2	1	1	-	-	-	3	1	-	1	1	-	-	1	-	-	-	2	2	-	-	3	-
	1%	1%	1%	2%	1%	1%	-	-	-	1%	1%	-	1%	1%	-	-	2%	-	-	-	2%	2%	-	-	2%	-
TV catch up services	3	2	1	3	-	-	-	-	-	3	-	-	2	-	-	-	1	-	-	-	1	1	1	-	2	1
	1%	1%	1%	3%	-	-	-	-	-	2%	-	-	1%	-	-	-	2%	-	-	-	1%	1%	1%	-	1%	1%
Official YouTube channels from brands/ organisations you are familiar with	3	2	1	3	-	-	-	-	-	3	-	-	2	-	-	-	1	-	-	-	1	1	-	1	2	1
	1%	1%	1%	3%	-	-	-	-	-	2%	-	-	1%	-	-	-	2%	-	-	-	1%	1%	-	1%	1%	1%
On-line video rental services downloaded or streamed	3	1	1	1	1	-	-	-	-	3	-	-	1	-	-	-	1	-	-	-	1	1	1	-	2	1
	1%	1%	1%	1%	2%	-	-	-	-	1%	-	-	1%	-	-	-	2%	-	-	-	1%	1%	1%	-	1%	1%
YouTube videos uploaded by friends, family or other YouTube users	2	1	1	2	-	-	-	-	-	2	-	-	1	-	-	-	1	-	-	-	1	1	-	-	2	-
	1%	*	1%	2%	-	-	-	-	-	1%	-	-	1%	-	-	-	2%	-	-	-	1%	1%	-	-	1%	-
Video content that can be downloaded from the internet through your gaming console	2	1	1	1	-	1	-	-	-	1	1	-	-	1	-	-	1	-	-	-	1	1	-	-	2	-
	1%	*	1%	1%	-	1%	-	-	-	1%	1%	-	-	1%	-	-	2%	-	-	-	1%	1%	-	-	1%	-
Video content on news websites	1	-	1	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	1	-	-	1	-
	*	-	1%	1%	-	-	-	-	-	1%	-	-	-	-	-	-	2%	-	-	-	-	1%	-	-	1%	-
Don't know	2	2	1	2	-	-	-	-	-	2	-	-	2	-	-	-	1	-	-	-	-	1	2	-	1	2
	1%	1%	1%	2%	-	-	-	-	-	1%	-	-	1%	-	-	-	1%	-	-	-	-	1%	3%	-	*	2%
Not stated	289	184	105	91	84	58	28	20	8	175	86	28	109	54	16	4	65	32	4	4	94	98	57	40	192	97
	95%	95%	97%	90%	96%	99%	100%	100%	100%	93%	99%ci	100%	92%	99%	100%	100%	95%	100%	100%	100%	96%	95%	93%	96%	96%	95%
Net: Any YouTube	3	2	1	3	-	-	-	-	-	3	-	-	2	-	-	-	1	-	-	-	1	1	-	1	2	1
	1%	1%	1%	3%	-	-	-	-	-	2%	-	-	1%	-	-	-	2%	-	-	-	1%	1%	-	1%	1%	1%

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

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 80

Q15a - Exorcism/the paranormal

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	328	246	80	189	130	1	15	39	31	27	37	15	20	49	62	295	16	8	9	85	64	146
Base	303	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Effective Base	221	165	54	133	83	1	8	31	23	20	34	10	18	44	52	205	10	7	6	58	50	98
Free Video On-demand content available through your subscription service provider	4	4	-	2	2	-	-	-	2	-	-	-	1	-	2	4	-	-	-	2	-	3
	1%	2%	-	1%	2%	-	-	-	6%	-	-	-	7%	-	4%	2%	-	-	-	2%	-	2%
Video content you have paid for on digital or on-line stores	4	4	-	2	1	-	-	-	1	-	-	-	1	-	2	4	-	-	-	1	-	3
	1%	2%	-	1%	1%	-	-	-	3%	-	-	-	7%	-	4%	1%	-	-	-	1%	-	2%
Video content posted on social networking sites other than YouTube	4	4	-	1	1	-	-	1	-	-	1	-	1	-	-	4	-	-	-	1	1	1
	1%	2%	-	1%	1%	-	-	4%	-	-	3%	-	7%	-	-	1%	-	-	-	2%	2%	1%
Other TV or video channels available on-line	3	3	1	1	3	-	-	-	2	-	-	-	1	-	1	3	-	-	-	2	-	2
	1%	1%	1%	*	2%	-	-	-	6%	-	-	-	7%	-	1%	1%	-	-	-	2%	-	1%
Paid Video On-demand content available through your subscription service provider	3	3	-	1	2	-	1	-	1	-	-	-	1	-	1	3	-	-	-	1	-	2
	1%	1%	-	1%	2%	-	3%	-	3%	-	-	-	7%	-	2%	1%	-	-	-	2%	-	1%
TV catch up services	3	3	-	2	1	-	-	-	-	-	-	-	1	-	2	3	-	-	-	-	-	3
	1%	1%	-	1%	1%	-	-	-	-	-	-	-	7%	-	4%	1%	-	-	-	-	-	2%
Official YouTube channels from brands/ organisations you are familiar with	3	2	1	1	2	-	-	-	-	-	-	-	1	-	2	3	-	-	-	-	-	3
	1%	1%	1%	1%	1%	-	-	-	-	-	-	-	7%	-	4%	1%	-	-	-	-	-	2%
On-line video rental services downloaded or streamed	3	3	-	1	2	-	-	-	-	-	1	-	1	1	-	3	-	-	-	-	1	2
	1%	1%	-	*	2%	-	-	-	-	-	3%	-	7%	1%	-	1%	-	-	-	-	1%	1%
YouTube videos uploaded by friends, family or other YouTube users	2	2	-	1	1	-	-	-	-	-	-	-	1	-	1	2	-	-	-	-	-	2
	1%	1%	-	1%	1%	-	-	-	-	-	-	-	7%	-	2%	1%	-	-	-	-	-	2%
Video content that can be downloaded from the internet through your gaming console	2	2	-	-	2	-	-	-	-	-	-	-	1	-	1	2	-	-	-	-	-	2
	1%	1%	-	-	1%	-	-	-	-	-	-	-	7%	-	2%	1%	-	-	-	-	-	1%
Video content on news websites	1	1	-	-	1	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	1
	*	1%	-	-	1%	-	-	-	-	-	-	-	7%	-	-	*	-	-	-	-	-	1%
Don't know	2	2	-	2	-	-	-	-	-	2	-	-	-	-	1	2	-	-	-	-	2	1
	1%	1%	-	1%	-	-	-	-	-	6%	-	-	-	-	1%	1%	-	-	-	-	3%	*
Not stated	289	212	75	159	124	*	18	36	24	27	27	29	18	42	35	255	15	5	15	77	53	124
	95%	94%	99%	96%	96%	100%	97%	96%	90%	94%	94%	100%	93%	99%n	88%	95%	100%	100%	100%	95%	94%	95%
Net: Any YouTube	3	2	1	1	2	-	-	-	-	-	-	-	1	-	2	3	-	-	-	-	-	3
	1%	1%	1%	1%	1%	-	-	-	-	-	-	-	7%	-	4%	1%	-	-	-	-	-	2%

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

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 80

Q15a - Exorcism/the paranormal

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**328**	250	251	265	168	237	174	195	149	110	247	176	212	159	113	325	3	317	319	325
Base	**303**	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Effective Base	**221**	183	179	192	135	169	124	154	105	91	177	126	166	113	91	219	3	214	226	219
Free Video On-demand content available through your subscription service provider	**4**	2	3	4	4	3	2	4	3	-	3	2	4	3	-	4	-	4	4	4
	1%	*1%*	*1%*	*2%*	*3%*	*1%*	*2%*	*3%*	*2%*	-	*1%*	*2%*	*2%*	*2%*	-	*2%*	-	*2%*	*2%*	*2%*
Video content you have paid for on digital or on-line stores	**4**	2	2	4	3	2	2	4	3	-	2	2	4	3	-	4	-	4	4	4
	1%	*1%*	*1%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	-	*1%*	*2%*	*2%*	*2%*	-	*1%*	-	*1%*	*1%*	*1%*
Video content posted on social networking sites other than YouTube	**4**	2	2	4	3	2	2	4	3	-	2	2	4	3	-	4	-	4	4	4
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*2%*	*2%*	-	*1%*	*2%*	*2%*	*2%*	-	*1%*	-	*1%*	*1%*	*1%*
Other TV or video channels available on-line	**3**	1	2	3	3	2	1	3	1	1	2	1	3	1	1	3	-	3	3	3
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Paid Video On-demand content available through your subscription service provider	**3**	2	2	3	2	2	2	3	2	1	2	2	3	2	1	3	-	3	3	3
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
TV catch up services	**3**	2	1	2	2	1	1	2	2	1	1	1	2	2	1	3	-	3	3	3
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Official YouTube channels from brands/ organisations you are familiar with	**3**	2	2	3	3	2	1	3	2	1	2	1	3	2	1	3	-	3	3	3
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
On-line video rental services downloaded or streamed	**3**	1	2	2	2	2	1	2	2	1	2	1	2	2	1	3	-	3	3	3
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
YouTube videos uploaded by friends, family or other YouTube users	**2**	1	1	2	2	1	1	2	2	-	1	1	2	2	-	2	-	2	2	2
	1%	*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*2%*	-	*1%*	*1%*	*1%*	*1%*	-	*1%*	-	*1%*	*1%*	*1%*
Video content that can be downloaded from the internet through your gaming console	**2**	1	1	2	2	1	1	2	2	-	1	1	2	2	-	2	-	2	2	2
	1%	*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	-	*1%*	*	*1%*	*1%*	-	*1%*	-	*1%*	*1%*	*1%*
Video content on news websites	**1**	-	1	1	1	1	-	1	1	-	1	-	1	1	-	1	-	1	1	1
	*	-	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	-	*1%*	-	*1%*	*1%*	-	*	-	*	*	*
Don't know	**2**	1	1	2	-	1	1	2	-	-	1	1	2	-	-	2	-	2	2	2
	1%	*	*	*1%*	-	*	*	*1%*	-	-	*	*	*1%*	-	-	*1%*	-	*1%*	*1%*	*1%*
Not stated	**289**	207	219	231	136	207	141	163	137	89	214	143	176	145	93	283	6	275	274	283
	95%	*95%*	*97%*	*95%*	*94%*	*97%*	*95%*	*93%*	*96%*	*96%*	*97%*	*95%*	*94%*	*96%*	*96%*	*95%*	*100%*	*95%*	*95%*	*95%*

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

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Absolutes/col percents

Table 80

Q15a - Exorcism/the paranormal

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**303**	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Net: Any YouTube	**3**	2	2	3	3	2	1	3	2	1	2	1	3	2	1	3	-	3	3	3
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*

Prepared by BDRC Continental

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

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Table 80

Q15a - Exorcism/the paranormal

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	328	225	55	86	211	135	193	107	48	10	41	167	118	285	54	67	157	64	221	210
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Effective Base	221	183	29	62	140	108	114	88	36	9	22	106	98	202	37	48	108	55	161	149
Free Video On-demand content available through your subscription service provider	4	4	-	2	2	2	2	2	1	-	-	1	4	4	-	-	3	2	4	4
	1%	2%	-	3%	1%	2%	1%	2%	2%	-	-	1%	3%	2%	-	-	2%	3%	2%	3%
Video content you have paid for on digital or on-line stores	4	4	-	2	2	2	2	2	1	-	-	-	4	4	-	-	3	1	4	4
	1%	2%	-	2%	1%	1%	1%	1%	2%	-	-	-	3%	1%	-	-	2%	2%	2%	2%
Video content posted on social networking sites other than YouTube	4	4	-	-	4	1	2	-	1	-	-	-	4	4	-	-	1	2	4	4
	1%	2%	-	-	2%	1%	1%	-	3%	-	-	-	3%	1%	-	-	1%	4%	2%	2%
Other TV or video channels available on-line	3	3	-	2	2	1	3	1	-	-	-	2	1	3	-	-	3	1	3	3
	1%	2%	-	2%	1%	1%	2%	1%	-	-	-	2%	1%	1%	-	-	2%	2%	2%	2%
Paid Video On-demand content available through your subscription service provider	3	3	-	1	2	1	3	-	1	-	-	1	2	3	-	-	2	1	3	3
	1%	2%	-	1%	1%	*	2%	-	1%	-	-	1%	2%	1%	-	-	2%	2%	2%	2%
TV catch up services	3	3	-	2	1	1	2	1	1	-	1	-	2	2	-	-	2	1	3	3
	1%	2%	-	2%	1%	1%	1%	1%	2%	-	2%	-	2%	1%	-	-	2%	2%	2%	2%
Official YouTube channels from brands/ organisations you are familiar with	3	2	1	1	2	1	2	1	1	-	-	1	2	3	1	1	2	-	2	2
	1%	1%	1%	1%	1%	1%	1%	1%	2%	-	-	*	2%	1%	1%	1%	2%	-	1%	1%
On-line video rental services downloaded or streamed	3	3	-	1	2	1	2	1	-	-	-	1	2	3	1	1	2	-	2	2
	1%	1%	-	1%	1%	1%	1%	1%	-	-	-	*	2%	1%	2%	1%	1%	-	1%	1%
YouTube videos uploaded by friends, family or other YouTube users	2	2	-	1	1	1	1	1	1	-	-	-	2	2	-	-	2	-	2	2
	1%	1%	-	1%	1%	1%	1%	1%	2%	-	-	-	2%	1%	-	-	2%	-	1%	1%
Video content that can be downloaded from the internet through your gaming console	2	2	-	1	1	1	1	-	1	-	-	1	1	2	-	-	2	-	2	2
	1%	1%	-	1%	1%	*	1%	-	1%	-	-	*	1%	1%	-	-	1%	-	1%	1%
Video content on news websites	1	1	-	-	1	-	1	-	-	-	-	-	1	1	-	-	1	-	1	1
	*	1%	-	-	1%	-	1%	-	-	-	-	-	1%	*	-	-	1%	-	1%	1%
Don't know	2	2	-	2	1	2	1	2	-	-	-	-	2	2	-	-	2	1	2	1
	1%	1%	-	2%	*	1%	*	2%	-	-	-	-	2%	1%	-	-	1%	1%	1%	*
Not stated	289	183	64	79	180	130	160	99	45	10	42	140	105	245	51	63	130	49	179	169
	95%	93%	99%	91%	96%	95%	95%	95%	94%	100%	98%	97%	92%	95%	97%	98%	95%	90%	93%	94%

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

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Absolutes/col percents

Table 80

Q15a - Exorcism/the paranormal

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Net: Any YouTube	3	2	1	1	2	1	2	1	1	-	-	1	2	3	1	1	2	-	2	2
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	-	-	*	*2%*	*1%*	*1%*	*1%*	*2%*	-	*1%*	*1%*

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

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Base: All who have seen something of concern on any on-line or on-demand service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**328**	328	-	-	258	70	270	58	67	181	40
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Effective Base	**221**	221	-	-	170	53	180	42	47	123	22
Free Video On-demand content available through your subscription service provider	**4**	4	-	-	4	-	4	-	2	3	-
	1%	*1%*	-	-	*2%*	-	*2%*	-	*3%*	*2%*	-
Video content you have paid for on digital or on-line stores	**4**	4	-	-	4	-	4	-	2	2	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*3%*	*1%*	-
Video content posted on social networking sites other than YouTube	**4**	4	-	-	3	1	4	-	-	3	1
	1%	*1%*	-	-	*1%*	*1%*	*1%*	-	-	*2%*	*2%*
Other TV or video channels available on-line	**3**	3	-	-	3	-	3	-	-	2	1
	1%	*1%*	-	-	*1%*	-	*1%*	-	-	*1%*	*3%*
Paid Video On-demand content available through your subscription service provider	**3**	3	-	-	3	-	3	-	2	2	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*3%*	*1%*	-
TV catch up services	**3**	3	-	-	3	-	3	-	2	3	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*3%*	*2%*	-
Official YouTube channels from brands/ organisations you are familiar with	**3**	3	-	-	3	-	3	-	1	3	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*1%*	*2%*	-
On-line video rental services downloaded or streamed	**3**	3	-	-	2	1	3	-	-	3	-
	1%	*1%*	-	-	*1%*	*1%*	*1%*	-	-	*2%*	-
YouTube videos uploaded by friends, family or other YouTube users	**2**	2	-	-	2	-	2	-	1	2	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*1%*	*1%*	-
Video content that can be downloaded from the internet through your gaming console	**2**	2	-	-	2	-	2	-	1	2	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*1%*	*1%*	-
Video content on news websites	**1**	1	-	-	1	-	1	-	-	1	-
	*	*	-	-	*1%*	-	*1%*	-	-	*1%*	-
Don't know	**2**	2	-	-	1	2	1	2	-	2	-
	1%	*1%*	-	-	*	*3%*	*	*3%*	-	*1%*	-
Not stated	**289**	289	-	-	233	56	243	47	62	163	37
	95%	*95%*	-	-	*95%*	*95%*	*95%*	*97%*	*94%*	*94%*	*94%*

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

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Absolutes/col percents

Table 80

Q15a - Exorcism/the paranormal

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Net: Any YouTube	**3**	3	-	-	3	-	3	-	1	3	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*1%*	*2%*	-

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

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Absolutes/col percents

Table 81

Q15a - Gender discrimination (e.g. sexism)
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	328	193	135	99	105	66	28	20	10	204	94	30	122	53	13	5	82	41	7	5	107	119	61	41	226	102
Base	303	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Effective Base	221	128	98	85	65	43	23	8	5	150	65	12	91	36	5	3	59	33	7	2	65	84	44	30	147	73
TV catch up services	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
On-line video rental services downloaded or streamed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Free Video On-demand content available through your subscription service provider	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Paid Video On-demand content available through your subscription service provider	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Official YouTube channels from brands/ organisations you are familiar with	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other TV or video channels available on-line	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
YouTube videos uploaded by friends, family or other YouTube users	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content posted on social networking sites other than YouTube	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content you have paid for on digital or on-line stores	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content on news websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content that can be downloaded from the internet through your gaming console	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	303	194	109	101	87	59	28	20	8	188	87	28	119	55	16	4	69	32	4	4	98	103	61	42	201	102
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Net: Any YouTube	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**328**	246	80	189	130	1	15	39	31	27	37	15	20	49	62	295	16	8	9	85	64	146
Base	**303**	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Effective Base	**221**	165	54	133	83	1	8	31	23	20	34	10	18	44	52	205	10	7	6	58	50	98
TV catch up services	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
On-line video rental services downloaded or streamed	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Free Video On-demand content available through your subscription service provider	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Paid Video On-demand content available through your subscription service provider	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Official YouTube channels from brands/ organisations you are familiar with	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other TV or video channels available on-line	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
YouTube videos uploaded by friends, family or other YouTube users	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content posted on social networking sites other than YouTube	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content you have paid for on digital or on-line stores	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content on news websites	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content that can be downloaded from the internet through your gaming console	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	**303**	225	77	166	129	*	18	37	26	28	29	29	20	43	40	270	15	5	15	82	57	131
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Net: Any YouTube	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Base: All who have seen something of concern on any on-line or on-demand service

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	328	250	251	265	168	237	174	195	149	110	247	176	212	159	113	325	3	317	319	325
Base	303	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Effective Base	221	183	179	192	135	169	124	154	105	91	177	126	166	113	91	219	3	214	226	219
TV catch up services	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
On-line video rental services downloaded or streamed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Free Video On-demand content available through your subscription service provider	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Paid Video On-demand content available through your subscription service provider	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Official YouTube channels from brands/ organisations you are familiar with	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other TV or video channels available on-line	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
YouTube videos uploaded by friends, family or other YouTube users	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content posted on social networking sites other than YouTube	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content you have paid for on digital or on-line stores	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content on news websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content that can be downloaded from the internet through your gaming console	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	303	217	225	243	144	213	148	175	142	94	220	150	188	150	97	298	6	289	288	298
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*

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

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Absolutes/col percents

Table 81

Q15a - Gender discrimination (e.g. sexism)
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**303**	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Net: Any YouTube	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
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Base: All who have seen something of concern on any on-line or on-demand service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	328	225	55	86	211	135	193	107	48	10	41	167	118	285	54	67	157	64	221	210
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Effective Base	221	183	29	62	140	108	114	88	36	9	22	106	98	202	37	48	108	55	161	149
TV catch up services	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
On-line video rental services downloaded or streamed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Free Video On-demand content available through your subscription service provider	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Paid Video On-demand content available through your subscription service provider	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Official YouTube channels from brands/ organisations you are familiar with	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other TV or video channels available on-line	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
YouTube videos uploaded by friends, family or other YouTube users	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content posted on social networking sites other than YouTube	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content you have paid for on digital or on-line stores	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content on news websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content that can be downloaded from the internet through your gaming console	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	303	196	65	86	187	136	167	104	48	10	43	145	114	259	53	64	138	54	192	179
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*

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

Table 81

Q15a - Gender discrimination (e.g. sexism)
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	**303**	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Net: Any YouTube	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**328**	328	-	-	258	70	270	58	67	181	40
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Effective Base	**221**	221	-	-	170	53	180	42	47	123	22
TV catch up services	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
On-line video rental services downloaded or streamed	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Free Video On-demand content available through your subscription service provider	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Paid Video On-demand content available through your subscription service provider	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Official YouTube channels from brands/ organisations you are familiar with	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other TV or video channels available on-line	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
YouTube videos uploaded by friends, family or other YouTube users	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Video content posted on social networking sites other than YouTube	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Video content you have paid for on digital or on-line stores	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Video content on news websites	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Video content that can be downloaded from the internet through your gaming console	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Not stated	**303**	303	-	-	244	59	255	48	65	173	40
	100%	*100%*	-	-	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 81

Q15a - Gender discrimination (e.g. sexism)
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

		Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
	Total	Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Net: Any YouTube	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 82

Q15a - Illegal child sexual abuse material

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	328	193	135	99	105	66	28	20	10	204	94	30	122	53	13	5	82	41	7	5	107	119	61	41	226	102
Base	303	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Effective Base	221	128	98	85	65	43	23	8	5	150	65	12	91	36	5	3	59	33	7	2	65	84	44	30	147	73
Video content posted on social networking sites other than YouTube	8	5	3	4	2	3	-	-	-	6	3	-	3	2	-	-	3	*	-	-	4	4	*	-	8	*
	3%	2%	3%	4%	2%	4%	-	-	-	3%	3%	-	2%	4%	-	-	4%	1%	-	-	4%	4%	1%	-	4%	*
TV catch up services	7	3	4	4	2	1	1	-	-	6	1	-	3	-	-	-	3	1	-	-	1	4	2	1	5	2
	2%	1%	4%	4%	2%	1%	2%	-	-	3%	2%	-	2%	-	-	-	4%	5%	-	-	1%	4%	3%	2%	2%	2%
Official YouTube channels from brands/ organisations you are familiar with	6	2	4	3	2	1	1	-	-	5	1	-	1	1	-	-	4	1	-	-	3	1	1	1	4	2
	2%	1%	4%	3%	2%	1%	2%	-	-	2%	1%	-	1%	1%	-	-	5%	2%	-	-	3%	1%	1%	3%	2%	2%
YouTube videos uploaded by friends, family or other YouTube users	5	2	3	1	2	2	1	-	-	3	3	-	2	1	-	-	1	2	-	-	1	3	1	1	3	2
	2%	1%	3%	1%	2%	3%	2%	-	-	1%	3%	-	1%	1%	-	-	2%	6%	-	-	1%	3%	2%	2%	2%	2%
Other TV or video channels available on-line	5	2	3	1	2	2	-	-	-	3	2	-	-	2	-	-	3	-	-	-	-	3	2	-	3	2
	1%	1%	3%	1%	3%	3%	-	-	-	2%	2%	-	-	3%	-	-	4%	-	-	-	-	3%	3%	-	1%	2%
Paid Video On-demand content available through your subscription service provider	4	2	2	2	2	-	-	-	-	4	-	-	2	-	-	-	2	-	-	-	-	-	4	-	-	4
	1%	1%	2%	2%	2%	-	-	-	-	2%	-	-	2%	-	-	-	2%	-	-	-	-	-	6%lux	-	-	4%x
Free Video On-demand content available through your subscription service provider	4	1	2	1	2	-	1	-	-	3	1	-	1	-	-	-	2	1	-	-	-	1	1	1	1	2
	1%	1%	2%	1%	2%	-	2%	-	-	2%	1%	-	1%	-	-	-	2%	2%	-	-	-	1%	1%	3%	1%	2%
Video content on news websites	3	2	1	1	1	1	-	-	-	2	1	-	1	1	-	-	1	-	-	-	1	1	1	-	2	1
	1%	1%	1%	1%	2%	1%	-	-	-	1%	1%	-	1%	1%	-	-	1%	-	-	-	1%	1%	1%	-	1%	1%
On-line video rental services downloaded or streamed	3	3	-	2	1	1	-	-	-	2	1	-	2	1	-	-	-	-	-	-	1	1	1	-	2	1
	1%	1%	-	2%	1%	1%	-	-	-	1%	1%	-	2%	1%	-	-	-	-	-	-	1%	1%	1%	-	1%	1%
Video content you have paid for on digital or on-line stores	2	-	2	1	1	-	1	-	-	2	1	-	-	-	-	-	2	1	-	-	-	1	1	1	1	1
	1%	-	2%	1%	1%	-	2%	-	-	1%	1%	-	-	-	-	-	2%	2%	-	-	-	1%	1%	2%	*	1%
Video content that can be downloaded from the internet through your gaming console	1	1	1	-	1	-	1	-	-	1	1	-	1	-	-	-	-	1	-	-	1	-	-	1	1	1
	*	*	1%	-	1%	-	2%	-	-	*	1%	-	1%	-	-	-	-	2%	-	-	1%	-	-	2%	*	1%
Don't know	10	8	1	-	1	1	2	6	-	1	3	6	1	2	6	-	-	1	-	-	7	2	1	-	8	1
	3%	4%	1%	-	1%	2%	8%	28%	-	*	4%	20%	*	4%	35%	-	-	3%	-	-	7%	2%	2%	-	4%	1%
Not stated	271	174	97	90	81	53	25	14	8	171	78	23	110	50	11	4	61	28	4	4	86	92	53	40	178	93
	89%	90%	89%	89%	93%	90%	90%	72%	100%	91%	90%	80%	92%	91%	65%	100%	88%	88%	100%	100%	89%	89%	87%	97%	89%	91%

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 82

Q15a - Illegal child sexual abuse material

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	303	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Net: Any YouTube	10	3	7	4	4	2	1	-	-	7	3	-	2	1	-	-	5	2	-	-	3	4	2	1	6	3
	3%	*2%*	*6%*	*4%*	*4%*	*3%*	*2%*	-	-	*4%*	*3%*	-	*2%*	*1%*	-	-	*7%*	*6%*	-	-	*3%*	*4%*	*3%*	*3%*	*3%*	*3%*

Prepared by BDRC Continental

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

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Base: All who have seen something of concern on any on-line or on-demand service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	328	246	80	189	130	1	15	39	31	27	37	15	20	49	62	295	16	8	9	85	64	146
Base	303	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Effective Base	221	165	54	133	83	1	8	31	23	20	34	10	18	44	52	205	10	7	6	58	50	98
Video content posted on social networking sites other than YouTube	8	6	2	7	1	-	-	*	-	-	2	2	-	1	2	6	-	-	2	*	2	5
	3%	3%	2%	4%	1%	-	-	1%	-	-	5%	7%	-	2%	4%	2%	-	-	11%	*	3%	4%
TV catch up services	7	3	4	4	3	-	-	-	-	-	2	-	-	2	2	6	-	-	1	-	2	4
	2%	1%	5%	2%	2%	-	-	-	-	-	6%	-	-	4%	6%	2%	-	-	9%	-	3%	3%
Official YouTube channels from brands/ organisations you are familiar with	6	4	2	5	1	-	1	1	-	-	-	2	-	-	2	6	-	-	-	2	-	4
	2%	2%	2%	3%	*	-	4%	2%	-	-	-	7%	-	-	5%	2%	-	-	-	2%	-	3%
YouTube videos uploaded by friends, family or other YouTube users	5	4	1	2	3	-	-	1	-	-	1	-	-	2	1	5	-	-	-	1	1	4
	2%	2%	2%	1%	2%	-	-	2%	-	-	3%	-	-	6%	3%	2%	-	-	-	1%	1%	3%
Other TV or video channels available on-line	5	4	1	2	2	-	-	1	-	-	1	-	-	1	-	3	-	-	2	1	1	1
	1%	2%	1%	1%	2%	-	-	4%	-	-	3%	-	-	2%	-	1%	-	-	11%	2%	1%	1%
Paid Video On-demand content available through your subscription service provider	4	2	2	1	3	-	-	1	-	-	-	2	-	1	-	4	-	-	-	1	-	3
	1%	1%	3%	1%	2%	-	-	2%	-	-	-	8%	-	2%	-	1%	-	-	-	1%	-	2%
Free Video On-demand content available through your subscription service provider	4	3	1	2	-	-	1	2	-	-	-	-	-	-	1	4	-	-	-	3	-	1
	1%	1%	1%	1%	-	-	4%	6%	-	-	-	-	-	-	2%	1%	-	-	-	4%	-	*
Video content on news websites	3	2	1	1	2	-	-	-	-	-	-	-	-	1	2	3	-	-	-	-	-	3
	1%	1%	1%	1%	1%	-	-	-	-	-	-	-	-	2%	5%	1%	-	-	-	-	-	2%
On-line video rental services downloaded or streamed	3	2	1	1	2	-	-	-	-	-	-	-	-	1	2	3	-	-	-	-	-	3
	1%	1%	1%	1%	1%	-	-	-	-	-	-	-	-	1%	5%	1%	-	-	-	-	-	2%
Video content you have paid for on digital or on-line stores	2	1	1	1	1	-	-	1	-	-	1	-	-	-	1	2	-	-	-	1	1	1
	1%	*	2%	1%	1%	-	-	2%	-	-	3%	-	-	-	2%	1%	-	-	-	1%	1%	*
Video content that can be downloaded from the internet through your gaming console	1	1	1	1	-	-	-	-	-	-	1	-	-	-	1	1	-	-	-	-	1	1
	*	*	1%	1%	-	-	-	-	-	-	3%	-	-	-	2%	1%	-	-	-	-	1%	*
Don't know	10	10	-	10	-	-	-	1	-	1	1	7	-	-	-	10	-	-	-	1	2	7
	3%	4%	-	6%d	-	-	-	3%	-	4%	2%	24%	-	-	-	4%	-	-	-	1%	3%	5%
Not stated	271	199	70	144	120	*	18	33	26	27	26	18	20	38	35	240	15	5	12	77	53	111
	89%	89%	91%	87%	93%	100%	96%	89%	100%	96%	90%	61%	100%	90%	88%	89%	100%	100%	80%	94%	93%	85%
Net: Any YouTube	10	8	2	7	3	-	1	2	-	-	1	2	-	2	2	10	-	-	-	2	1	7
	3%	3%	3%	4%	2%	-	4%	5%	-	-	3%	7%	-	6%	5%	4%	-	-	-	3%	1%	5%

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 82

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Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**328**	250	251	265	168	237	174	195	149	110	247	176	212	159	113	325	3	317	319	325
Base	**303**	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Effective Base	**221**	183	179	192	135	169	124	154	105	91	177	126	166	113	91	219	3	214	226	219
Video content posted on social networking sites other than YouTube	**8**	6	6	8	6	6	6	8	6	2	6	6	8	6	2	8	-	8	8	8
	3%	*3%*	*2%*	*3%*	*4%*	*3%*	*4%*	*4%*	*4%*	*2%*	*3%*	*4%*	*4%*	*4%*	*2%*	*3%*	-	*3%*	*3%*	*3%*
TV catch up services	**7**	6	6	6	4	6	5	6	2	4	6	5	6	2	4	7	-	7	7	7
	2%	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*4%*	*1%*	*4%*	*3%*	*3%*	*3%*	*2%*	*4%*	*2%*	-	*2%*	*2%*	*2%*
Official YouTube channels from brands/ organisations you are familiar with	**6**	6	5	6	6	5	5	6	4	2	5	5	6	4	2	6	-	6	6	6
	2%	*3%*	*2%*	*2%*	*4%*	*2%*	*3%*	*3%*	*3%*	*3%*	*2%*	*3%*	*3%*	*3%*	*3%*	*2%*	-	*2%*	*2%*	*2%*
YouTube videos uploaded by friends, family or other YouTube users	**5**	2	3	5	4	3	2	5	4	-	3	2	5	4	-	5	-	5	5	5
	2%	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*	*3%*	*3%*	-	*1%*	*1%*	*3%*	*3%*	-	*2%*	-	*2%*	*2%*	*2%*
Other TV or video channels available on-line	**5**	4	3	5	2	3	2	5	3	1	3	2	5	3	1	5	-	5	5	5
	1%	*2%*	*1%*	*2%*	*2%*	*1%*	*2%*	*3%*	*2%*	*1%*	*1%*	*2%*	*2%*	*2%*	*1%*	*2%*	-	*2%*	*2%*	*2%*
Paid Video On-demand content available through your subscription service provider	**4**	4	4	4	2	4	1	2	1	3	4	1	2	1	3	2	2	2	2	2
	1%	*2%*	*2%*	*2%*	*1%*	*2%*	*1%*	*1%*	*1%*	*3%*	*2%*	*1%*	*1%*	*1%*	*3%*	*1%*	*37%*	*1%*	*1%*	*1%*
Free Video On-demand content available through your subscription service provider	**4**	4	2	4	4	2	3	4	2	2	2	3	4	3	2	4	-	4	4	4
	1%	*2%*	*1%*	*1%*	*3%*	*1%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*1%*	-	*1%*	*1%*	*1%*
Video content on news websites	**3**	3	2	3	3	2	3	2	1	1	2	3	3	1	1	3	-	3	3	3
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
On-line video rental services downloaded or streamed	**3**	3	2	3	3	2	2	3	2	1	2	2	3	2	1	3	-	3	3	3
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Video content you have paid for on digital or on-line stores	**2**	1	2	2	2	2	1	2	2	1	2	1	2	2	1	2	-	2	2	2
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Video content that can be downloaded from the internet through your gaming console	**1**	1	1	1	1	1	1	1	-	1	1	1	1	1	1	1	-	1	1	1
	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	*	*1%*	*	-	*	*1%*	*
Don't know	**10**	7	4	4	3	3	7	2	2	1	4	7	3	2	1	10	-	10	4	10
	3%	*3%*	*2%*	*2%*	*2%*	*1%*	*5%*	*1%*	*1%*	*1%*	*2%*	*5%*	*1%*	*1%*	*1%*	*3%*	-	*3%*	*1%*	*3%*
Not stated	**271**	192	205	217	128	194	128	155	128	84	199	130	166	135	88	268	4	260	264	268
	89%	*88%*	*91%*	*90%*	*88%*	*91%*	*86%*	*88%*	*90%*	*90%*	*91%*	*87%*	*88%*	*90%*	*91%*	*90%*	*63%*	*90%*	*92%*	*90%*

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

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Absolutes/col percents

Table 82

Q15a - Illegal child sexual abuse material

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**303**	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Net: Any YouTube	**10**	7	7	10	8	7	6	10	7	2	7	6	10	7	2	10	-	10	10	10
	3%	*3%*	*3%*	*4%*	*6%*	*4%*	*4%*	*6%*	*5%*	*3%*	*3%*	*4%*	*5%*	*5%*	*3%*	*3%*	-	*3%*	*3%*	*3%*

Prepared by BDRC Continental

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

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Base: All who have seen something of concern on any on-line or on-demand service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	328	225	55	86	211	135	193	107	48	10	41	167	118	285	54	67	157	64	221	210
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Effective Base	221	183	29	62	140	108	114	88	36	9	22	106	98	202	37	48	108	55	161	149
Video content posted on social networking sites other than YouTube	8	7	1	2	6	7	1	6	2	-	-	2	5	7	-	-	6	1	7	7
	3%	3%	1%	3%	3%	5%	1%	6%	5%	-	-	2%	4%	3%	-	-	5%	2%	4%	4%
TV catch up services	7	5	1	2	5	4	3	3	2	1	1	4	1	5	-	-	4	3	7	6
	2%	3%	1%	3%	3%	3%	2%	3%	3%	7%	2%	3%	1%	2%	-	-	3%	5%	4%	3%
Official YouTube channels from brands/ organisations you are familiar with	6	5	1	3	3	6	-	4	3	1	-	1	4	5	-	-	5	1	6	6
	2%	3%	1%	3%	2%	4%	-	4%	6%	7%	-	*	4%	2%	-	-	4%	2%	3%	3%
YouTube videos uploaded by friends, family or other YouTube users	5	4	-	1	3	3	2	2	2	2	-	3	3	5	1	1	3	1	3	3
	2%	2%	-	1%	2%	2%	1%	1%	5%	16%	-	2%	2%	2%	2%	1%	2%	1%	2%	2%
Other TV or video channels available on-line	5	4	-	2	2	3	1	3	-	-	-	3	2	5	-	-	2	1	3	3
	1%	2%	-	3%	1%	2%	1%	3%	-	-	-	2%	1%	2%	-	-	2%	2%	2%	2%
Paid Video On-demand content available through your subscription service provider	4	2	-	1	3	4	-	4	-	-	-	1	3	4	-	-	3	1	4	2
	1%	1%	-	1%	2%	3%	-	4%	-	-	-	1%	3%	2%	-	-	2%	2%	2%	1%
Free Video On-demand content available through your subscription service provider	4	4	-	2	1	4	-	2	3	1	-	-	4	4	-	-	2	1	4	4
	1%	2%	-	3%	1%	3%	-	2%	6%	7%	-	-	3%	1%	-	-	2%	3%	2%	2%
Video content on news websites	3	2	1	1	2	3	-	1	2	-	-	2	-	2	-	-	1	2	3	3
	1%	1%	1%	1%	1%	2%	-	1%	3%	-	-	1%	-	1%	-	-	*	4%	2%	2%
On-line video rental services downloaded or streamed	3	1	2	1	2	2	1	-	2	-	-	1	1	2	-	1	1	1	2	3
	1%	*	2%	1%	1%	1%	1%	-	3%	-	-	1%	1%	1%	-	1%	*	3%	1%	2%
Video content you have paid for on digital or on-line stores	2	2	-	1	1	1	1	1	1	1	-	-	2	2	-	-	1	-	1	1
	1%	1%	-	2%	*	1%	*	1%	1%	7%	-	-	2%	1%	-	-	1%	-	1%	1%
Video content that can be downloaded from the internet through your gaming console	1	1	-	1	-	1	-	1	1	1	-	1	1	1	-	-	1	-	1	1
	*	1%	-	2%	-	1%	-	1%	1%	7%	-	1%	1%	1%	-	-	1%	-	1%	1%
Don't know	10	3	6	2	7	1	8	1	-	-	-	8	2	10	-	-	9	-	9	10
	3%	1%	9%	2%	4%	1%	5%	1%	-	-	-	5%	1%	4%	-	-	7%	-	5%	5%
Not stated	271	177	58	79	165	119	153	90	42	8	42	128	100	229	52	62	114	49	163	153
	89%	90%	89%	91%	88%	87%	91%	87%	88%	84%	98%	89%	88%	88%	98%prs	98%prs	83%	90%	85%	85%

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		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Net: Any YouTube	10	8	1	3	6	8	2	5	4	2	-	3	6	9	1	1	6	1	8	8
	3%	*4%*	*1%*	*3%*	*3%*	*6%*	*1%*	*5%*	*8%*	*16%*	-	*2%*	*6%*	*4%*	*2%*	*1%*	*5%*	*3%*	*4%*	*4%*

Prepared by BDRC Continental

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 82

Q15a - Illegal child sexual abuse material

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**328**	328	-	-	258	70	270	58	67	181	40
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Effective Base	**221**	221	-	-	170	53	180	42	47	123	22
Video content posted on social networking sites other than YouTube	**8**	8	-	-	8	-	8	-	3	6	1
	3%	*3%*	-	-	*3%*	-	*3%*	-	*5%*	*4%*	*2%*
TV catch up services	**7**	7	-	-	6	1	7	-	4	4	1
	2%	*2%*	-	-	*2%*	*1%*	*3%*	-	*6%*	*3%*	*2%*
Official YouTube channels from brands/ organisations you are familiar with	**6**	6	-	-	6	-	6	-	2	4	1
	2%	*2%*	-	-	*2%*	-	*2%*	-	*3%*	*2%*	*2%*
YouTube videos uploaded by friends, family or other YouTube users	**5**	5	-	-	5	1	5	-	1	5	-
	2%	*2%*	-	-	*2%*	*1%*	*2%*	-	*1%*	*3%*	-
Other TV or video channels available on-line	**5**	5	-	-	4	1	5	-	2	4	-
	1%	*1%*	-	-	*2%*	*1%*	*2%*	-	*2%*	*2%*	-
Paid Video On-demand content available through your subscription service provider	**4**	4	-	-	3	1	4	-	2	2	2
	1%	*1%*	-	-	*1%*	*1%*	*2%*	-	*3%*	*1%*	*6%*
Free Video On-demand content available through your subscription service provider	**4**	4	-	-	4	-	4	-	1	3	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*1%*	*2%*	-
Video content on news websites	**3**	3	-	-	2	1	3	-	2	2	1
	1%	*1%*	-	-	*1%*	*1%*	*1%*	-	*2%*	*1%*	*2%*
On-line video rental services downloaded or streamed	**3**	3	-	-	2	1	3	-	2	1	2
	1%	*1%*	-	-	*1%*	*1%*	*1%*	-	*2%*	*1%*	*4%*
Video content you have paid for on digital or on-line stores	**2**	2	-	-	2	-	2	-	-	1	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	-	*1%*	-
Video content that can be downloaded from the internet through your gaming console	**1**	1	-	-	1	-	1	-	1	1	-
	*	*	-	-	*1%*	-	*1%*	-	*1%*	*1%*	-
Don't know	**10**	10	-	-	10	-	10	-	2	10	-
	3%	*3%*	-	-	*4%*	-	*4%*	-	*3%*	*6%*	-
Not stated	**271**	271	-	-	214	58	223	48	54	148	36
	89%	*89%*	-	-	*88%*	*98%d*	*87%*	*100%d*	*83%*	*85%*	*91%*

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 82

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Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
	Total	Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Net: Any YouTube	**10**	10	-	-	9	1	10	-	2	8	1
	3%	*3%*	-	-	*4%*	*1%*	*4%*	-	*3%*	*4%*	*2%*

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

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Absolutes/col percents

Table 83

Q15a - Inaccurate information

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	328	193	135	99	105	66	28	20	10	204	94	30	122	53	13	5	82	41	7	5	107	119	61	41	226	102
Base	303	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Effective Base	221	128	98	85	65	43	23	8	5	150	65	12	91	36	5	3	59	33	7	2	65	84	44	30	147	73
Video content posted on social networking sites other than YouTube	16	8	7	7	3	5	-	1	*	10	5	1	4	3	1	-	5	2	-	*	7	6	3	-	13	3
	5%	4%	7%	7%	3%	9%	-	3%	4%	5%	6%	3%	4%	6%	3%	-	8%	5%	-	8%	8%	5%	5%	-	6%	3%
Official YouTube channels from brands/ organisations you are familiar with	16	7	9	10	2	4	-	-	-	12	4	-	6	1	-	-	6	2	-	-	6	8	1	-	14	1
	5%	4%	8%	10%	3%	6%	-	-	-	6%	4%	-	5%	2%	-	-	9%	7%	-	-	6%	8%	2%	-	7%	1%
TV catch up services	9	4	5	4	2	2	-	1	-	6	2	1	3	-	1	-	3	2	-	-	4	4	1	-	8	1
	3%	2%	4%	4%	2%	3%	-	6%	-	3%	2%	4%	2%	-	7%	-	5%	5%	-	-	4%	4%	1%	-	4%	1%
YouTube videos uploaded by friends, family or other YouTube users	8	4	4	3	3	2	-	*	-	6	2	*	3	*	*	-	2	2	-	-	1	6	*	-	7	*
	3%	2%	4%	3%	3%	3%	-	2%	-	3%	2%	1%	3%	1%	2%	-	4%	5%	-	-	2%	6%	1%	-	4%	*
Free Video On-demand content available through your subscription service provider	8	4	3	2	1	4	-	1	-	3	4	1	2	3	-	-	2	1	1	-	1	4	3	-	5	3
	3%	2%	3%	2%	1%	6%	-	3%	-	2%	4%	2%	1%	5%	-	-	3%	3%	17%	-	1%	4%	5%	-	2%	3%
Paid Video On-demand content available through your subscription service provider	7	4	4	4	1	3	-	-	-	5	3	-	1	3	-	-	4	-	-	-	1	3	3	-	5	3
	2%	2%	3%	4%	1%	5%	-	-	-	2%	3%	-	1%	5%	-	-	5%	-	-	-	1%	3%	5%	-	2%	3%
Video content on news websites	6	2	5	4	1	1	1	-	*	5	1	*	2	-	-	-	3	1	-	*	1	4	-	1	5	1
	2%	1%	4%	4%	1%	1%	2%	-	4%	2%	2%	1%	2%	-	-	-	4%	5%	-	8%	1%	4%	-	4%	2%	1%
On-line video rental services downloaded or streamed	6	5	1	4	1	1	-	-	-	5	1	-	4	1	-	-	1	-	-	-	2	3	1	-	5	1
	2%	3%	1%	4%	2%	2%	-	-	-	3%	1%	-	3%	2%	-	-	2%	-	-	-	2%	3%	2%	-	3%	1%
Other TV or video channels available on-line	4	1	3	3	1	-	-	-	-	4	-	-	1	-	-	-	3	-	-	-	2	2	-	-	4	-
	1%	*	2%	3%	1%	-	-	-	-	2%	-	-	1%	-	-	-	4%	-	-	-	2%	2%	-	-	2%	-
Video content you have paid for on digital or on-line stores	3	2	1	2	1	-	-	-	-	3	-	-	2	-	-	-	1	-	-	-	1	2	-	-	3	-
	1%	1%	1%	2%	1%	-	-	-	-	2%	-	-	1%	-	-	-	2%	-	-	-	1%	2%	-	-	2%	-
Video content that can be downloaded from the internet through your gaming console	3	1	2	3	-	-	-	-	-	3	-	-	1	-	-	-	2	-	-	-	1	2	-	-	3	-
	1%	*	2%	3%	-	-	-	-	-	2%	-	-	1%	-	-	-	3%	-	-	-	1%	2%	-	-	1%	-
Don't know	2	1	1	1	*	-	1	-	-	1	1	-	1	-	-	-	*	1	-	-	-	*	2	-	*	2
	1%	*	1%	1%	*	-	4%	-	-	1%	1%	-	1%	-	-	-	1%	3%	-	-	-	*	3%	-	*	2%
Not stated	270	175	95	88	80	50	26	17	8	168	76	25	108	49	14	4	60	27	3	4	85	92	53	40	177	93
	89%	90%	87%	87%	92%	85%	94%	87%	96%	89%	88%	89%	90%	90%	87%	100%	88%	85%	83%	92%	88%	89%	86%	96%	88%	90%

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

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Absolutes/col percents

Table 83

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Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	**303**	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Net: Any YouTube	**18**	9	9	10	4	4	-	*	-	14	4	*	7	1	*	-	6	2	-	-	6	10	2	-	16	2
	6%	*5%*	*8%*	*10%*	*4%*	*6%*	-	*2%*	-	*7%*	*4%*	*1%*	*6%*	*2%*	*2%*	-	*9%*	*7%*	-	-	*6%*	*9%*	*3%*	-	*8%*	*2%*

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

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Base: All who have seen something of concern on any on-line or on-demand service

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**328**	246	80	189	130	1	15	39	31	27	37	15	20	49	62	295	16	8	9	85	64	146
Base	**303**	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Effective Base	**221**	165	54	133	83	1	8	31	23	20	34	10	18	44	52	205	10	7	6	58	50	98
Video content posted on social networking sites other than YouTube	**16**	13	3	8	8	-	1	1	1	-	1	2	1	2	3	12	3	-	1	3	1	9
	5%	*6%*	*4%*	*5%*	*6%*	-	*7%*	*2%*	*2%*	-	*2%*	*7%*	*7%*	*5%*	*8%*	*4%*	*19%*	-	*7%*	*3%*	*1%*	*7%*
Official YouTube channels from brands/ organisations you are familiar with	**16**	16	-	8	7	-	1	4	*	-	1	3	1	3	2	16	-	-	-	5	1	10
	5%	*7%*	-	*5%*	*6%*	-	*4%*	*10%*	*1%*	-	*2%*	*12%*	*7%*	*8%*	*5%*	*6%*	-	-	-	*6%*	*1%*	*8%*
TV catch up services	**9**	9	-	4	5	-	1	1	1	-	-	-	1	2	2	7	-	-	2	2	-	5
	3%	*4%*	-	*2%*	*4%*	-	*4%*	*1%*	*2%*	-	-	-	*7%*	*4%*	*4%*	*2%*	-	-	*15%*	*2%*	-	*4%*
YouTube videos uploaded by friends, family or other YouTube users	**8**	8	-	2	6	-	-	1	*	-	1	-	1	2	1	7	-	-	1	1	1	5
	3%	*3%*	-	*1%*	*5%*	-	-	*1%*	*1%*	-	*4%*	-	*7%*	*6%*	*2%*	*3%*	-	-	*7%*	*1%*	*2%*	*4%*
Free Video On-demand content available through your subscription service provider	**8**	4	3	1	7	-	-	1	-	-	-	-	1	2	1	5	3	-	-	1	-	4
	3%	*2%*	*4%*	*	*5%*	-	-	*1%*	-	-	-	-	*7%*	*6%*	*2%*	*2%*	*19%*	-	-	*1%*	-	*3%*
Paid Video On-demand content available through your subscription service provider	**7**	5	3	2	5	-	-	2	-	-	-	-	1	1	1	5	3	-	-	2	-	3
	2%	*2%*	*4%*	*1%*	*4%*	-	-	*5%*	-	-	-	-	*7%*	*2%*	*1%*	*2%*	*19%*	-	-	*2%*	-	*2%*
Video content on news websites	**6**	5	1	3	4	-	-	1	-	1	-	-	1	1	1	5	1	-	1	1	1	3
	2%	*2%*	*1%*	*2%*	*3%*	-	-	*2%*	-	*3%*	-	-	*7%*	*3%*	*1%*	*2%*	*5%*	-	*7%*	*1%*	*1%*	*2%*
On-line video rental services downloaded or streamed	**6**	6	-	3	3	-	-	1	-	-	1	-	1	2	2	6	-	-	-	1	1	4
	2%	*3%*	-	*2%*	*3%*	-	-	*3%*	-	-	*3%*	-	*7%*	*4%*	*4%*	*2%*	-	-	-	*1%*	*1%*	*3%*
Other TV or video channels available on-line	**4**	4	-	2	2	-	-	1	-	-	-	-	1	-	1	4	-	-	-	1	-	2
	1%	*2%*	-	*1%*	*1%*	-	-	*4%*	-	-	-	-	*7%*	-	*2%*	*1%*	-	-	-	*2%*	-	*2%*
Video content you have paid for on digital or on-line stores	**3**	3	-	1	2	-	-	-	-	-	1	-	1	1	-	3	-	-	-	-	1	2
	1%	*1%*	-	*	*2%*	-	-	-	-	-	*3%*	-	*7%*	*2%*	-	*1%*	-	-	-	-	*1%*	*2%*
Video content that can be downloaded from the internet through your gaming console	**3**	3	-	1	2	-	-	-	-	-	-	-	1	1	1	3	-	-	-	-	-	3
	1%	*1%*	-	*	*2%*	-	-	-	-	-	-	-	*7%*	*2%*	*1%*	*1%*	-	-	-	-	-	*2%*
Don't know	**2**	2	-	2	-	-	1	1	-	-	-	-	-	-	*	2	-	-	-	2	-	*
	1%	*1%*	-	*1%*	-	-	*5%*	*3%*	-	-	-	-	-	-	*1%*	*1%*	-	-	-	*2%*	-	*
Not stated	**270**	196	72	146	116	*	16	32	25	27	27	26	18	39	32	241	11	5	12	73	54	115
	89%	*87%*	*94%*	*88%*	*90%*	*100%*	*88%*	*85%*	*95%*	*97%*	*93%*	*88%*	*93%*	*91%*	*80%*	*90%*	*77%*	*100%*	*85%*	*89%*	*95%*	*88%*

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

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Base: All who have seen something of concern on any on-line or on-demand service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	**303**	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Net: Any YouTube	**18**	18	-	9	8	-	1	4	*	-	1	3	1	3	3	17	-	-	1	5	1	11
	6%	***8%b***	-	*6%*	*6%*	-	*4%*	*10%*	*1%*	-	*4%*	*12%*	*7%*	*8%*	*6%*	*6%*	-	-	*7%*	*6%*	*2%*	*8%*

Prepared by BDRC Continental

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

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

bdrc continental providing intelligence

20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 83

Q15a - Inaccurate information

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	328	250	251	265	168	237	174	195	149	110	247	176	212	159	113	325	3	317	319	325
Base	303	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Effective Base	221	183	179	192	135	169	124	154	105	91	177	126	166	113	91	219	3	214	226	219
Video content posted on social networking sites other than YouTube	16	12	15	15	13	15	10	10	12	2	15	10	13	12	2	16	-	16	16	16
	5%	6%	7%	6%	9%	7%	7%	6%	8%	2%	7%	7%	7%	8%	2%	5%	-	5%	5%	5%
Official YouTube channels from brands/ organisations you are familiar with	16	13	15	16	12	14	7	13	14	5	15	7	13	14	5	16	-	16	16	16
	5%	6%	7%	6%	8%	7%	5%	7%	10%	6%	7%	5%	7%	9%	6%	5%	-	5%	5%	5%
TV catch up services	9	5	8	7	6	7	3	4	6	2	7	3	4	6	2	9	-	9	9	9
	3%	2%	3%	3%	4%	3%	2%	3%	4%	2%	3%	2%	2%	4%	2%	3%	-	3%	3%	3%
YouTube videos uploaded by friends, family or other YouTube users	8	5	8	8	6	7	3	6	7	1	8	3	6	7	1	8	-	8	8	8
	3%	2%	3%	3%	4%	3%	2%	4%	5%	1%	4%	2%	3%	4%	1%	3%	-	3%	3%	3%
Free Video On-demand content available through your subscription service provider	8	5	8	8	7	8	5	3	4	-	8	5	6	4	-	8	-	8	8	8
	3%	3%	3%	3%	5%	4%	3%	2%	3%	-	4%	3%	3%	2%	-	3%	-	3%	3%	3%
Paid Video On-demand content available through your subscription service provider	7	5	6	7	6	6	3	3	4	2	6	3	5	4	2	7	-	7	7	7
	2%	2%	3%	3%	4%	3%	2%	2%	3%	2%	3%	2%	3%	2%	2%	2%	-	3%	3%	2%
Video content on news websites	6	1	6	5	3	6	1	4	5	1	6	1	4	5	1	6	-	6	6	6
	2%	1%	3%	2%	2%	3%	*	2%	3%	1%	3%	*	2%	3%	1%	2%	-	2%	2%	2%
On-line video rental services downloaded or streamed	6	4	4	6	6	4	3	4	5	2	4	3	4	5	2	6	-	6	6	6
	2%	2%	2%	3%	4%	2%	2%	2%	4%	3%	2%	2%	2%	4%	2%	2%	-	2%	2%	2%
Other TV or video channels available on-line	4	2	2	4	3	2	1	3	2	1	2	1	3	2	1	4	-	4	4	4
	1%	1%	1%	1%	2%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%
Video content you have paid for on digital or on-line stores	3	1	3	3	3	3	1	2	2	1	3	1	2	2	1	3	-	3	3	3
	1%	*	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%
Video content that can be downloaded from the internet through your gaming console	3	1	3	3	3	3	1	2	3	-	3	1	2	3	-	3	-	3	3	3
	1%	*	1%	1%	2%	1%	*	1%	2%	-	1%	*	1%	2%	-	1%	-	1%	1%	1%
Don't know	2	2	1	1	1	1	*	1	1	2	1	*	1	1	2	2	-	2	2	2
	1%	1%	1%	1%	1%	1%	*	1%	1%	2%	1%	*	1%	1%	2%	1%	-	1%	1%	1%
Not stated	270	190	196	213	121	185	132	155	122	81	192	134	165	129	85	264	6	256	254	264
	89%	87%	87%	88%	84%	87%	89%	89%	85%	87%	87%	89%	88%	86%	87%	89%	100%	88%	88%	89%

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 83

Q15a - Inaccurate information

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	303	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Net: Any YouTube	18	14	17	18	12	16	8	15	15	6	17	8	15	15	6	18	-	18	18	18
	6%	*6%*	*7%*	*7%*	*9%*	*8%*	*5%*	*8%*	*11%*	*7%*	*8%*	*5%*	*8%*	*10%*	*6%*	*6%*	-	*6%*	*6%*	*6%*

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

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Base: All who have seen something of concern on any on-line or on-demand service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	328	225	55	86	211	135	193	107	48	10	41	167	118	285	54	67	157	64	221	210
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Effective Base	221	183	29	62	140	108	114	88	36	9	22	106	98	202	37	48	108	55	161	149
Video content posted on social networking sites other than YouTube	16	12	3	4	11	9	7	9	2	-	*	8	7	15	3	3	11	-	11	12
	5%	6%	5%	5%	6%	6%	4%	8%	5%	-	1%	6%	6%	6%	5%	5%	8%d	-	6%	7%
Official YouTube channels from brands/ organisations you are familiar with	16	14	1	3	12	8	8	7	2	-	1	6	8	15	5	6	8	1	9	9
	5%	7%	1%	4%	7%	6%	5%	7%	3%	-	2%	4%	7%	6%	9%	9%	6%	3%	5%	5%
TV catch up services	9	7	1	1	8	3	6	2	2	1	2	2	4	7	2	2	4	1	5	5
	3%	3%	2%	1%	4%	2%	4%	2%	4%	12%	5%	2%	4%	3%	3%	3%	3%	2%	3%	3%
YouTube videos uploaded by friends, family or other YouTube users	8	7	-	-	8	2	6	1	2	-	-	6	2	8	2	2	3	*	4	4
	3%	4%	-	-	4%	1%	4%	1%	3%	-	-	4%	2%	3%	3%	3%	2%	1%	2%	2%
Free Video On-demand content available through your subscription service provider	8	4	3	3	4	4	4	4	1	-	1	5	2	7	1	1	6	-	6	6
	3%	2%	4%	4%	2%	3%	2%	4%	2%	-	2%	3%	2%	3%	2%	1%	4%	-	3%	3%
Paid Video On-demand content available through your subscription service provider	7	5	3	3	4	3	4	3	-	-	-	5	3	7	2	3	5	-	5	5
	2%	2%	4%	4%	2%	2%	2%	3%	-	-	-	3%	2%	3%	3%	4%	3%	-	2%	3%
Video content on news websites	6	5	1	1	6	1	6	-	1	-	1	4	1	5	3	3	3	-	3	3
	2%	2%	2%	1%	3%	1%	3%	-	2%	-	2%	3%	1%	2%	5%	4%	2%	-	1%	1%
On-line video rental services downloaded or streamed	6	6	-	2	4	3	3	2	2	-	-	3	3	6	2	2	4	-	4	4
	2%	3%	-	2%	2%	2%	2%	2%	4%	-	-	2%	3%	2%	4%	3%	3%	-	2%	2%
Other TV or video channels available on-line	4	3	-	1	3	1	3	1	1	-	-	1	3	4	-	1	2	-	2	3
	1%	2%	-	1%	1%	1%	2%	1%	2%	-	-	*	3%	1%	-	1%	2%	-	1%	2%
Video content you have paid for on digital or on-line stores	3	3	-	1	2	1	2	1	-	-	-	2	1	3	1	1	2	-	2	2
	1%	2%	-	1%	1%	1%	1%	1%	-	-	-	1%	1%	1%	2%	1%	2%	-	1%	1%
Video content that can be downloaded from the internet through your gaming console	3	3	-	-	3	-	3	-	-	-	-	2	1	3	1	1	2	-	2	2
	1%	1%	-	-	2%	-	2%	-	-	-	-	1%	1%	1%	2%	1%	1%	-	1%	1%
Don't know	2	1	1	1	*	-	2	-	-	-	-	*	2	2	1	1	*	-	*	1
	1%	1%	2%	1%	*	-	1%	-	-	-	-	*	2%	1%	2%	2%	*	-	*	1%
Not stated	270	172	58	75	166	120	150	91	42	8	39	130	100	230	44	54	121	51	173	158
	89%	88%	89%	87%	89%	88%	90%	87%	87%	88%	89%	90%	87%	89%	83%	84%	88%	95%	90%	88%

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

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Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Net: Any YouTube	18	16	1	3	14	8	9	7	2	-	1	8	8	17	5	6	8	2	10	10
	6%	*8%*	*1%*	*4%*	*8%*	*6%*	*6%*	*7%*	*3%*	-	*2%*	*6%*	*7%*	*6%*	*9%*	*9%*	*6%*	*3%*	*5%*	*6%*

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

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Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**328**	328	-	-	258	70	270	58	67	181	40
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Effective Base	**221**	221	-	-	170	53	180	42	47	123	22
Video content posted on social networking sites other than YouTube	**16**	16	-	-	16	-	15	1	2	12	1
	5%	*5%*	-	-	*6%*	-	*6%*	*1%*	*3%*	*7%*	*1%*
Official YouTube channels from brands/ organisations you are familiar with	**16**	16	-	-	16	-	16	-	3	11	1
	5%	*5%*	-	-	*6%*	-	*6%*	-	*4%*	*7%*	*3%*
TV catch up services	**9**	9	-	-	9	-	8	1	2	5	1
	3%	*3%*	-	-	*4%*	-	*3%*	*1%*	*4%*	*3%*	*2%*
YouTube videos uploaded by friends, family or other YouTube users	**8**	8	-	-	8	-	8	-	1	5	1
	3%	*3%*	-	-	*3%*	-	*3%*	-	*2%*	*3%*	*2%*
Free Video On-demand content available through your subscription service provider	**8**	8	-	-	7	1	7	1	-	7	-
	3%	*3%*	-	-	*3%*	*1%*	*3%*	*1%*	-	*4%*	-
Paid Video On-demand content available through your subscription service provider	**7**	7	-	-	7	-	7	-	-	5	-
	2%	*2%*	-	-	*3%*	-	*3%*	-	-	*3%*	-
Video content on news websites	**6**	6	-	-	6	-	6	-	1	3	1
	2%	*2%*	-	-	*3%*	-	*3%*	-	*2%*	*2%*	*4%*
On-line video rental services downloaded or streamed	**6**	6	-	-	6	-	6	-	3	5	-
	2%	*2%*	-	-	*3%*	-	*2%*	-	*4%*	*3%*	-
Other TV or video channels available on-line	**4**	4	-	-	4	-	4	-	1	3	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*1%*	*2%*	-
Video content you have paid for on digital or on-line stores	**3**	3	-	-	3	-	3	-	1	2	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*1%*	*1%*	-
Video content that can be downloaded from the internet through your gaming console	**3**	3	-	-	3	-	3	-	-	2	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	-	*1%*	-
Don't know	**2**	2	-	-	1	1	1	1	-	1	-
	1%	*1%*	-	-	*	*2%*	*	*3%*	-	*1%*	-
Not stated	**270**	270	-	-	212	57	224	45	57	150	35
	89%	*89%*	-	-	*87%*	*97%*	*88%*	*94%*	*87%*	*87%*	*90%*

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

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Absolutes/col percents

Table 83

Q15a - Inaccurate information

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
	Total	Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Net: Any YouTube	**18**	18	-	-	18	-	18	-	4	11	2
	6%	*6%*	-	-	*7%*	-	*7%*	-	*6%*	*7%*	*5%*

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

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Absolutes/col percents

Table 84

Q15a - Incitement to crime

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	328	193	135	99	105	66	28	20	10	204	94	30	122	53	13	5	82	41	7	5	107	119	61	41	226	102
Base	303	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Effective Base	221	128	98	85	65	43	23	8	5	150	65	12	91	36	5	3	59	33	7	2	65	84	44	30	147	73
YouTube videos uploaded by friends, family or other YouTube users	15	10	5	6	3	2	2	1	-	9	5	1	6	3	1	-	3	2	-	-	10	2	2	1	12	3
	5%	5%	5%	6%	3%	4%	8%	7%	-	5%	5%	5%	5%	5%	8%	-	5%	6%	-	-	10%	2%	3%	2%	6%	3%
Video content posted on social networking sites other than YouTube	12	8	5	6	4	1	2	-	-	10	3	-	6	2	-	-	4	1	-	-	6	4	1	1	11	2
	4%	4%	4%	6%	4%	2%	7%	-	-	5%	3%	-	5%	3%	-	-	5%	3%	-	-	6%	4%	2%	2%	5%	2%
Official YouTube channels from brands/ organisations you are familiar with	9	5	3	5	4	-	-	-	-	9	-	-	5	-	-	-	3	-	-	-	4	3	2	-	7	2
	3%	3%	3%	5%	4%	-	-	-	-	5%	-	-	4%	-	-	-	5%	-	-	-	4%	3%	3%	-	4%	2%
TV catch up services	7	6	1	2	2	1	2	-	-	4	3	-	4	3	-	-	1	-	-	-	-	4	3	-	4	3
	2%	3%	1%	2%	2%	1%	7%	-	-	2%	3%	-	3%	5%	-	-	1%	-	-	-	-	4%	6%	-	2%	3%
Paid Video On-demand content available through your subscription service provider	5	4	1	2	2	-	1	-	-	4	1	-	4	-	-	-	-	1	-	-	-	1	3	1	1	4
	2%	2%	1%	2%	3%	-	2%	-	-	2%	1%	-	4%	-	-	-	-	2%	-	-	-	1%	5%^	2%	1%	4%
Free Video On-demand content available through your subscription service provider	4	4	-	2	-	1	-	-	-	2	1	-	2	1	-	-	-	-	-	-	3	1	-	-	4	-
	1%	2%	-	2%	-	2%	-	-	-	1%	1%	-	2%	2%	-	-	-	-	-	-	3%	1%	-	-	2%	-
On-line video rental services downloaded or streamed	3	2	1	1	1	1	1	-	-	2	1	-	2	1	-	-	-	1	-	-	1	1	1	1	1	1
	1%	1%	1%	1%	1%	1%	2%	-	-	1%	1%	-	1%	1%	-	-	-	2%	-	-	1%	1%	1%	2%	1%	1%
Video content that can be downloaded from the internet through your gaming console	2	1	1	-	-	1	1	-	-	-	2	-	-	1	-	-	-	1	-	-	2	-	-	-	2	-
	1%	*	1%	-	-	1%	3%	-	-	-	2%	-	-	1%	-	-	-	3%	-	-	2%	-	-	-	1%	-
Video content on news websites	2	1	1	1	-	-	1	-	-	1	1	-	1	-	-	-	-	1	-	-	-	1	-	1	1	1
	*	*	1%	1%	-	-	2%	-	-	*	1%	-	1%	-	-	-	-	2%	-	-	-	1%	-	2%	*	1%
Other TV or video channels available on-line	1	-	1	-	1	-	1	-	-	1	1	-	-	-	-	-	1	1	-	-	-	1	-	1	1	1
	*	-	1%	-	1%	-	2%	-	-	*	1%	-	-	-	-	-	1%	2%	-	-	-	1%	-	2%	*	1%
Video content you have paid for on digital or on-line stores	1	1	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	1
	*	*	-	-	1%	-	-	-	-	*	-	-	1%	-	-	-	-	-	-	-	-	-	1%	-	-	1%
Don't know	2	2	-	-	-	-	1	1	-	-	1	1	-	1	1	-	-	-	-	-	1	-	1	-	1	1
	1%	1%	-	-	-	-	4%	3%	-	-	1%	2%	-	2%	4%	-	-	-	-	-	1%	-	2%	-	*	1%
Not stated	268	168	101	87	79	54	22	18	8	165	77	26	102	47	14	4	63	29	4	4	84	92	52	40	176	92
	88%	86%	92%	86%	90%	92%	80%	90%	100%	88%	88%	93%	86%	86%	88%	100%	91%	92%	100%	100%	86%	89%	86%	96%	88%	90%
Net: Any YouTube	21	15	6	9	7	2	2	1	-	15	5	1	11	3	1	-	5	2	-	-	11	6	3	1	17	4
	7%	8%	6%	9%	7%	4%	8%	7%	-	8%	5%	5%	9%	5%	8%	-	7%	6%	-	-	11%	6%	5%	2%	8%	4%

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 84

Q15a - Incitement to crime

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	328	246	80	189	130	1	15	39	31	27	37	15	20	49	62	295	16	8	9	85	64	146
Base	303	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Effective Base	221	165	54	133	83	1	8	31	23	20	34	10	18	44	52	205	10	7	6	58	50	98
YouTube videos uploaded by friends, family or other YouTube users	15	11	4	9	6	-	-	1	1	1	-	5	-	3	3	12	1	-	1	1	1	10
	5%	5%	5%	5%	5%	-	-	2%	2%	3%	-	16%	-	7%	6%	5%	9%	-	7%	2%	2%	8%
Video content posted on social networking sites other than YouTube	12	9	4	8	5	-	1	*	1	-	-	5	1	1	3	12	-	-	-	2	-	10
	4%	4%	5%	5%	4%	-	6%	1%	3%	-	-	16%	7%	2%	7%	5%	-	-	-	3%	-	8%
Official YouTube channels from brands/ organisations you are familiar with	9	7	2	7	2	-	-	-	2	-	1	3	-	-	2	7	-	-	1	2	1	5
	3%	3%	3%	4%	2%	-	-	-	6%	-	3%	12%	-	-	4%	3%	-	-	9%	2%	1%	4%
TV catch up services	7	6	1	5	2	-	-	2	1	-	-	1	1	1	2	7	-	-	-	3	-	5
	2%	3%	1%	3%	2%	-	-	5%	3%	-	-	4%	3%	2%	4%	3%	-	-	-	3%	-	3%
Paid Video On-demand content available through your subscription service provider	5	4	1	4	1	-	-	-	2	-	2	-	-	1	1	5	-	-	-	2	2	1
	2%	2%	1%	2%	1%	-	-	-	6%	-	8%	-	-	1%	2%	2%	-	-	-	2%	4%	1%
Free Video On-demand content available through your subscription service provider	4	4	-	2	1	-	-	-	1	-	-	-	-	-	2	2	1	-	-	1	-	2
	1%	2%	-	1%	1%	-	-	-	2%	-	-	-	-	-	4%	1%	9%	-	-	1%	-	1%
On-line video rental services downloaded or streamed	3	1	2	2	1	-	-	-	1	-	-	-	-	-	2	3	-	-	-	1	-	2
	1%	1%	2%	1%	1%	-	-	-	5%	-	-	-	-	-	4%	1%	-	-	-	2%	-	1%
Video content that can be downloaded from the internet through your gaming console	2	2	-	1	1	-	-	-	-	1	-	-	-	-	1	2	-	-	-	-	1	1
	1%	1%	-	1%	*	-	-	-	-	3%	-	-	-	-	2%	1%	-	-	-	-	2%	*
Video content on news websites	2	-	2	2	-	-	-	-	-	-	-	-	-	-	2	2	-	-	-	-	-	2
	*	-	2%	1%	-	-	-	-	-	-	-	-	-	-	4%	1%	-	-	-	-	-	1%
Other TV or video channels available on-line	1	1	1	1	1	-	-	1	-	-	-	-	-	-	1	1	-	-	-	1	-	1
	*	*	1%	*	*	-	-	1%	-	-	-	-	-	-	2%	*	-	-	-	1%	-	*
Video content you have paid for on digital or on-line stores	1	1	-	-	1	-	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-	-
	*	*	-	-	1%	-	-	-	3%	-	-	-	-	-	-	*	-	-	-	1%	-	-
Don't know	2	1	1	2	-	-	-	1	-	1	-	-	-	-	-	2	-	-	-	1	1	-
	1%	*	1%	1%	-	-	-	3%	-	2%	-	-	-	-	-	1%	-	-	-	1%	1%	-
Not stated	268	197	69	144	117	*	17	34	24	27	26	23	18	38	32	238	13	5	12	75	52	111
	88%	88%	90%	86%	90%	100%	94%	90%	91%	95%	90%	79%	93%	90%	79%	88%	91%	100%	84%	91%	92%	85%
Net: Any YouTube	21	16	6	13	8	-	-	1	2	1	1	6	-	3	4	18	1	-	2	3	2	13
	7%	7%	7%	8%	6%	-	-	2%	9%	3%	3%	21%	-	7%	10%	7%	9%	-	16%	4%	3%	10%

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

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Absolutes/col percents

Table 84

Q15a - Incitement to crime

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**328**	250	251	265	168	237	174	195	149	110	247	176	212	159	113	325	3	317	319	325
Base	**303**	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Effective Base	**221**	183	179	192	135	169	124	154	105	91	177	126	166	113	91	219	3	214	226	219
YouTube videos uploaded by friends, family or other YouTube users	**15**	12	12	14	9	12	6	9	11	7	12	6	11	11	7	15	-	15	15	15
	5%	*5%*	*5%*	*6%*	*6%*	*5%*	*4%*	*5%*	*8%*	*7%*	*5%*	*4%*	*6%*	*7%*	*7%*	*5%*	-	*5%*	*5%*	*5%*
Video content posted on social networking sites other than YouTube	**12**	10	11	12	9	11	8	10	7	4	11	8	10	7	4	12	-	12	12	12
	4%	*5%*	*5%*	*5%*	*6%*	*5%*	*5%*	*6%*	*5%*	*5%*	*5%*	*5%*	*6%*	*5%*	*5%*	*4%*	-	*4%*	*4%*	*4%*
Official YouTube channels from brands/ organisations you are familiar with	**9**	7	8	8	5	8	5	7	3	4	8	5	7	3	4	9	-	9	9	9
	3%	*3%*	*4%*	*3%*	*3%*	*4%*	*3%*	*4%*	*2%*	*5%*	*4%*	*3%*	*4%*	*2%*	*5%*	*3%*	-	*3%*	*3%*	*3%*
TV catch up services	**7**	5	6	6	3	6	3	5	3	4	6	3	5	3	4	7	-	7	7	7
	2%	*2%*	*3%*	*3%*	*2%*	*3%*	*2%*	*3%*	*2%*	*4%*	*3%*	*2%*	*3%*	*2%*	*4%*	*2%*	-	*2%*	*2%*	*2%*
Paid Video On-demand content available through your subscription service provider	**5**	4	3	5	2	3	4	4	2	1	3	4	4	2	1	5	-	5	5	5
	2%	*2%*	*1%*	*2%*	*2%*	*1%*	*3%*	*2%*	*1%*	*2%*	*1%*	*3%*	*2%*	*1%*	*2%*	*2%*	-	*2%*	*2%*	*2%*
Free Video On-demand content available through your subscription service provider	**4**	4	2	4	4	2	4	2	4	1	2	4	2	4	1	4	-	4	4	4
	1%	*2%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
On-line video rental services downloaded or streamed	**3**	2	3	3	3	3	2	3	1	1	3	2	3	1	1	3	-	3	3	3
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*2%*	*	*2%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	-	*1%*	*1%*	*1%*
Video content that can be downloaded from the internet through your gaming console	**2**	1	1	2	2	1	1	1	2	-	1	1	2	2	-	2	-	2	2	2
	1%	*	*	*1%*	*1%*	*	*	*	*1%*	-	*	*	*1%*	*1%*	-	*1%*	-	*1%*	*1%*	*1%*
Video content on news websites	**2**	2	2	2	2	2	2	2	-	1	2	2	2	1	1	2	-	2	2	2
	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Other TV or video channels available on-line	**1**	1	1	1	1	1	1	1	-	-	1	1	1	1	-	1	-	1	1	1
	*	*1%*	*1%*	*	*	*1%*	*	*1%*	-	-	*1%*	*	*1%*	*	-	*	-	*	*	*
Video content you have paid for on digital or on-line stores	**1**	-	1	1	1	1	-	1	-	-	1	-	1	-	-	1	-	1	1	1
	*	-	*	*	*1%*	*	-	*	-	-	*	-	*	-	-	*	-	*	*	*
Don't know	**2**	-	2	1	1	2	-	1	2	-	2	-	1	2	-	2	-	2	2	2
	1%	-	*1%*	*	*1%*	*1%*	-	*1%*	*1%*	-	*1%*	-	*1%*	*1%*	-	*1%*	-	*1%*	*1%*	*1%*
Not stated	**268**	190	197	211	125	184	130	152	123	79	191	132	162	130	83	262	6	254	254	262
	88%	*87%*	*87%*	*87%*	*86%*	*87%*	*88%*	*87%*	*86%*	*85%*	*87%*	*88%*	*86%*	*87%*	*85%*	*88%*	*100%*	*88%*	*88%*	*88%*

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

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Absolutes/col percents

Table 84

Q15a - Incitement to crime

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**303**	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Net: Any YouTube	**21**	16	17	20	12	17	9	14	12	11	17	9	16	12	11	21	-	21	21	21
	7%	*7%*	*8%*	*8%*	*8%*	*8%*	*6%*	*8%*	*8%*	*12%*	*8%*	*6%*	*8%*	*8%*	*11%*	*7%*	-	*7%*	*7%*	*7%*

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

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Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	328	225	55	86	211	135	193	107	48	10	41	167	118	285	54	67	157	64	221	210
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Effective Base	221	183	29	62	140	108	114	88	36	9	22	106	98	202	37	48	108	55	161	149
YouTube videos uploaded by friends, family or other YouTube users	15	13	1	3	12	8	7	6	4	-	2	6	7	13	1	1	8	3	11	9
	5%	6%	1%	3%	6%	6%	4%	5%	8%	-	4%	4%	6%	5%	2%	2%	6%	6%	6%	5%
Video content posted on social networking sites other than YouTube	12	10	1	2	10	6	6	5	3	1	-	5	7	11	-	*	8	2	10	10
	4%	5%	1%	2%	5%	4%	4%	5%	6%	7%	-	3%	6%	4%	-	1%	6%	4%	5%	6%
Official YouTube channels from brands/ organisations you are familiar with	9	7	1	2	6	7	2	6	1	-	-	5	3	8	1	1	5	2	7	6
	3%	4%	1%	3%	3%	5%	1%	6%	2%	-	-	3%	3%	3%	2%	2%	4%	3%	4%	3%
TV catch up services	7	6	1	3	4	3	4	2	1	-	3	2	1	3	1	1	1	3	5	5
	2%	3%	1%	3%	2%	2%	2%	2%	2%	-	8%	1%	1%	1%	2%	2%	1%	6%f	3%	3%
Paid Video On-demand content available through your subscription service provider	5	4	1	4	1	4	2	2	2	1	-	4	1	5	-	-	3	1	4	4
	2%	2%	1%	4%d	*	3%	1%	2%	4%	7%	-	3%	1%	2%	-	-	2%	2%	2%	2%
Free Video On-demand content available through your subscription service provider	4	3	1	4	-	3	1	1	2	-	-	3	1	4	1	1	1	1	3	3
	1%	1%	1%	4%d	-	2%	*	1%	4%	-	-	2%	1%	1%	2%	1%	1%	2%	1%	1%
On-line video rental services downloaded or streamed	3	2	1	2	1	2	1	1	2	1	-	1	1	2	-	-	1	2	3	3
	1%	1%	1%	2%	*	2%	*	1%	3%	7%	-	1%	1%	1%	-	-	1%	3%	2%	2%
Video content that can be downloaded from the internet through your gaming console	2	1	1	1	1	2	-	-	2	-	-	1	1	2	-	-	2	-	2	1
	1%	*	1%	1%	*	1%	-	-	3%	-	-	*	1%	1%	-	-	1%	-	1%	*
Video content on news websites	2	1	1	1	1	2	-	1	2	1	-	-	1	1	-	-	1	1	2	2
	*	*	1%	1%	*	1%	-	1%	3%	7%	-	-	1%	*	-	-	*	2%	1%	1%
Other TV or video channels available on-line	1	1	-	1	1	1	1	1	1	1	-	1	1	1	-	-	1	-	1	1
	*	*	-	1%	*	*	*	1%	1%	7%	-	*	1%	*	-	-	*	-	*	*
Video content you have paid for on digital or on-line stores	1	1	-	1	-	1	-	1	-	-	-	1	-	1	-	-	-	1	1	1
	*	*	-	1%	-	1%	-	1%	-	-	-	1%	-	*	-	-	-	2%	*	*
Don't know	2	2	-	1	1	1	1	1	-	-	-	2	-	2	-	-	2	-	2	2
	1%	1%	-	1%	*	1%	*	1%	-	-	-	1%	-	1%	-	-	1%	-	1%	1%
Not stated	268	168	62	74	166	119	150	91	40	9	38	127	104	230	50	60	118	47	166	157
	88%	85%	95%	86%	89%	87%	90%	88%	84%	93%	87%	87%	91%	89%	94%	94%	86%	88%	86%	87%

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

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 84

Q15a - Incitement to crime

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Net: Any YouTube	21	18	2	5	15	12	9	9	5	-	2	11	8	19	2	2	11	5	16	12
	7%	*9%*	*3%*	*6%*	*8%*	*9%*	*5%*	*9%*	*10%*	-	*4%*	*7%*	*7%*	*7%*	*4%*	*3%*	*8%*	*9%*	*8%*	*7%*

Prepared by BDRC Continental

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

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Base: All who have seen something of concern on any on-line or on-demand service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**328**	328	-	-	258	70	270	58	67	181	40
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Effective Base	**221**	221	-	-	170	53	180	42	47	123	22
YouTube videos uploaded by friends, family or other YouTube users	**15**	15	-	-	14	1	15	-	5	11	-
	5%	*5%*	-	-	*6%*	*1%*	*6%*	-	*8%*	*7%*	-
Video content posted on social networking sites other than YouTube	**12**	12	-	-	12	-	12	-	5	9	1
	4%	*4%*	-	-	*5%*	-	*5%*	-	*7%*	*5%*	*2%*
Official YouTube channels from brands/ organisations you are familiar with	**9**	9	-	-	9	-	9	-	4	6	1
	3%	*3%*	-	-	*4%*	-	*3%*	-	*6%*	*3%*	*2%*
TV catch up services	**7**	7	-	-	7	-	7	-	4	4	1
	2%	*2%*	-	-	*3%*	-	*3%*	-	*6%*	*3%*	*2%*
Paid Video On-demand content available through your subscription service provider	**5**	5	-	-	5	-	5	-	2	2	-
	2%	*2%*	-	-	*2%*	-	*2%*	-	*3%*	*1%*	-
Free Video On-demand content available through your subscription service provider	**4**	4	-	-	4	-	4	-	1	3	1
	1%	*1%*	-	-	*1%*	-	*1%*	-	*2%*	*1%*	*2%*
On-line video rental services downloaded or streamed	**3**	3	-	-	3	-	3	-	1	2	1
	1%	*1%*	-	-	*1%*	-	*1%*	-	*2%*	*1%*	*2%*
Video content that can be downloaded from the internet through your gaming console	**2**	2	-	-	2	-	2	-	1	2	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*1%*	*1%*	-
Video content on news websites	**2**	2	-	-	2	-	2	-	1	1	1
	*	*	-	-	*1%*	-	*1%*	-	*1%*	*	*2%*
Other TV or video channels available on-line	**1**	1	-	-	1	-	1	-	-	1	-
	*	*	-	-	*	-	*	-	-	*1%*	-
Video content you have paid for on digital or on-line stores	**1**	1	-	-	1	-	1	-	-	1	-
	*	*	-	-	*	-	*	-	-	*	-
Don't know	**2**	2	-	-	2	-	2	-	1	2	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*2%*	*1%*	-
Not stated	**268**	268	-	-	210	59	220	48	49	149	38
	88%	*88%*	-	-	*86%*	*99%d*	*86%*	*100%d*	*75%*	*86%*	*95%*

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

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Absolutes/col percents

Table 84

Q15a - Incitement to crime

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
	Total	Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Net: Any YouTube	**21**	21	-	-	21	1	21	-	9	15	1
	7%	*7%*	-	-	*9%*	*1%*	*8%*	-	*14%*	*9%*	*2%*

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 85

Q15a - Incitement to hatred

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	328	193	135	99	105	66	28	20	10	204	94	30	122	53	13	5	82	41	7	5	107	119	61	41	226	102
Base	303	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Effective Base	221	128	98	85	65	43	23	8	5	150	65	12	91	36	5	3	59	33	7	2	65	84	44	30	147	73
YouTube videos uploaded by friends, family or other YouTube users	15	8	7	7	2	4	2	*	-	9	5	*	4	4	*	-	5	1	-	-	7	4	3	1	11	4
	5%	4%	6%	7%	3%	6%	7%	2%	-	5%	6%	1%	3%	7%	2%	-	8%	4%	-	-	7%	3%	6%	2%	5%	4%
Video content posted on social networking sites other than YouTube	9	4	5	3	1	3	1	-	*	4	4	*	2	2	-	-	2	2	-	*	5	3	1	-	8	1
	3%	2%	4%	3%	2%	5%	4%	-	4%	2%	5%	1%	2%	4%	-	-	3%	6%	-	8%	5%	3%	1%	-	4%	1%
Free Video On-demand content available through your subscription service provider	9	7	2	4	1	4	1	-	-	5	4	-	4	3	-	-	1	2	-	-	2	1	6	1	2	6
	3%	4%	2%	4%	1%	6%	2%	-	-	2%	5%	-	3%	5%	-	-	1%	5%	-	-	2%	1%	10%ux	2%	1%	6%ux
TV catch up services	7	5	2	2	2	1	2	-	-	5	2	-	3	2	-	-	1	1	-	-	1	4	2	1	5	2
	2%	3%	2%	2%	2%	1%	5%	-	-	2%	3%	-	3%	3%	-	-	2%	2%	-	-	1%	4%	3%	2%	2%	2%
Official YouTube channels from brands/ organisations you are familiar with	6	2	4	2	3	-	1	-	-	5	1	-	2	-	-	-	3	1	-	-	3	2	1	1	4	1
	2%	1%	4%	2%	3%	-	2%	-	-	3%	1%	-	1%	-	-	-	5%	2%	-	-	3%	1%	1%	2%	2%	1%
Video content on news websites	3	2	2	-	2	1	-	-	*	2	1	*	2	-	-	-	1	1	-	*	1	2	-	1	3	1
	1%	1%	2%	-	3%	1%	-	-	4%	1%	1%	1%	2%	-	-	-	1%	2%	-	8%	1%	1%	-	2%	1%	1%
Paid Video On-demand content available through your subscription service provider	3	3	-	-	-	3	-	-	-	-	3	-	-	3	-	-	-	-	-	-	-	-	3	-	-	3
	1%	1%	-	-	-	5%l	-	-	-	-	3%l	-	-	5%l	-	-	-	-	-	-	-	-	5%x	-	-	3%x
Other TV or video channels available on-line	3	1	1	1	1	1	-	-	-	2	1	-	1	1	-	-	1	-	-	-	1	1	-	-	3	-
	1%	1%	1%	1%	2%	1%	-	-	-	1%	1%	-	1%	1%	-	-	2%	-	-	-	1%	1%	-	-	1%	-
On-line video rental services downloaded or streamed	2	2	-	1	1	-	-	-	-	2	-	-	2	-	-	-	-	-	-	-	1	1	-	-	2	-
	1%	1%	-	1%	1%	-	-	-	-	1%	-	-	2%	-	-	-	-	-	-	-	2%	1%	-	-	1%	-
Video content you have paid for on digital or on-line stores	2	1	1	1	-	-	1	-	-	1	1	-	1	-	-	-	-	1	-	-	1	-	-	1	1	1
	1%	*	1%	1%	-	-	2%	-	-	1%	1%	-	1%	-	-	-	-	2%	-	-	1%	-	-	2%	*	1%
Video content that can be downloaded from the internet through your gaming console	1	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	1	-	1
	*	-	1%	-	-	-	2%	-	-	-	1%	-	-	-	-	-	-	2%	-	-	-	-	-	2%	-	1%
Don't know	4	1	3	-	1	-	3	1	-	1	3	1	1	-	1	-	-	3	-	-	1	1	-	3	1	3
	1%	1%	3%	-	1%	-	10%	3%	-	*	3%	2%	*	-	4%	-	-	9%p	-	-	1%	1%	-	7%	1%	3%
Not stated	270	175	95	89	81	51	22	19	8	170	73	27	108	48	15	4	62	25	4	4	85	96	52	37	181	89
	89%	90%	87%	88%	93%	86%	80%	95%	96%	90%	84%	95%	90%	87%	94%	100%	90%	78%	100%	92%	87%	93%	85%	90%	90%	87%
Net: Any YouTube	16	9	7	7	3	4	2	*	-	10	5	*	4	4	*	-	5	1	-	-	7	4	4	1	11	5
	5%	4%	6%	7%	4%	6%	7%	2%	-	5%	6%	1%	4%	7%	2%	-	8%	4%	-	-	7%	3%	7%	2%	5%	5%

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

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Absolutes/col percents

Table 85

Q15a - Incitement to hatred

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	328	246	80	189	130	1	15	39	31	27	37	15	20	49	62	295	16	8	9	85	64	146
Base	303	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Effective Base	221	165	54	133	83	1	8	31	23	20	34	10	18	44	52	205	10	7	6	58	50	98
YouTube videos uploaded by friends, family or other YouTube users	15	9	6	8	7	-	-	1	-	-	*	5	1	1	3	11	3	-	1	1	*	10
	5%	4%	8%	5%	5%	-	-	2%	-	-	2%	16%	3%	2%	9%	4%	19%	-	7%	1%	1%	8%
Video content posted on social networking sites other than YouTube	9	5	3	4	5	-	-	1	-	1	*	3	1	*	2	9	-	-	-	1	2	6
	3%	2%	5%	3%	3%	-	-	3%	-	4%	2%	9%	7%	1%	4%	3%	-	-	-	2%	3%	5%
Free Video On-demand content available through your subscription service provider	9	3	6	2	6	-	-	1	-	-	1	2	-	1	2	6	3	-	-	1	1	5
	3%	1%	7%a	1%	5%	-	-	1%	-	-	3%	8%	-	2%	4%	2%	19%	-	-	1%	2%	4%
TV catch up services	7	6	1	4	3	-	-	2	-	-	-	-	1	1	2	6	-	-	1	2	-	4
	2%	3%	1%	3%	2%	-	-	6%	-	-	-	-	3%	1%	6%	2%	-	-	7%	3%	-	3%
Official YouTube channels from brands/ organisations you are familiar with	6	5	1	4	1	-	-	1	-	-	-	2	-	1	1	5	-	-	1	1	-	4
	2%	2%	1%	3%	1%	-	-	1%	-	-	-	7%	-	1%	3%	2%	-	-	7%	1%	-	3%
Video content on news websites	3	2	1	2	1	-	-	1	-	1	1	-	-	*	-	2	-	-	1	1	2	*
	1%	1%	1%	1%	1%	-	-	1%	-	3%	3%	-	-	1%	-	1%	-	-	7%	1%	3%	*
Paid Video On-demand content available through your subscription service provider	3	-	3	-	3	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-	-
	1%	-	4%a	-	2%	-	-	-	-	-	-	-	-	-	-	-	19%	-	-	-	-	-
Other TV or video channels available on-line	3	3	-	1	2	-	-	1	-	-	1	-	1	-	1	3	-	-	-	1	1	1
	1%	1%	-	*	1%	-	-	1%	-	-	3%	-	3%	-	2%	1%	-	-	-	1%	1%	1%
On-line video rental services downloaded or streamed	2	2	-	1	1	-	-	-	1	-	-	-	-	1	-	2	-	-	-	1	-	1
	1%	1%	-	1%	*	-	-	-	3%	-	-	-	-	3%	-	1%	-	-	-	1%	-	1%
Video content you have paid for on digital or on-line stores	2	1	1	2	-	-	-	-	-	-	-	-	-	-	2	2	-	-	-	-	-	2
	1%	*	1%	1%	-	-	-	-	-	-	-	-	-	-	4%	1%	-	-	-	-	-	1%
Video content that can be downloaded from the internet through your gaming console	1	-	1	1	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1
	*	-	1%	*	-	-	-	-	-	-	-	-	-	-	2%	*	-	-	-	-	-	*
Don't know	4	1	3	1	3	-	-	-	-	1	1	-	-	-	-	1	3	-	-	-	1	-
	1%	*	5%a	1%	2%	-	-	-	-	2%	2%	-	-	-	-	*	20%	-	-	-	2%	-
Not stated	270	205	63	149	113	*	18	34	25	26	26	22	18	39	34	243	9	5	14	78	52	113
	89%	91%	82%	90%	87%	100%	100%	92%	97%	91%	91%	76%	93%	91%	86%	90%	62%	100%	93%	95%	91%	86%
Net: Any YouTube	16	10	6	8	8	-	-	1	-	-	*	5	1	2	3	12	3	-	1	1	*	10
	5%	4%	8%	5%	6%	-	-	2%	-	-	2%	16%	3%	4%	9%	4%	19%	-	7%	1%	1%	8%

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

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Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**328**	250	251	265	168	237	174	195	149	110	247	176	212	159	113	325	3	317	319	325
Base	**303**	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Effective Base	**221**	183	179	192	135	169	124	154	105	91	177	126	166	113	91	219	3	214	226	219
YouTube videos uploaded by friends, family or other YouTube users	**15**	14	14	14	9	14	11	10	8	4	14	11	13	9	4	15	-	15	15	15
	5%	*6%*	*6%*	*6%*	*7%*	*7%*	*7%*	*6%*	*6%*	*4%*	*6%*	*7%*	*7%*	*6%*	*4%*	*5%*	-	*5%*	*5%*	*5%*
Video content posted on social networking sites other than YouTube	**9**	7	8	8	4	7	5	4	4	3	8	5	6	4	3	9	-	9	9	9
	3%	*3%*	*3%*	*3%*	*3%*	*3%*	*4%*	*2%*	*3%*	*3%*	*4%*	*3%*	*3%*	*3%*	*3%*	*3%*	-	*3%*	*3%*	*3%*
Free Video On-demand content available through your subscription service provider	**9**	9	8	9	6	8	6	4	3	2	8	6	7	3	2	7	2	7	7	7
	3%	*4%*	*4%*	*4%*	*4%*	*4%*	*4%*	*2%*	*2%*	*2%*	*4%*	*4%*	*4%*	*2%*	*2%*	*2%*	*37%*	*2%*	*2%*	*2%*
TV catch up services	**7**	5	5	6	3	5	4	5	4	2	5	4	5	5	2	7	-	7	7	7
	2%	*2%*	*2%*	*3%*	*2%*	*2%*	*2%*	*3%*	*3%*	*2%*	*2%*	*2%*	*3%*	*3%*	*2%*	*2%*	-	*2%*	*2%*	*2%*
Official YouTube channels from brands/ organisations you are familiar with	**6**	5	6	6	3	6	4	5	4	1	6	4	5	5	1	6	-	6	6	6
	2%	*2%*	*2%*	*2%*	*2%*	*3%*	*3%*	*3%*	*3%*	*1%*	*3%*	*3%*	*3%*	*3%*	*1%*	*2%*	-	*2%*	*2%*	*2%*
Video content on news websites	**3**	1	3	2	1	3	1	2	1	1	3	1	2	1	1	3	-	3	3	3
	1%	*1%*	*2%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Paid Video On-demand content available through your subscription service provider	**3**	3	3	3	3	3	3	-	-	-	3	3	3	-	-	3	-	3	3	3
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	-	-	-	*1%*	*2%*	*1%*	-	-	*1%*	-	*1%*	*1%*	*1%*
Other TV or video channels available on-line	**3**	3	2	3	2	2	2	3	1	1	2	2	3	1	1	3	-	3	3	3
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
On-line video rental services downloaded or streamed	**2**	1	1	1	1	1	1	1	1	-	1	1	1	1	-	2	-	2	2	2
	1%	*1%*	*	*1%*	*	*	*1%*	*1%*	*	-	*	*1%*	*1%*	*1%*	-	*1%*	-	*1%*	*1%*	*1%*
Video content you have paid for on digital or on-line stores	**2**	2	1	2	2	1	2	2	1	-	1	2	2	2	-	2	-	2	2	2
	1%	*1%*	*	*1%*	*1%*	*	*1%*	*1%*	*1%*	-	*	*1%*	*1%*	*1%*	-	*1%*	-	*1%*	*1%*	*1%*
Video content that can be downloaded from the internet through your gaming console	**1**	1	1	1	1	1	1	1	-	-	1	1	1	1	-	1	-	1	1	1
	*	*	*	*	*	*	*	*	-	-	*	*	*	*	-	*	-	*	*	*
Don't know	**4**	3	1	1	1	1	-	1	1	3	1	-	1	1	3	1	3	1	1	1
	1%	*1%*	*1%*	*	*	*1%*	-	*	*1%*	3%	*1%*	-	*	*1%*	3%	*	*48%*	*	*	*
Not stated	**270**	190	199	217	128	187	130	159	128	81	193	132	167	135	85	269	1	261	260	269
	89%	*87%*	*88%*	*89%*	*89%*	*88%*	*88%*	*91%*	*90%*	*87%*	*88%*	*88%*	*89%*	*90%*	*88%*	*90%*	*14%*	*90%*	*90%*	*90%*

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 85

Q15a - Incitement to hatred

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	303	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Net: Any YouTube	16	14	15	15	9	15	11	10	9	5	15	11	13	9	5	16	-	16	16	16
	5%	*7%*	*6%*	*6%*	*7%*	*7%*	*8%*	*6%*	*6%*	*5%*	*7%*	*8%*	*7%*	*6%*	*5%*	*5%*	-	*5%*	*5%*	*5%*

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

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Base: All who have seen something of concern on any on-line or on-demand service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	328	225	55	86	211	135	193	107	48	10	41	167	118	285	54	67	157	64	221	210
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Effective Base	221	183	29	62	140	108	114	88	36	9	22	106	98	202	37	48	108	55	161	149
YouTube videos uploaded by friends, family or other YouTube users	15	10	3	6	9	8	7	8	2	1	-	6	9	15	-	-	11	1	12	11
	5%	5%	4%	7%	5%	6%	4%	7%	4%	7%	-	4%	8%	6%	-	-	8%o	1%	6%	6%
Video content posted on social networking sites other than YouTube	9	5	*	1	7	2	7	1	2	-	*	4	5	9	*	*	6	*	7	6
	3%	3%	1%	1%	4%	1%	4%	1%	4%	-	1%	3%	4%	3%	1%	1%	4%	1%	3%	3%
Free Video On-demand content available through your subscription service provider	9	3	3	4	4	7	1	7	2	1	-	4	5	9	-	-	7	-	7	5
	3%	2%	4%	5%	2%	5%l	1%	7%	5%	7%	-	3%	4%	3%	-	-	5%	-	4%	3%
TV catch up services	7	6	-	2	5	2	5	2	2	1	3	2	2	4	-	-	4	1	5	5
	2%	3%	-	3%	2%	1%	3%	2%	3%	7%	6%	1%	2%	2%	-	-	3%	2%	2%	3%
Official YouTube channels from brands/ organisations you are familiar with	6	4	1	1	4	3	2	3	1	1	-	2	3	6	-	-	4	-	4	4
	2%	2%	1%	1%	2%	2%	1%	3%	1%	7%	-	1%	3%	2%	-	-	3%	-	2%	2%
Video content on news websites	3	2	*	1	3	2	2	1	1	-	*	3	-	3	*	*	2	-	2	2
	1%	1%	1%	1%	1%	1%	1%	1%	2%	-	1%	2%	-	1%	1%	1%	1%	-	1%	1%
Paid Video On-demand content available through your subscription service provider	3	-	3	3	-	3	-	3	-	-	-	3	-	3	-	-	3	-	3	3
	1%	-	4%	3%ad	-	2%	-	3%	-	-	-	2%	-	1%	-	-	2%	-	1%	2%
Other TV or video channels available on-line	3	2	-	1	1	1	1	1	1	-	-	2	1	3	-	-	2	-	2	2
	1%	1%	-	2%	1%	1%	1%	1%	1%	-	-	1%	1%	1%	-	-	2%	-	1%	1%
On-line video rental services downloaded or streamed	2	1	1	1	1	-	2	-	-	-	-	1	1	2	-	-	2	-	2	1
	1%	*	1%	1%	1%	-	1%	-	-	-	-	1%	1%	1%	-	-	2%	-	1%	1%
Video content you have paid for on digital or on-line stores	2	2	-	2	-	2	-	2	2	1	-	-	2	2	-	-	2	-	2	2
	1%	1%	-	2%	-	1%	-	2%	3%	7%	-	-	1%	1%	-	-	1%	-	1%	1%
Video content that can be downloaded from the internet through your gaming console	1	1	-	1	-	1	-	1	1	1	-	-	1	1	-	-	1	-	1	1
	*	*	-	1%	-	*	-	1%	1%	7%	-	-	1%	*	-	-	*	-	*	*
Don't know	4	1	3	1	1	3	1	-	3	-	-	1	3	4	3	3	1	-	1	1
	1%	1%	4%	1%	*	2%	1%	-	6%g	-	-	*	3%	2%	5%rs	4%r	*	-	*	1%
Not stated	270	177	58	77	168	120	150	92	40	9	40	132	96	228	50	61	114	52	167	158
	89%	90%	88%	89%	90%	88%	90%	88%	83%	93%	93%	91%	84%	88%	94%	95%p	83%	97%pr	87%	88%

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 85

Q15a - Incitement to hatred

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Net: Any YouTube	16	10	3	6	10	8	8	8	2	1	-	7	9	16	-	-	12	1	13	12
	5%	*5%*	*5%*	*7%*	*5%*	*6%*	*5%*	*7%*	*4%*	*7%*	-	*5%*	*8%*	*6%*	-	-	*9%*	*1%*	*7%*	*7%*

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

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Base: All who have seen something of concern on any on-line or on-demand service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**328**	328	-	-	258	70	270	58	67	181	40
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Effective Base	**221**	221	-	-	170	53	180	42	47	123	22
YouTube videos uploaded by friends, family or other YouTube users	**15**	15	-	-	14	1	15	-	7	10	-
	5%	*5%*	-	-	*6%*	*1%*	*6%*	-	*10%*	*6%*	-
Video content posted on social networking sites other than YouTube	**9**	9	-	-	9	-	9	-	5	6	-
	3%	*3%*	-	-	*4%*	-	*3%*	-	*7%*	*3%*	-
Free Video On-demand content available through your subscription service provider	**9**	9	-	-	9	-	9	-	4	6	2
	3%	*3%*	-	-	*4%*	-	*3%*	-	*6%*	*3%*	*6%*
TV catch up services	**7**	7	-	-	7	-	7	-	3	5	-
	2%	*2%*	-	-	*3%*	-	*3%*	-	*4%*	*3%*	-
Official YouTube channels from brands/ organisations you are familiar with	**6**	6	-	-	6	-	6	-	1	3	-
	2%	*2%*	-	-	*2%*	-	*2%*	-	*1%*	*2%*	-
Video content on news websites	**3**	3	-	-	3	-	3	-	2	1	1
	1%	*1%*	-	-	*1%*	-	*1%*	-	*3%*	*1%*	*2%*
Paid Video On-demand content available through your subscription service provider	**3**	3	-	-	3	-	3	-	-	3	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	-	*2%*	-
Other TV or video channels available on-line	**3**	3	-	-	3	-	3	-	1	2	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*2%*	*1%*	-
On-line video rental services downloaded or streamed	**2**	2	-	-	2	-	2	-	1	1	1
	1%	*1%*	-	-	*1%*	-	*1%*	-	*2%*	*	*2%*
Video content you have paid for on digital or on-line stores	**2**	2	-	-	2	-	2	-	1	2	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*1%*	*1%*	-
Video content that can be downloaded from the internet through your gaming console	**1**	1	-	-	1	-	1	-	-	1	-
	*	*	-	-	*	-	*	-	-	*	-
Don't know	**4**	4	-	-	4	-	4	-	-	4	-
	1%	*1%*	-	-	*2%*	-	*2%*	-	-	*2%*	-
Not stated	**270**	270	-	-	211	59	222	48	51	150	36
	89%	*89%*	-	-	*86%*	*99%d*	*87%*	*100%d*	*77%*	*87%*	*90%*

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

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Absolutes/col percents

Table 85

Q15a - Incitement to hatred

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
	Total	Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Net: Any YouTube	**16**	16	-	-	15	1	16	-	7	10	-
	5%	*5%*	-	-	*6%*	*1%*	*6%*	-	*10%*	*6%*	-

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

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Absolutes/col percents

Table 86

Q15a - Infringing someone's privacy
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	328	193	135	99	105	66	28	20	10	204	94	30	122	53	13	5	82	41	7	5	107	119	61	41	226	102
Base	303	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Effective Base	221	128	98	85	65	43	23	8	5	150	65	12	91	36	5	3	59	33	7	2	65	84	44	30	147	73
YouTube videos uploaded by friends, family or other YouTube users	10	6	4	3	2	3	2	*	-	5	5	*	2	4	*	-	2	1	-	-	3	5	1	2	8	2
	3%	3%	4%	3%	2%	6%	7%	2%	-	3%	6%	1%	2%	7%	2%	-	3%	5%	-	-	3%	5%	1%	4%	4%	2%
Video content posted on social networking sites other than YouTube	9	6	4	4	4	1	1	-	-	7	2	-	4	1	-	-	3	1	-	-	5	4	*	*	8	1
	3%	3%	3%	4%	4%	1%	4%	-	-	4%	2%	-	4%	2%	-	-	4%	3%	-	-	5%	3%	1%	1%	4%	1%
Official YouTube channels from brands/ organisations you are familiar with	8	6	2	3	3	2	-	-	-	6	2	-	4	2	-	-	2	-	-	-	2	5	-	1	7	1
	3%	3%	2%	3%	4%	4%	-	-	-	3%	3%	-	3%	4%	-	-	3%	-	-	-	2%	5%	-	4%	3%	1%
On-line video rental services downloaded or streamed	6	4	2	1	2	2	1	-	-	3	3	-	2	2	-	-	1	1	-	-	1	6	-	-	6	-
	2%	2%	2%	1%	3%	4%	2%	-	-	2%	3%	-	2%	4%	-	-	2%	2%	-	-	1%	5%y	-	-	3%	-
TV catch up services	5	2	2	3	2	-	-	-	-	5	-	-	2	-	-	-	2	-	-	-	-	4	1	*	4	1
	2%	1%	2%	3%	2%	-	-	-	-	3%	-	-	2%	-	-	-	4%	-	-	-	-	3%	1%	1%	2%	1%
Video content on news websites	4	1	4	1	1	2	1	-	-	2	2	-	1	-	-	-	1	2	-	-	1	2	-	1	3	1
	1%	1%	3%	1%	1%	3%	2%	-	-	1%	3%	-	1%	-	-	-	2%	7%	-	-	1%	2%	-	4%	2%	1%
Free Video On-demand content available through your subscription service provider	4	2	2	2	2	-	-	-	-	4	-	-	2	-	-	-	2	-	-	-	1	2	-	*	3	*
	1%	1%	2%	2%	2%	-	-	-	-	2%	-	-	2%	-	-	-	3%	-	-	-	1%	2%	-	1%	2%	*
Other TV or video channels available on-line	3	1	2	3	-	-	-	-	-	3	-	-	1	-	-	-	2	-	-	-	-	3	-	-	3	-
	1%	*	2%	3%	-	-	-	-	-	2%	-	-	1%	-	-	-	3%	-	-	-	-	3%	-	-	1%	-
Video content you have paid for on digital or on-line stores	3	2	1	1	-	2	-	-	-	1	2	-	-	2	-	-	1	-	-	-	-	3	-	-	3	-
	1%	1%	1%	1%	-	3%	-	-	-	1%	2%	-	-	3%	-	-	2%	-	-	-	-	3%	-	-	1%	-
Paid Video On-demand content available through your subscription service provider	3	1	1	2	1	-	-	-	-	3	-	-	1	-	-	-	1	-	-	-	1	2	-	-	3	-
	1%	1%	1%	2%	1%	-	-	-	-	1%	-	-	1%	-	-	-	2%	-	-	-	1%	2%	-	-	1%	-
Video content that can be downloaded from the internet through your gaming console	2	1	1	1	-	1	-	-	-	1	1	-	-	1	-	-	1	-	-	-	1	1	-	-	2	-
	1%	*	1%	1%	-	1%	-	-	-	1%	1%	-	-	1%	-	-	2%	-	-	-	1%	1%	-	-	1%	-
Don't know	7	6	1	-	-	-	-	7	-	-	-	7	-	-	6	-	-	-	1	-	7	-	-	-	7	-
	2%	3%	1%	-	-	-	-	33%	-	-	-	23%	-	-	35%	-	-	-	22%	-	7%y	-	-	-	3%	-
Not stated	277	174	102	95	81	53	25	13	8	177	79	21	110	50	10	4	66	29	3	4	84	96	59	37	180	96
	91%	90%	94%	94%	93%	91%	91%	66%	100%	94%	91%	76%	93%	91%	63%	100%	96%	90%	78%	100%	86%	93%	97%	89%	90%	94%
Net: Any YouTube	13	9	4	4	4	4	2	*	-	7	6	*	5	4	*	-	2	1	-	-	4	5	1	3	9	4
	4%	5%	4%	4%	4%	7%	7%	2%	-	4%	7%	1%	4%	8%	2%	-	3%	5%	-	-	4%	5%	1%	8%	5%	4%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 86

Q15a - Infringing someone's privacy

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	328	246	80	189	130	1	15	39	31	27	37	15	20	49	62	295	16	8	9	85	64	146
Base	303	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Effective Base	221	165	54	133	83	1	8	31	23	20	34	10	18	44	52	205	10	7	6	58	50	98
YouTube videos uploaded by friends, family or other YouTube users	10	7	3	5	5	-	-	*	-	-	-	1	3	2	*	7	1	-	3	*	-	7
	3%	3%	4%	3%	4%	-	-	1%	-	-	-	4%	14%	5%	1%	3%	5%	-	17%	1%	-	5%
Video content posted on social networking sites other than YouTube	9	7	2	5	3	-	-	*	1	-	1	1	3	1	1	8	-	-	1	1	1	6
	3%	3%	3%	3%	2%	-	-	1%	3%	-	3%	4%	14%	3%	2%	3%	-	-	7%	2%	1%	5%
Official YouTube channels from brands/ organisations you are familiar with	8	7	1	3	5	-	-	-	1	-	-	-	2	1	2	6	-	-	3	1	-	5
	3%	3%	2%	2%	4%	-	-	-	3%	-	-	-	10%	1%	5%	2%	-	-	17%	1%	-	4%
On-line video rental services downloaded or streamed	6	6	-	3	3	-	1	-	-	-	-	-	1	1	1	4	-	-	3	1	-	3
	2%	3%	-	2%	3%	-	4%	-	-	-	-	-	7%	3%	2%	1%	-	-	17%	1%	-	2%
TV catch up services	5	5	-	2	3	-	-	-	-	-	-	-	2	1	1	4	-	-	1	-	-	4
	2%	2%	-	1%	2%	-	-	-	-	-	-	-	10%	1%	3%	1%	-	-	7%	-	-	3%
Video content on news websites	4	4	1	1	4	-	1	-	-	1	-	-	1	-	-	3	1	-	1	1	1	1
	1%	2%	1%	1%	3%	-	4%	-	-	3%	-	-	7%	-	-	1%	5%	-	7%	1%	1%	1%
Free Video On-demand content available through your subscription service provider	4	4	-	1	3	-	-	-	-	-	1	-	1	1	1	4	-	-	-	-	1	3
	1%	2%	-	*	2%	-	-	-	-	-	3%	-	7%	1%	3%	1%	-	-	-	-	1%	2%
Other TV or video channels available on-line	3	3	-	1	2	-	-	1	-	-	-	-	2	-	-	3	-	-	-	1	-	2
	1%	1%	-	1%	2%	-	-	2%	-	-	-	-	10%	-	-	1%	-	-	-	1%	-	1%
Video content you have paid for on digital or on-line stores	3	3	-	2	1	-	-	-	-	-	-	-	1	-	-	1	-	-	2	-	-	1
	1%	1%	-	1%	1%	-	-	-	-	-	-	-	7%	-	-	*	-	-	11%	-	-	1%
Paid Video On-demand content available through your subscription service provider	3	3	-	-	3	-	-	-	-	-	-	-	1	1	1	3	-	-	-	-	-	3
	1%	1%	-	-	2%	-	-	-	-	-	-	-	7%	1%	2%	1%	-	-	-	-	-	2%
Video content that can be downloaded from the internet through your gaming console	2	2	-	-	2	-	-	-	-	-	-	-	1	-	1	2	-	-	-	-	-	2
	1%	1%	-	-	1%	-	-	-	-	-	-	-	7%	-	2%	1%	-	-	-	-	-	1%
Don't know	7	7	-	6	1	-	-	-	-	-	-	6	-	-	-	6	-	-	1	-	-	6
	2%	3%	-	3%	1%	-	-	-	-	-	-	20%	-	-	-	2%	-	-	6%	-	-	4%
Not stated	277	203	71	151	118	*	18	36	25	27	28	22	17	40	34	247	14	5	11	79	55	113
	91%	90%	93%	91%	92%	100%	96%	96%	97%	97%	97%	76%	86%	93%	86%	92%	95%	100%	77%	96%u	97%u	86%
Net: Any YouTube	13	9	4	6	7	-	-	*	1	-	-	1	3	2	3	10	1	-	3	1	-	9
	4%	4%	6%	3%	5%	-	-	1%	3%	-	-	4%	14%	5%	6%	4%	5%	-	17%	2%	-	7%

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

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Absolutes/col percents

Table 86

Q15a - Infringing someone's privacy
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**328**	250	251	265	168	237	174	195	149	110	247	176	212	159	113	325	3	317	319	325
Base	**303**	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Effective Base	**221**	183	179	192	135	169	124	154	105	91	177	126	166	113	91	219	3	214	226	219
YouTube videos uploaded by friends, family or other YouTube users	**10**	7	8	8	6	8	5	6	7	4	8	5	6	7	4	10	-	10	10	10
	3%	*3%*	*4%*	*3%*	*4%*	*4%*	*4%*	*4%*	*5%*	*4%*	*4%*	*3%*	*3%*	*4%*	*4%*	*3%*	-	*4%*	*4%*	*3%*
Video content posted on social networking sites other than YouTube	**9**	7	8	8	6	8	6	7	5	4	8	6	7	5	4	9	-	9	9	9
	3%	*3%*	*4%*	*3%*	*4%*	*4%*	*4%*	*4%*	*4%*	*5%*	*4%*	*4%*	*4%*	*4%*	*5%*	*3%*	-	*3%*	*3%*	*3%*
Official YouTube channels from brands/ organisations you are familiar with	**8**	6	5	7	5	5	4	7	7	-	5	4	7	7	-	8	-	8	8	8
	3%	*3%*	*2%*	*3%*	*3%*	*2%*	*3%*	*4%*	*5%d*	-	*2%*	*3%*	*4%*	*5%d*	-	*3%*	-	*3%*	*3%*	*3%*
On-line video rental services downloaded or streamed	**6**	4	5	6	4	5	4	6	6	1	5	4	6	6	1	6	-	6	6	6
	2%	*2%*	*2%*	*3%*	*3%*	*2%*	*3%*	*3%*	*4%*	*1%*	*2%*	*3%*	*3%*	*4%*	*1%*	*2%*	-	*2%*	*2%*	*2%*
TV catch up services	**5**	3	4	4	3	4	2	4	4	1	4	2	4	4	1	5	-	5	5	5
	2%	*1%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*1%*	*2%*	*1%*	*2%*	*2%*	*1%*	*2%*	-	*2%*	*2%*	*2%*
Video content on news websites	**4**	1	4	3	2	4	1	2	3	-	4	1	2	3	-	4	-	4	4	4
	1%	*	*2%*	*1%*	*1%*	*2%*	*1%*	*1%*	*2%*	-	*2%*	*1%*	*1%*	*2%*	-	*2%*	-	*2%*	*2%*	*2%*
Free Video On-demand content available through your subscription service provider	**4**	2	4	3	3	4	2	3	2	1	4	2	3	2	1	4	-	4	4	4
	1%	*1%*	*2%*	*1%*	*2%*	*2%*	*1%*	*2%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Other TV or video channels available on-line	**3**	2	3	2	3	3	1	2	3	1	3	1	2	3	1	3	-	3	3	3
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*	*1%*	*2%*	*1%*	*1%*	*	*1%*	*2%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Video content you have paid for on digital or on-line stores	**3**	2	1	3	1	1	2	3	3	-	1	2	3	3	-	3	-	3	3	3
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*2%*	-	*1%*	*1%*	*2%*	*2%*	-	*1%*	-	*1%*	*1%*	*1%*
Paid Video On-demand content available through your subscription service provider	**3**	1	3	2	2	3	1	2	2	-	3	1	2	2	-	3	-	3	3	3
	1%	*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	-	*1%*	*	*1%*	*1%*	-	*1%*	-	*1%*	*1%*	*1%*
Video content that can be downloaded from the internet through your gaming console	**2**	1	1	2	2	1	1	2	2	-	1	1	2	2	-	2	-	2	2	2
	1%	*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	-	*1%*	*	*1%*	*1%*	-	*1%*	-	*1%*	*1%*	*1%*
Don't know	**7**	7	1	1	-	1	6	-	-	-	1	6	-	-	-	6	1	6	-	6
	2%	*3%cd*	*	*	-	*	*4%egh*	-	-	-	*	*4%jlm*	-	-	-	*2%*	*14%*	*2%r*	-	*2%r*
Not stated	**277**	195	208	228	132	196	132	165	130	85	203	134	177	138	89	272	5	263	268	272
	91%	*90%*	*93%*	*94%*	*92%*	*92%*	*89%*	*94%*	*92%*	*91%*	*92%*	*90%*	*94%*	*92%*	*92%*	*91%*	*86%*	*91%*	*93%*	*91%*

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

Table 86

Q15a - Infringing someone's privacy

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	303	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Net: Any YouTube	13	10	10	10	8	10	7	8	9	4	10	7	8	9	4	13	-	13	13	13
	4%	5%	4%	4%	6%	5%	5%	4%	6%	4%	4%	4%	4%	6%	4%	4%	-	5%	5%	4%

Prepared by BDRC Continental

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

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Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	**328**	225	55	86	211	135	193	107	48	10	41	167	118	285	54	67	157	64	221	210
Base	**303**	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Effective Base	**221**	183	29	62	140	108	114	88	36	9	22	106	98	202	37	48	108	55	161	149
YouTube videos uploaded by friends, family or other YouTube users	**10**	9	1	2	7	3	8	3	-	-	2	7	2	9	1	1	7	1	8	7
	3%	*4%*	*1%*	*3%*	*4%*	*2%*	*5%*	*2%*	-	-	*4%*	*5%*	*2%*	*3%*	*1%*	*1%*	*5%*	*2%*	*4%*	*4%*
Video content posted on social networking sites other than YouTube	**9**	8	-	1	8	1	8	1	-	-	*	6	3	9	-	*	6	1	8	8
	3%	*4%*	-	*1%*	*4%*	*1%*	*5%*	*1%*	-	-	*1%*	*4%*	*2%*	*3%*	-	*1%*	*5%*	*3%*	*4%*	*4%*
Official YouTube channels from brands/ organisations you are familiar with	**8**	7	-	2	5	2	6	2	1	-	-	4	4	8	-	-	6	1	7	6
	3%	*4%*	-	*3%*	*3%*	*2%*	*4%*	*1%*	*1%*	-	-	*3%*	*4%*	*3%*	-	-	*4%*	*3%*	*4%*	*3%*
On-line video rental services downloaded or streamed	**6**	6	-	2	4	3	3	2	1	-	-	4	3	6	-	-	4	1	5	5
	2%	*3%*	-	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	-	-	*3%*	*2%*	*2%*	-	-	*3%*	*2%*	*3%*	*3%*
TV catch up services	**5**	4	-	1	4	-	5	-	-	-	1	2	2	4	-	-	3	1	4	4
	2%	*2%*	-	*1%*	*2%*	-	*3%*	-	-	-	*3%*	*1%*	*2%*	*1%*	-	-	*2%*	*2%*	*2%*	*2%*
Video content on news websites	**4**	3	1	1	4	2	3	1	1	-	1	2	2	4	1	1	3	-	3	3
	1%	*2%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*2%*	-	*2%*	*1%*	*2%*	*1%*	*1%*	*1%*	*2%*	-	*1%*	*2%*
Free Video On-demand content available through your subscription service provider	**4**	2	1	1	2	1	3	1	-	-	*	2	1	3	-	-	3	1	4	3
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	-	-	*1%*	*1%*	*1%*	*1%*	-	-	*2%*	*1%*	*2%*	*2%*
Other TV or video channels available on-line	**3**	3	-	-	3	-	3	-	-	-	-	1	2	3	-	-	2	-	2	2
	1%	*1%*	-	-	*2%*	-	*2%*	-	-	-	-	*1%*	*2%*	*1%*	-	-	*1%*	-	*1%*	*1%*
Video content you have paid for on digital or on-line stores	**3**	3	-	2	1	2	1	2	-	-	-	2	1	3	-	-	3	-	3	3
	1%	*1%*	-	*2%*	*1%*	*1%*	*1%*	*1%*	-	-	-	*1%*	*1%*	*1%*	-	-	*2%*	-	*1%*	*2%*
Paid Video On-demand content available through your subscription service provider	**3**	1	1	-	2	-	3	-	-	-	-	1	1	3	-	-	2	1	3	2
	1%	*1%*	*1%*	-	*1%*	-	*2%*	-	-	-	-	*1%*	*1%*	*1%*	-	-	*1%*	*1%*	*1%*	*1%*
Video content that can be downloaded from the internet through your gaming console	**2**	2	-	1	1	1	1	-	1	-	-	1	1	2	-	-	2	-	2	2
	1%	*1%*	-	*1%*	*1%*	*	*1%*	-	*1%*	-	-	*	*1%*	*1%*	-	-	*1%*	-	*1%*	*1%*
Don't know	**7**	-	7	1	6	-	7	-	-	-	-	7	-	7	1	1	6	-	6	6
	2%	-	*10%*	*1%*	*3%q*	-	*4%q*	-	-	-	-	*5%l*	-	*3%*	*2%*	*1%*	*4%*	-	*3%*	*3%*
Not stated	**277**	180	57	81	166	130	146	100	46	10	40	127	108	235	51	62	119	51	170	160
	91%	*92%*	*88%*	*94%*	*89%*	*96%d*	*88%*	*96%*	*96%*	*100%*	*93%*	*88%*	*95%*	*91%*	*97%*	*97%p*	*87%*	*94%*	*89%*	*89%*

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 86

Q15a - Infringing someone's privacy

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Net: Any YouTube	13	12	1	3	10	3	10	3	1	-	2	7	4	12	1	1	9	2	11	8
	4%	*6%*	*1%*	*3%*	*5%*	*2%*	*6%*	*2%*	*1%*	-	*4%*	*5%*	*4%*	*4%*	*1%*	*1%*	*6%*	*3%*	*6%*	*5%*

Prepared by BDRC Continental

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

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Base: All who have seen something of concern on any on-line or on-demand service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**328**	328	-	-	258	70	270	58	67	181	40
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Effective Base	**221**	221	-	-	170	53	180	42	47	123	22
YouTube videos uploaded by friends, family or other YouTube users	**10**	10	-	-	9	1	10	-	4	7	1
	3%	*3%*	-	-	*4%*	*2%*	*4%*	-	*6%*	*4%*	*4%*
Video content posted on social networking sites other than YouTube	**9**	9	-	-	8	1	9	-	4	6	1
	3%	*3%*	-	-	*3%*	*2%*	*4%*	-	*6%*	*3%*	*2%*
Official YouTube channels from brands/ organisations you are familiar with	**8**	8	-	-	7	1	8	-	4	4	1
	3%	*3%*	-	-	*3%*	*1%*	*3%*	-	*6%*	*2%*	*4%*
On-line video rental services downloaded or streamed	**6**	6	-	-	6	1	6	-	3	5	-
	2%	*2%*	-	-	*2%*	*1%*	*3%*	-	*4%*	*3%*	-
TV catch up services	**5**	5	-	-	5	-	5	-	2	3	-
	2%	*2%*	-	-	*2%*	-	*2%*	-	*3%*	*2%*	-
Video content on news websites	**4**	4	-	-	4	-	4	-	1	2	1
	1%	*1%*	-	-	*2%*	-	*2%*	-	*1%*	*1%*	*4%*
Free Video On-demand content available through your subscription service provider	**4**	4	-	-	3	1	4	-	1	3	1
	1%	*1%*	-	-	*1%*	*1%*	*1%*	-	*2%*	*2%*	*2%*
Other TV or video channels available on-line	**3**	3	-	-	3	-	3	-	-	1	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	-	*1%*	-
Video content you have paid for on digital or on-line stores	**3**	3	-	-	3	-	3	-	2	3	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*2%*	*2%*	-
Paid Video On-demand content available through your subscription service provider	**3**	3	-	-	2	1	3	-	1	2	1
	1%	*1%*	-	-	*1%*	*1%*	*1%*	-	*1%*	*1%*	*2%*
Video content that can be downloaded from the internet through your gaming console	**2**	2	-	-	2	-	2	-	1	2	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*1%*	*1%*	-
Don't know	**7**	7	-	-	6	1	6	1	-	7	-
	2%	*2%*	-	-	*2%*	*1%*	*2%*	*2%*	-	*4%*	-
Not stated	**277**	277	-	-	220	57	229	47	57	155	35
	91%	*91%*	-	-	*90%*	*96%*	*90%*	*98%*	*88%*	*90%*	*89%*

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

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Absolutes/col percents

Table 86

Q15a - Infringing someone's privacy

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
	Total	Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Net: Any YouTube	**13**	13	-	-	12	1	13	-	6	7	3
	4%	*4%*	-	-	*5%*	*2%*	*5%*	-	*9%*	*4%*	*7%*

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

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Table 87

Q15a - Malicious views

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	328	193	135	99	105	66	28	20	10	204	94	30	122	53	13	5	82	41	7	5	107	119	61	41	226	102
Base	303	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Effective Base	221	128	98	85	65	43	23	8	5	150	65	12	91	36	5	3	59	33	7	2	65	84	44	30	147	73
TV catch up services	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
On-line video rental services downloaded or streamed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Free Video On-demand content available through your subscription service provider	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Paid Video On-demand content available through your subscription service provider	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Official YouTube channels from brands/ organisations you are familiar with	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other TV or video channels available on-line	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
YouTube videos uploaded by friends, family or other YouTube users	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content posted on social networking sites other than YouTube	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content you have paid for on digital or on-line stores	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content on news websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content that can be downloaded from the internet through your gaming console	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	303	194	109	101	87	59	28	20	8	188	87	28	119	55	16	4	69	32	4	4	98	103	61	42	201	102
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Net: Any YouTube	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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Base: All who have seen something of concern on any on-line or on-demand service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**328**	246	80	189	130	1	15	39	31	27	37	15	20	49	62	295	16	8	9	85	64	146
Base	**303**	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Effective Base	**221**	165	54	133	83	1	8	31	23	20	34	10	18	44	52	205	10	7	6	58	50	98
TV catch up services	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
On-line video rental services downloaded or streamed	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Free Video On-demand content available through your subscription service provider	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Paid Video On-demand content available through your subscription service provider	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Official YouTube channels from brands/ organisations you are familiar with	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other TV or video channels available on-line	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
YouTube videos uploaded by friends, family or other YouTube users	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content posted on social networking sites other than YouTube	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content you have paid for on digital or on-line stores	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content on news websites	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content that can be downloaded from the internet through your gaming console	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	**303**	225	77	166	129	*	18	37	26	28	29	29	20	43	40	270	15	5	15	82	57	131
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Net: Any YouTube	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	328	250	251	265	168	237	174	195	149	110	247	176	212	159	113	325	3	317	319	325
Base	303	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Effective Base	221	183	179	192	135	169	124	154	105	91	177	126	166	113	91	219	3	214	226	219
TV catch up services	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
On-line video rental services downloaded or streamed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Free Video On-demand content available through your subscription service provider	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Paid Video On-demand content available through your subscription service provider	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Official YouTube channels from brands/ organisations you are familiar with	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other TV or video channels available on-line	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
YouTube videos uploaded by friends, family or other YouTube users	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content posted on social networking sites other than YouTube	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content you have paid for on digital or on-line stores	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content on news websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content that can be downloaded from the internet through your gaming console	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	303	217	225	243	144	213	148	175	142	94	220	150	188	150	97	298	6	289	288	298
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*

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

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

bdrc continental providing intelligence

20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 87

Q15a - Malicious views

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**303**	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Net: Any YouTube	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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Base: All who have seen something of concern on any on-line or on-demand service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	328	225	55	86	211	135	193	107	48	10	41	167	118	285	54	67	157	64	221	210
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Effective Base	221	183	29	62	140	108	114	88	36	9	22	106	98	202	37	48	108	55	161	149
TV catch up services	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
On-line video rental services downloaded or streamed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Free Video On-demand content available through your subscription service provider	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Paid Video On-demand content available through your subscription service provider	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Official YouTube channels from brands/ organisations you are familiar with	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other TV or video channels available on-line	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
YouTube videos uploaded by friends, family or other YouTube users	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content posted on social networking sites other than YouTube	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content you have paid for on digital or on-line stores	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content on news websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video content that can be downloaded from the internet through your gaming console	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	303	196	65	86	187	136	167	104	48	10	43	145	114	259	53	64	138	54	192	179
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 87

Q15a - Malicious views

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	**303**	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Net: Any YouTube	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**328**	328	-	-	258	70	270	58	67	181	40
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Effective Base	**221**	221	-	-	170	53	180	42	47	123	22
TV catch up services	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
On-line video rental services downloaded or streamed	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Free Video On-demand content available through your subscription service provider	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Paid Video On-demand content available through your subscription service provider	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Official YouTube channels from brands/ organisations you are familiar with	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other TV or video channels available on-line	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
YouTube videos uploaded by friends, family or other YouTube users	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Video content posted on social networking sites other than YouTube	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Video content you have paid for on digital or on-line stores	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Video content on news websites	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Video content that can be downloaded from the internet through your gaming console	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Not stated	**303**	303	-	-	244	59	255	48	65	173	40
	100%	*100%*	-	-	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*

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

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Absolutes/col percents

Table 87

Q15a - Malicious views

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
	Total	Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Net: Any YouTube	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

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

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Absolutes/col percents

Table 88

Q15a - Misleading advertising

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	328	193	135	99	105	66	28	20	10	204	94	30	122	53	13	5	82	41	7	5	107	119	61	41	226	102
Base	303	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Effective Base	221	128	98	85	65	43	23	8	5	150	65	12	91	36	5	3	59	33	7	2	65	84	44	30	147	73
YouTube videos uploaded by friends, family or other YouTube users	13	10	3	6	3	3	1	*	-	9	4	*	6	4	*	-	3	-	-	-	5	6	1	1	11	2
	4%	5%	3%	6%	3%	4%	4%	2%	-	5%	4%	1%	5%	7%	2%	-	5%	-	-	-	5%	6%	2%	2%	5%	2%
Other TV or video channels available on-line	12	7	5	4	6	1	1	-	-	11	1	-	7	1	-	-	4	1	-	-	4	3	5	1	6	6
	4%	4%	4%	4%	7%	1%	2%	-	-	6%	1%	-	6%	1%	-	-	6%	2%	-	-	4%	2%	8%	2%	3%	5%
Official YouTube channels from brands/ organisations you are familiar with	11	6	6	6	4	1	-	-	-	10	1	-	5	1	-	-	5	1	-	-	6	2	1	2	8	3
	4%	3%	5%	6%	5%	2%	-	-	-	5%	2%	-	4%	1%	-	-	7%	2%	-	-	6%	2%	2%	5%	4%	3%
Free Video On-demand content available through your subscription service provider	11	8	3	3	3	5	-	-	-	6	5	-	4	4	-	-	2	1	-	-	1	1	7	2	3	8
	4%	4%	3%	3%	4%	9%	-	-	-	3%	6%	-	3%	8%	-	-	3%	2%	-	-	1%	1%	11%ux	4%	1%	8%ux
Video content posted on social networking sites other than YouTube	11	7	3	2	2	5	2	-	-	4	7	-	2	5	-	-	2	1	-	-	5	1	4	1	6	5
	4%	4%	3%	2%	2%	8%	7%	-	-	2%	8%	-	2%	10%	-	-	3%	4%	-	-	5%	1%	7%	2%	3%	5%
TV catch up services	10	4	6	6	4	*	-	-	-	10	*	-	4	-	-	-	6	*	-	-	2	5	2	2	7	4
	3%	2%	5%	6%	4%	1%	-	-	-	5%	*	-	4%	-	-	-	8%	1%	-	-	2%	4%	3%	4%	3%	3%
Paid Video On-demand content available through your subscription service provider	10	7	4	6	-	3	1	-	-	6	4	-	3	3	-	-	3	1	-	-	4	-	6	1	4	6
	3%	3%	3%	6%d	-	6%	2%	-	-	3%	5%	-	3%	6%	-	-	4%	2%	-	-	4%	-	9%ux	2%	2%	6%d
Video content on news websites	6	3	4	2	2	1	1	-	-	5	2	-	2	1	-	-	3	1	-	-	3	2	-	2	5	2
	2%	1%	4%	2%	2%	1%	5%	-	-	2%	2%	-	2%	1%	-	-	4%	4%	-	-	3%	1%	-	5%	2%	2%
On-line video rental services downloaded or streamed	5	4	2	3	1	-	1	-	-	5	1	-	4	-	-	-	1	1	-	-	3	1	-	1	4	1
	2%	2%	2%	3%	2%	-	2%	-	-	3%	1%	-	3%	-	-	-	2%	2%	-	-	3%	1%	-	3%	2%	1%
Video content you have paid for on digital or on-line stores	2	1	1	2	-	-	-	-	-	2	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	1
	1%	*	1%	2%	-	-	-	-	-	1%	-	-	1%	-	-	-	2%	-	-	-	1%	-	1%	-	1%	1%
Video content that can be downloaded from the internet through your gaming console	1	-	1	1	1	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-	-	1	1	1
	*	-	1%	1%	1%	-	-	-	-	1%	-	-	-	-	-	-	2%	-	-	-	1%	-	-	1%	*	1%
Don't know	12	8	4	-	1	2	1	6	3	1	3	9	1	2	6	-	*	1	-	3	6	2	4	-	8	4
	4%	4%	4%	-	1%	3%	4%	28%	34%	*	3%	30%	*	3%	35%	-	1%	3%	-	63%	6%	2%	6%	-	4%	4%
Not stated	244	154	90	79	73	48	24	14	6	152	72	20	96	44	10	4	56	28	4	2	80	91	37	36	171	73
	80%	79%	83%	79%	83%	81%	87%	70%	66%	81%	83%	69%	80%	80%	63%	100%	82%	89%	100%	37%	82%vw	88%vy	61%	87%	85%vy	71%
Net: Any YouTube	20	14	6	9	5	4	1	*	-	14	5	*	9	4	*	-	5	1	-	-	8	6	3	3	14	6
	7%	7%	6%	9%	6%	7%	4%	2%	-	8%	6%	1%	8%	8%	2%	-	8%	2%	-	-	9%	6%	4%	7%	7%	5%

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

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Absolutes/col percents

Table 88

Q15a - Misleading advertising

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	328	246	80	189	130	1	15	39	31	27	37	15	20	49	62	295	16	8	9	85	64	146
Base	303	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Effective Base	221	165	54	133	83	1	8	31	23	20	34	10	18	44	52	205	10	7	6	58	50	98
YouTube videos uploaded by friends, family or other YouTube users	13	10	3	6	6	-	-	1	1	-	1	3	1	2	4	12	-	-	1	1	1	10
	4%	4%	4%	3%	5%	-	-	1%	3%	-	2%	12%	5%	5%	10%	4%	-	-	7%	2%	1%	8%
Other TV or video channels available on-line	12	10	2	5	7	-	-	1	1	-	1	4	1	1	3	12	-	-	-	2	1	9
	4%	5%	2%	3%	5%	-	-	4%	3%	-	3%	14%	6%	2%	7%	4%	-	-	-	3%	1%	7%
Official YouTube channels from brands/ organisations you are familiar with	11	8	2	7	4	-	1	2	1	-	2	2	-	1	2	10	-	-	1	3	2	5
	4%	4%	3%	4%	3%	-	4%	6%	2%	-	7%	7%	-	2%	5%	4%	-	-	7%	4%	3%	4%
Free Video On-demand content available through your subscription service provider	11	6	6	1	10	-	1	2	*	-	1	4	-	-	1	8	3	-	-	3	1	5
	4%	2%	7%	1%	8%d	-	4%	5%	1%	-	2%	13%	-	-	3%	3%	19%	-	-	4%	1%	4%
Video content posted on social networking sites other than YouTube	11	7	3	5	5	-	1	2	-	-	1	1	-	1	3	8	3	-	-	3	1	5
	4%	3%	4%	3%	4%	-	4%	6%	-	-	2%	4%	-	1%	7%	3%	19%	-	-	3%	1%	4%
TV catch up services	10	8	2	5	6	-	-	4	*	*	1	-	-	1	2	8	-	-	2	4	1	3
	3%	4%	2%	3%	4%	-	-	9%	1%	2%	2%	-	-	2%	5%	3%	-	-	16%	5%	2%	2%
Paid Video On-demand content available through your subscription service provider	10	7	3	7	3	-	-	2	1	2	-	-	-	-	3	7	3	-	-	3	2	3
	3%	3%	4%	4%	3%	-	-	6%	3%	5%	-	-	-	-	7%	3%	19%	-	-	4%	3%	2%
Video content on news websites	6	5	1	4	2	-	-	1	-	-	1	-	-	-	3	5	1	-	1	1	1	3
	2%	2%	2%	2%	2%	-	-	4%	-	-	2%	-	-	-	7%	2%	5%	-	7%	2%	1%	2%
On-line video rental services downloaded or streamed	5	4	1	4	2	-	-	-	1	-	1	-	-	1	2	5	-	-	-	1	1	3
	2%	2%	2%	2%	1%	-	-	-	3%	-	5%	-	-	2%	5%	2%	-	-	-	1%	2%	2%
Video content you have paid for on digital or on-line stores	2	2	-	1	1	-	-	1	-	-	-	-	-	-	1	2	-	-	-	1	-	1
	1%	1%	-	1%	1%	-	-	2%	-	-	-	-	-	-	3%	1%	-	-	-	1%	-	1%
Video content that can be downloaded from the internet through your gaming console	1	1	1	1	1	-	-	-	-	-	1	-	-	-	1	1	-	-	-	-	1	1
	*	*	1%	*	*	-	-	-	-	-	2%	-	-	-	1%	*	-	-	-	-	1%	*
Don't know	12	9	3	12	-	-	-	1	-	-	1	9	-	2	*	12	-	-	-	1	1	10
	4%	4%	4%	7%d	-	-	-	3%	-	-	2%	29%	-	4%	1%	4%	-	-	-	1%	1%	8%
Not stated	244	183	60	135	102	*	18	31	24	26	25	9	17	38	28	216	11	5	12	72	51	93
	80%	81%	79%	81%	79%	100%	96%	82%	90%	93%	87%	32%	89%	88%n	72%	80%	77%	100%	84%	88%u	90%u	71%
Net: Any YouTube	20	13	5	10	9	-	1	2	1	-	2	3	1	2	6	19	-	-	1	4	2	12
	7%	6%	7%	6%	7%	-	4%	6%	5%	-	8%	12%	5%	5%	15%	7%	-	-	7%	5%	4%	9%

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

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

bdrc continental
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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 88

Q15a - Misleading advertising

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	328	250	251	265	168	237	174	195	149	110	247	176	212	159	113	325	3	317	319	325
Base	303	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Effective Base	221	183	179	192	135	169	124	154	105	91	177	126	166	113	91	219	3	214	226	219
YouTube videos uploaded by friends, family or other YouTube users	13	9	11	12	7	11	5	9	9	5	11	5	9	9	5	13	-	11	13	13
	4%	4%	5%	5%	5%	5%	4%	5%	6%	5%	5%	4%	5%	6%	5%	4%	-	4%	5%	4%
Other TV or video channels available on-line	12	6	6	11	4	6	4	10	8	3	6	4	10	9	3	12	-	12	12	12
	4%	3%	2%	4%	3%	3%	2%	6%	6%	3%	3%	2%	5%	6%	3%	4%	-	4%	4%	4%
Official YouTube channels from brands/ organisations you are familiar with	11	10	9	9	9	9	6	6	8	2	9	6	6	8	2	11	-	11	11	11
	4%	4%	4%	4%	6%	4%	4%	4%	6%	2%	4%	4%	3%	5%	2%	4%	-	4%	4%	4%
Free Video On-demand content available through your subscription service provider	11	10	11	11	7	11	6	4	4	4	11	6	7	5	4	9	2	9	9	9
	4%	5%	5%	5%	5%	5%	4%	2%	3%	4%	5%	4%	4%	3%	4%	3%	37%	3%	3%	3%
Video content posted on social networking sites other than YouTube	11	11	8	10	8	8	9	4	4	4	8	9	7	5	4	11	-	11	11	11
	4%	5%	4%	4%	5%	4%	6%	2%	3%	4%	4%	6%	4%	3%	4%	4%	-	4%	4%	4%
TV catch up services	10	6	7	9	5	7	2	6	5	3	7	2	6	6	3	10	-	10	10	10
	3%	3%	3%	4%	4%	3%	2%	3%	3%	3%	3%	2%	3%	4%	3%	3%	-	4%	4%	3%
Paid Video On-demand content available through your subscription service provider	10	10	7	10	9	7	8	7	4	2	7	8	9	4	2	10	-	10	10	10
	3%	5%	3%	4%	7%	3%	5%	4%	3%	2%	3%	5%	5%	3%	2%	3%	-	4%	4%	3%
Video content on news websites	6	5	3	6	4	3	3	5	3	1	3	3	5	4	1	6	-	6	6	6
	2%	2%	2%	2%	3%	2%	2%	3%	2%	1%	2%	2%	3%	3%	1%	2%	-	2%	2%	2%
On-line video rental services downloaded or streamed	5	4	3	5	5	3	4	4	3	1	3	4	4	3	1	5	-	5	5	5
	2%	2%	1%	2%	3%	1%	3%	3%	2%	1%	1%	3%	2%	2%	1%	2%	-	2%	2%	2%
Video content you have paid for on digital or on-line stores	2	2	1	2	2	1	1	1	1	1	1	1	1	1	1	2	-	2	2	2
	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	*	1%	1%	1%	1%	-	1%	1%	1%
Video content that can be downloaded from the internet through your gaming console	1	1	1	1	1	1	1	1	1	-	1	1	1	1	-	1	-	1	1	1
	*	1%	*	*	1%	*	1%	1%	*	-	*	1%	1%	*	-	*	-	*	*	*
Don't know	12	11	5	2	1	2	8	2	2	1	2	8	2	2	4	12	-	12	6	12
	4%	5%cd	2%	1%	1%	1%	5%c	1%	2%	2%	1%	5%c	1%	2%	4%	4%	-	4%	2%	4%
Not stated	244	171	183	200	117	174	122	143	112	76	181	124	154	118	77	240	4	234	237	240
	80%	79%	82%	82%	81%	82%	82%	82%	79%	81%	82%	82%	82%	79%	79%	81%	63%	81%	82%	81%

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

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

bdrc continental providing intelligence

20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 88

Q15a - Misleading advertising

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**303**	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Net: Any YouTube	**20**	16	15	16	13	15	9	11	13	6	15	9	11	13	6	20	-	18	20	20
	7%	*7%*	*7%*	*7%*	*9%*	*7%*	*6%*	*7%*	*9%*	*7%*	*7%*	*6%*	*6%*	*9%*	*6%*	*7%*	-	*6%*	*7%*	*7%*

Prepared by BDRC Continental

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

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Base: All who have seen something of concern on any on-line or on-demand service

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	**328**	225	55	86	211	135	193	107	48	10	41	167	118	285	54	67	157	64	221	210
Base	**303**	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Effective Base	**221**	183	29	62	140	108	114	88	36	9	22	106	98	202	37	48	108	55	161	149
YouTube videos uploaded by friends, family or other YouTube users	**13**	10	-	1	10	4	9	4	1	-	1	6	6	12	2	2	7	1	8	6
	4%	*5%*	-	*1%*	*5%*	*3%*	*5%*	*4%*	*3%*	-	*2%*	*4%*	*5%*	*5%*	*4%*	*3%*	*5%*	*2%*	*4%*	*4%*
Other TV or video channels available on-line	**12**	7	-	4	4	4	8	3	2	1	-	8	4	12	-	1	4	1	5	6
	4%	*4%*	-	*5%*	*2%*	*3%*	*5%*	*3%*	*5%*	*7%*	-	*5%*	*4%*	*5%*	-	*1%*	*3%*	*2%*	*3%*	*3%*
Official YouTube channels from brands/ organisations you are familiar with	**11**	11	-	-	11	5	7	5	-	-	-	4	7	11	1	2	7	-	7	6
	4%	*6%*	-	-	***6%d***	*4%*	*4%*	*5%*	-	-	-	*3%*	*6%*	*4%*	*2%*	*3%*	*5%*	-	*4%*	*3%*
Free Video On-demand content available through your subscription service provider	**11**	6	3	6	5	8	3	6	2	-	2	5	5	9	-	-	8	2	9	7
	4%	*3%*	*4%*	*7%*	*3%*	*6%*	*2%*	*6%*	*3%*	-	*4%*	*3%*	*4%*	*4%*	-	-	*6%*	*3%*	*5%*	*4%*
Video content posted on social networking sites other than YouTube	**11**	7	3	4	6	6	5	6	2	1	-	7	4	11	-	1	9	-	9	10
	4%	*3%*	*5%*	*5%*	*3%*	*4%*	*3%*	*6%*	*5%*	*7%*	-	*5%*	*3%*	*4%*	-	*1%*	*6%*	-	*5%*	*5%*
TV catch up services	**10**	9	1	2	7	1	10	1	-	-	3	7	1	8	2	3	4	1	5	4
	3%	*4%*	*2%*	*2%*	*4%*	*	***6%e***	*1%*	-	-	*6%*	*5%*	*1%*	*3%*	*3%*	*4%*	*3%*	*2%*	*2%*	*2%*
Paid Video On-demand content available through your subscription service provider	**10**	7	3	8	2	8	2	7	2	1	-	6	5	10	2	2	6	2	8	9
	3%	*4%*	*4%*	***9%d***	*1%*	*6%*	*1%*	*7%*	*5%*	*7%*	-	*4%*	*4%*	*4%*	*3%*	*4%*	*4%*	*4%*	*4%*	*5%*
Video content on news websites	**6**	5	1	3	4	3	4	2	2	1	1	3	2	6	1	2	3	-	3	4
	2%	*3%*	*1%*	*3%*	*2%*	*2%*	*2%*	*2%*	*5%*	*7%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	-	*2%*	*2%*
On-line video rental services downloaded or streamed	**5**	5	-	2	3	3	2	3	2	1	-	3	2	5	1	1	4	1	4	4
	2%	*3%*	-	*3%*	*2%*	*2%*	*1%*	*3%*	*3%*	*7%*	-	*2%*	*2%*	*2%*	*2%*	*1%*	*3%*	*2%*	*2%*	*2%*
Video content you have paid for on digital or on-line stores	**2**	1	1	-	2	-	2	-	-	-	-	1	2	2	-	2	1	-	1	2
	1%	*1%*	*1%*	-	*1%*	-	*1%*	-	-	-	-	*	*1%*	*1%*	-	*2%*	*	-	*	*1%*
Video content that can be downloaded from the internet through your gaming console	**1**	1	-	-	1	1	1	1	-	-	-	1	-	1	-	-	1	-	1	1
	*	*1%*	-	-	*1%*	*	*	*1%*	-	-	-	*1%*	-	*	-	-	*1%*	-	*1%*	*1%*
Don't know	**12**	2	7	2	10	2	10	2	-	-	-	9	3	12	1	1	9	2	10	8
	4%	*1%*	*10%*	*2%*	***6%e***	*1%*	*6%*	*1%*	-	-	-	*6%*	*3%*	*5%*	*2%*	*2%*	*6%*	*3%*	*5%*	*5%*
Not stated	**244**	162	52	70	152	114	130	84	43	9	38	114	90	204	47	57	105	46	151	147
	80%	*82%*	*81%*	*81%*	*81%*	*84%*	*78%*	*81%*	*89%*	*93%*	*89%*	*79%*	*79%*	*79%*	*89%*	*88%*	*76%*	*86%*	*79%*	*82%*

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

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Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Net: Any YouTube	20	17	-	1	16	7	13	6	1	-	1	8	11	19	2	3	12	1	13	10
	7%	8%c	-	1%	9%	5%	8%	6%	3%	-	2%	6%	10%	7%	4%	4%	8%	2%	7%	5%

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

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Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**328**	328	-	-	258	70	270	58	67	181	40
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Effective Base	**221**	221	-	-	170	53	180	42	47	123	22
YouTube videos uploaded by friends, family or other YouTube users	**13**	13	-	-	12	1	12	1	4	6	1
	4%	*4%*	-	-	*5%*	*2%*	*5%*	*2%*	*6%*	*4%*	*4%*
Other TV or video channels available on-line	**12**	12	-	-	12	-	12	-	3	11	-
	4%	*4%*	-	-	*5%*	-	*5%*	-	*5%*	*6%*	-
Official YouTube channels from brands/ organisations you are familiar with	**11**	11	-	-	10	1	10	1	1	5	2
	4%	*4%*	-	-	*4%*	*2%*	*4%*	*3%*	*1%*	*3%*	*5%*
Free Video On-demand content available through your subscription service provider	**11**	11	-	-	9	2	10	1	5	6	3
	4%	*4%*	-	-	*4%*	*3%*	*4%*	*2%*	*8%*	*4%*	*7%*
Video content posted on social networking sites other than YouTube	**11**	11	-	-	10	1	10	1	2	9	1
	4%	*4%*	-	-	*4%*	*1%*	*4%*	*1%*	*3%*	*5%*	*1%*
TV catch up services	**10**	10	-	-	9	1	10	*	4	5	1
	3%	*3%*	-	-	*4%*	*2%*	*4%*	*1%*	*7%*	*3%*	*3%*
Paid Video On-demand content available through your subscription service provider	**10**	10	-	-	10	-	10	-	5	9	-
	3%	*3%*	-	-	*4%*	-	*4%*	-	*8%*	*5%*	-
Video content on news websites	**6**	6	-	-	6	-	6	-	3	3	1
	2%	*2%*	-	-	*3%*	-	*3%*	-	*4%*	*2%*	*3%*
On-line video rental services downloaded or streamed	**5**	5	-	-	5	-	5	-	3	3	1
	2%	*2%*	-	-	*2%*	-	*2%*	-	*4%*	*2%*	*2%*
Video content you have paid for on digital or on-line stores	**2**	2	-	-	2	-	2	-	-	1	1
	1%	*1%*	-	-	*1%*	-	*1%*	-	-	*	*2%*
Video content that can be downloaded from the internet through your gaming console	**1**	1	-	-	1	-	1	-	-	1	1
	*	*	-	-	*	-	*	-	-	*	*2%*
Don't know	**12**	12	-	-	10	2	10	2	-	8	-
	4%	*4%*	-	-	*4%*	*3%*	*4%*	*4%*	-	*4%*	-
Not stated	**244**	244	-	-	191	53	201	43	48	138	32
	80%	*80%*	-	-	*78%*	*90%*	*79%*	*90%*	*74%*	*80%*	*80%*

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

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

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Absolutes/col percents

Table 88

Q15a - Misleading advertising

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
	Total	Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Net: Any YouTube	**20**	20	-	-	18	2	18	2	4	8	4
	7%	*7%*	-	-	*7%*	*4%*	*7%*	*4%*	*6%*	*5%*	*9%*

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

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

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Absolutes/col percents

Table 89

Q15a - Nakedness/naked bodies/body parts
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	328	193	135	99	105	66	28	20	10	204	94	30	122	53	13	5	82	41	7	5	107	119	61	41	226	102
Base	303	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Effective Base	221	128	98	85	65	43	23	8	5	150	65	12	91	36	5	3	59	33	7	2	65	84	44	30	147	73
Official YouTube channels from brands/ organisations you are familiar with	11	5	5	8	2	1	-	-	-	10	1	-	5	1	-	-	5	-	-	-	5	5	-	1	10	1
	3%	3%	5%	8%	3%	1%	-	-	-	5%	1%	-	4%	1%	-	-	8%	-	-	-	6%	4%	-	1%	5%	1%
TV catch up services	8	1	6	4	2	1	1	-	-	6	2	-	1	1	-	-	5	1	-	-	1	5	1	1	6	2
	3%	1%	6%	4%	2%	2%	2%	-	-	3%	2%	-	1%	1%	-	-	7%	4%	-	-	1%	4%	2%	1%	3%	2%
YouTube videos uploaded by friends, family or other YouTube users	8	3	5	5	1	1	1	-	-	6	2	-	2	1	-	-	4	1	-	-	5	2	*	1	6	1
	3%	1%	5%	5%	1%	2%	3%	-	-	3%	2%	-	1%	2%	-	-	6%	3%	-	-	5%	1%	1%	2%	3%	1%
Video content posted on social networking sites other than YouTube	6	3	3	2	2	2	-	-	-	4	2	-	2	1	-	-	2	1	-	-	2	2	1	1	5	2
	2%	2%	3%	2%	3%	3%	-	-	-	2%	2%	-	2%	2%	-	-	3%	2%	-	-	2%	2%	2%	2%	2%	2%
Paid Video On-demand content available through your subscription service provider	5	5	1	5	1	-	-	-	-	5	-	-	5	-	-	-	1	-	-	-	3	1	1	-	4	1
	2%	2%	1%	5%	1%	-	-	-	-	3%	-	-	4%	-	-	-	1%	-	-	-	3%	1%	2%	-	2%	1%
Other TV or video channels available on-line	5	1	3	3	2	-	-	-	-	5	-	-	1	-	-	-	3	-	-	-	3	2	-	-	5	-
	1%	1%	3%	3%	2%	-	-	-	-	2%	-	-	1%	-	-	-	4%	-	-	-	3%	2%	-	-	2%	-
Video content that can be downloaded from the internet through your gaming console	4	2	2	1	1	2	1	-	-	2	3	-	1	1	-	-	1	2	-	-	3	-	1	1	3	2
	1%	1%	2%	1%	1%	3%	3%	-	-	1%	3%	-	1%	2%	-	-	1%	5%	-	-	3%	-	2%	1%	1%	2%
Video content you have paid for on digital or on-line stores	4	3	2	2	1	1	1	-	-	2	2	-	2	1	-	-	1	1	-	-	4	-	*	-	4	*
	1%	1%	1%	2%	1%	2%	3%	-	-	1%	2%	-	1%	2%	-	-	1%	3%	-	-	4%	-	1%	-	2%	*
Free Video On-demand content available through your subscription service provider	4	2	2	1	2	1	-	-	-	3	1	-	1	1	-	-	2	-	-	-	2	1	-	1	3	1
	1%	1%	2%	1%	3%	1%	-	-	-	2%	1%	-	1%	1%	-	-	4%	-	-	-	2%	1%	-	3%	1%	1%
On-line video rental services downloaded or streamed	4	2	2	2	2	-	-	-	-	4	-	-	2	-	-	-	2	-	-	-	2	1	-	1	3	1
	1%	1%	2%	2%	2%	-	-	-	-	2%	-	-	1%	-	-	-	3%	-	-	-	2%	1%	-	1%	1%	1%
Video content on news websites	2	1	1	-	1	1	-	-	-	1	1	-	-	1	-	-	1	-	-	-	-	-	1	1	-	2
	1%	*	1%	-	2%	1%	-	-	-	1%	1%	-	-	1%	-	-	2%	-	-	-	-	-	1%	3%	-	2%
Don't know	1	1	-	-	1	-	1	-	-	1	1	-	1	1	-	-	-	-	-	-	-	1	-	-	1	-
	*	1%	-	-	1%	-	3%	-	-	*	1%	-	*	2%	-	-	-	-	-	-	-	1%	-	-	1%	-
Not stated	271	177	94	86	79	53	25	20	8	165	78	28	108	49	16	4	57	29	4	4	83	93	56	39	176	96
	89%	91%	86%	85%	91%	89%	91%	100%	100%	88%	90%	100%	90%	90%	100%	100%	83%	90%	100%	100%	85%	89%	93%	94%	87%	93%
Net: Any YouTube	14	8	7	9	3	2	1	-	-	12	2	-	6	2	-	-	6	1	-	-	8	5	*	2	12	2
	5%	4%	6%	9%	3%	3%	3%	-	-	6%	3%	-	5%	3%	-	-	8%	3%	-	-	8%	4%	1%	4%	6%	2%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 89

Q15a - Nakedness/naked bodies/body parts
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	328	246	80	189	130	1	15	39	31	27	37	15	20	49	62	295	16	8	9	85	64	146
Base	303	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Effective Base	221	165	54	133	83	1	8	31	23	20	34	10	18	44	52	205	10	7	6	58	50	98
Official YouTube channels from brands/ organisations you are familiar with	11	9	1	4	5	-	-	2	1	3	1	2	-	1	2	10	*	-	-	3	3	4
	3%	4%	1%	2%	4%	-	-	5%	2%	9%	2%	7%	-	1%	4%	4%	3%	-	-	3%	6%	3%
TV catch up services	8	6	1	4	4	-	-	1	-	1	2	-	-	1	3	7	1	1	-	1	3	4
	3%	3%	2%	2%	3%	-	-	1%	-	4%	6%	-	-	2%	7%	2%	3%	12%	-	1%	5%	3%
YouTube videos uploaded by friends, family or other YouTube users	8	6	1	4	4	-	-	1	-	2	-	2	-	2	1	8	-	-	-	1	2	5
	3%	3%	2%	2%	3%	-	-	3%	-	7%	-	7%	-	5%	2%	3%	-	-	-	1%	3%	4%
Video content posted on social networking sites other than YouTube	6	6	*	2	4	-	2	*	-	1	-	-	-	2	1	6	1	-	-	2	1	2
	2%	3%	1%	1%	3%	-	11%	1%	-	4%	-	-	-	4%	2%	2%	3%	-	-	3%	2%	2%
Paid Video On-demand content available through your subscription service provider	5	5	-	3	2	-	-	1	-	-	-	-	-	2	2	5	-	-	-	1	-	4
	2%	2%	-	2%	2%	-	-	4%	-	-	-	-	-	4%	5%	2%	-	-	-	2%	-	3%
Other TV or video channels available on-line	5	4	*	3	2	-	-	1	-	-	1	-	-	1	2	4	*	-	-	1	1	3
	1%	2%	1%	2%	1%	-	-	1%	-	-	3%	-	-	2%	5%	1%	3%	-	-	1%	1%	2%
Video content that can be downloaded from the internet through your gaming console	4	4	1	3	1	-	1	1	-	1	1	-	-	-	1	4	-	-	-	2	2	1
	1%	2%	1%	2%	1%	-	4%	3%	-	3%	2%	-	-	-	2%	2%	-	-	-	2%	3%	1%
Video content you have paid for on digital or on-line stores	4	4	-	4	1	-	-	-	1	1	1	-	-	-	2	4	-	*	-	1	2	2
	1%	2%	-	2%	*	-	-	-	2%	3%	3%	-	-	-	4%	1%	-	7%	-	1%	3%	1%
Free Video On-demand content available through your subscription service provider	4	3	1	2	2	-	1	1	-	-	1	-	1	-	1	4	-	-	-	1	1	2
	1%	1%	1%	1%	1%	-	4%	1%	-	-	2%	-	4%	-	4%	2%	-	-	-	2%	1%	2%
On-line video rental services downloaded or streamed	4	3	1	1	2	-	-	-	-	-	1	-	-	2	1	4	-	-	-	-	1	3
	1%	1%	1%	1%	2%	-	-	-	-	-	2%	-	-	4%	3%	1%	-	-	-	-	1%	2%
Video content on news websites	2	1	1	1	1	-	1	-	-	-	1	-	-	-	-	1	1	-	-	1	1	-
	1%	1%	1%	1%	*	-	4%	-	-	-	2%	-	-	-	-	1%	3%	-	-	1%	1%	-
Don't know	1	1	-	1	-	-	-	-	-	-	1	-	-	-	-	1	-	1	-	-	1	-
	*	1%	-	1%	-	-	-	-	-	-	2%	-	-	-	-	*	-	19%	-	-	1%	-
Not stated	271	197	73	148	116	*	16	33	26	25	26	27	19	38	32	240	14	3	15	74	50	116
	89%	87%	95%	89%	90%	100%	89%	87%	98%	87%	90%	93%	96%	88%	82%	89%	93%	61%	100%	91%	88%	88%
Net: Any YouTube	14	12	2	5	8	-	-	2	1	4	1	2	-	3	2	14	*	-	-	3	4	7
	5%	5%	3%	3%	6%	-	-	6%	2%	13%	2%	7%	-	6%	5%	5%	3%	-	-	4%	7%	5%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Q15a - Nakedness/naked bodies/body parts
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**328**	250	251	265	168	237	174	195	149	110	247	176	212	159	113	325	3	317	319	325
Base	**303**	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Effective Base	**221**	183	179	192	135	169	124	154	105	91	177	126	166	113	91	219	3	214	226	219
Official YouTube channels from brands/ organisations you are familiar with	**11**	7	7	10	7	7	6	10	6	1	7	6	10	6	1	11	-	11	11	11
	3%	*3%*	*3%*	*4%*	*5%*	*3%*	*4%*	*5%*	*4%*	*1%*	*3%*	*4%*	*5%*	*4%*	*1%*	*4%*	-	*4%*	*4%*	*4%*
TV catch up services	**8**	6	6	5	4	6	3	5	2	3	6	3	5	3	3	8	-	8	7	8
	3%	*3%*	*3%*	*2%*	*3%*	*3%*	*2%*	*3%*	*2%*	*3%*	*3%*	*2%*	*3%*	*2%*	*3%*	*3%*	-	*3%*	*3%*	*3%*
YouTube videos uploaded by friends, family or other YouTube users	**8**	6	7	7	5	7	4	5	4	2	7	4	6	4	2	8	-	8	8	8
	3%	*3%*	*3%*	*3%*	*4%*	*3%*	*3%*	*3%*	*3%*	*2%*	*3%*	*3%*	*3%*	*2%*	*2%*	*3%*	-	*3%*	*3%*	*3%*
Video content posted on social networking sites other than YouTube	**6**	5	6	6	4	6	5	5	2	1	6	5	5	2	1	6	-	6	6	6
	2%	*2%*	*3%*	*2%*	*3%*	*3%*	*3%*	*3%*	*1%*	*1%*	*3%*	*3%*	*3%*	*1%*	*1%*	*2%*	-	*2%*	*2%*	*2%*
Paid Video On-demand content available through your subscription service provider	**5**	5	4	5	4	4	3	5	4	1	4	3	5	4	1	5	-	5	5	5
	2%	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*3%*	*3%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	-	*2%*	*2%*	*2%*
Other TV or video channels available on-line	**5**	3	4	3	3	4	3	3	2	2	4	3	3	2	2	5	-	5	5	5
	1%	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	-	*2%*	*2%*	*2%*
Video content that can be downloaded from the internet through your gaming console	**4**	3	2	4	4	2	2	2	4	1	2	2	2	4	1	4	-	4	4	4
	1%	*2%*	*1%*	*2%*	*3%*	*1%*	*2%*	*1%*	*3%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Video content you have paid for on digital or on-line stores	**4**	3	3	4	4	3	3	3	3	1	3	3	4	3	1	4	-	4	4	4
	1%	*2%*	*1%*	*2%*	*3%*	*1%*	*2%*	*2%*	*2%*	*1%*	*1%*	*2%*	*2%*	*2%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Free Video On-demand content available through your subscription service provider	**4**	4	3	4	2	3	4	4	1	2	3	4	4	1	2	4	-	4	4	4
	1%	*2%*	*1%*	*2%*	*2%*	*1%*	*2%*	*2%*	*1%*	*2%*	*1%*	*2%*	*2%*	*1%*	*2%*	*1%*	-	*1%*	*1%*	*1%*
On-line video rental services downloaded or streamed	**4**	3	3	4	3	3	3	4	2	1	3	3	4	2	1	4	-	4	4	4
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*2%*	*1%*	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Video content on news websites	**2**	1	1	2	1	1	1	2	-	1	1	1	2	-	1	2	-	2	2	2
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	-	*1%*	*1%*	*1%*
Don't know	**1**	1	1	1	1	1	-	1	1	-	1	-	1	1	-	1	-	1	1	1
	*	*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*	-	*1%*	-	*1%*	*	-	*	-	*	*	*
Not stated	**271**	192	199	215	121	187	130	151	125	81	194	132	163	133	85	265	6	257	257	265
	89%	*88%*	*89%*	*89%*	*84%*	*88%*	*88%*	*86%*	*88%*	*87%*	*88%*	*88%*	*87%*	*88%*	*87%*	*89%*	*100%*	*89%*	*89%*	*89%*

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

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Absolutes/col percents

Table 89

Q15a - Nakedness/naked bodies/body parts
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**303**	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Net: Any YouTube	**14**	10	10	13	10	10	8	11	7	2	10	8	12	7	2	14	-	14	14	14
	5%	*5%*	*4%*	*5%*	*7%*	*5%*	*6%*	*6%*	*5%*	*2%*	*5%*	*6%*	*6%*	*5%*	*2%*	*5%*	-	*5%*	*5%*	*5%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
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Base: All who have seen something of concern on any on-line or on-demand service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	328	225	55	86	211	135	193	107	48	10	41	167	118	285	54	67	157	64	221	210
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Effective Base	221	183	29	62	140	108	114	88	36	9	22	106	98	202	37	48	108	55	161	149
Official YouTube channels from brands/ organisations you are familiar with	11	8	*	2	8	7	3	6	2	-	2	3	6	9	1	1	6	2	8	8
	3%	4%	1%	2%	4%	5%	2%	6%	5%	-	4%	2%	5%	3%	1%	1%	5%	4%	4%	4%
TV catch up services	8	5	1	1	6	2	6	2	-	-	3	2	2	5	1	1	3	2	4	4
	3%	3%	2%	2%	3%	1%	3%	2%	-	-	7%	2%	2%	2%	2%	2%	2%	3%	2%	2%
YouTube videos uploaded by friends, family or other YouTube users	8	6	1	-	8	4	4	3	1	-	1	3	4	7	-	-	5	-	5	3
	3%	3%	1%	-	4%	3%	2%	3%	2%	-	2%	2%	4%	3%	-	-	4%	-	3%	2%
Video content posted on social networking sites other than YouTube	6	5	1	1	4	2	4	2	1	-	-	3	3	6	-	-	4	1	5	4
	2%	2%	1%	1%	2%	2%	2%	2%	3%	-	-	2%	3%	2%	-	-	3%	1%	2%	2%
Paid Video On-demand content available through your subscription service provider	5	4	1	2	2	2	3	2	1	-	-	3	2	5	-	-	3	2	5	4
	2%	2%	1%	3%	1%	2%	2%	2%	2%	-	-	2%	2%	2%	-	-	2%	4%	3%	2%
Other TV or video channels available on-line	5	3	1	2	2	1	3	1	-	-	-	3	1	5	-	-	4	-	4	3
	1%	1%	2%	3%	1%	1%	2%	1%	-	-	-	2%	1%	2%	-	-	3%	-	2%	2%
Video content that can be downloaded from the internet through your gaming console	4	3	1	1	3	4	-	2	3	-	-	1	4	4	1	1	3	-	3	2
	1%	2%	1%	1%	2%	3%	-	2%	6%	-	-	*	3%	2%	2%	2%	2%	-	2%	1%
Video content you have paid for on digital or on-line stores	4	3	1	2	2	3	2	2	2	-	-	2	2	4	-	-	4	-	4	3
	1%	1%	2%	3%	1%	2%	1%	2%	4%	-	-	2%	2%	2%	-	-	3%	-	2%	2%
Free Video On-demand content available through your subscription service provider	4	3	-	2	2	3	1	3	2	-	-	2	2	4	-	-	3	-	3	4
	1%	1%	-	2%	1%	2%	1%	3%	4%	-	-	2%	1%	2%	-	-	2%	-	1%	2%
On-line video rental services downloaded or streamed	4	4	-	-	4	2	2	2	-	-	-	3	1	4	-	-	4	-	4	3
	1%	2%	-	-	2%	1%	1%	2%	-	-	-	2%	1%	1%	-	-	3%	-	2%	1%
Video content on news websites	2	1	1	1	1	1	1	1	1	-	-	1	1	2	-	-	1	-	1	1
	1%	1%	1%	1%	1%	1%	*	1%	2%	-	-	1%	1%	1%	-	-	1%	-	1%	1%
Don't know	1	1	-	1	1	1	1	1	1	-	-	-	1	1	1	1	-	-	-	1
	*	1%	-	1%	*	1%	*	1%	2%	-	-	-	1%	1%	2%	1%	-	-	-	*
Not stated	271	171	61	78	165	118	154	88	41	10	37	135	98	233	50	61	119	49	167	157
	89%	87%	94%	91%	88%	86%	92%	85%	86%	100%	86%	93%	86%	90%	94%	95%	86%	90%	87%	88%

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

Table 89

Q15a - Nakedness/naked bodies/body parts

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Net: Any YouTube	14	11	1	2	12	9	5	7	3	-	3	5	7	12	1	1	9	2	11	9
	5%	*6%*	*2%*	*2%*	*7%*	*7%*	*3%*	*7%*	*7%*	-	*6%*	*3%*	*6%*	*5%*	*1%*	*1%*	*7%*	*4%*	*6%*	*5%*

Prepared by BDRC Continental

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

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Base: All who have seen something of concern on any on-line or on-demand service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**328**	328	-	-	258	70	270	58	67	181	40
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Effective Base	**221**	221	-	-	170	53	180	42	47	123	22
Official YouTube channels from brands/ organisations you are familiar with	**11**	11	-	-	10	1	11	-	2	7	1
	3%	*3%*	-	-	*4%*	*1%*	*4%*	-	*2%*	*4%*	*2%*
TV catch up services	**8**	8	-	-	8	-	8	-	1	4	1
	3%	*3%*	-	-	*3%*	-	*3%*	-	*1%*	*2%*	*3%*
YouTube videos uploaded by friends, family or other YouTube users	**8**	8	-	-	8	-	8	-	-	7	-
	3%	*3%*	-	-	*3%*	-	*3%*	-	-	*4%*	-
Video content posted on social networking sites other than YouTube	**6**	6	-	-	6	1	6	-	1	4	-
	2%	*2%*	-	-	*2%*	*1%*	*2%*	-	*1%*	*2%*	-
Paid Video On-demand content available through your subscription service provider	**5**	5	-	-	5	1	5	-	3	5	1
	2%	*2%*	-	-	*2%*	*1%*	*2%*	-	*5%*	*3%*	*2%*
Other TV or video channels available on-line	**5**	5	-	-	5	-	5	-	2	3	1
	1%	*1%*	-	-	*2%*	-	*2%*	-	*4%*	*2%*	*2%*
Video content that can be downloaded from the internet through your gaming console	**4**	4	-	-	4	-	4	-	2	4	1
	1%	*1%*	-	-	*2%*	-	*2%*	-	*3%*	*2%*	*2%*
Video content you have paid for on digital or on-line stores	**4**	4	-	-	4	-	4	-	2	4	-
	1%	*1%*	-	-	*2%*	-	*2%*	-	*4%*	*2%*	-
Free Video On-demand content available through your subscription service provider	**4**	4	-	-	3	1	4	-	2	2	1
	1%	*1%*	-	-	*1%*	*1%*	*2%*	-	*3%*	*1%*	*2%*
On-line video rental services downloaded or streamed	**4**	4	-	-	4	-	4	-	1	3	1
	1%	*1%*	-	-	*1%*	-	*1%*	-	*1%*	*2%*	*2%*
Video content on news websites	**2**	2	-	-	2	-	2	-	1	-	1
	1%	*1%*	-	-	*1%*	-	*1%*	-	*1%*	-	*2%*
Don't know	**1**	1	-	-	1	1	1	-	-	1	-
	*	*	-	-	*	*1%*	*1%*	-	-	*	-
Not stated	**271**	271	-	-	214	57	223	48	57	150	38
	89%	*89%*	-	-	*88%*	*96%*	*87%*	*100%*	*87%*	*87%*	*95%*

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

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Absolutes/col percents

Table 89

Q15a - Nakedness/naked bodies/body parts

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
	Total	Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	303	303	-**	-**	244	59*	255	48*	65*	173	40**
Net: Any YouTube	14	14	-	-	14	1	14	-	2	11	1
	5%	*5%*	-	-	*6%*	*1%*	*6%*	-	*2%*	*6%*	*2%*

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

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Absolutes/col percents

Table 90

Q15a - Offence of religion

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	328	193	135	99	105	66	28	20	10	204	94	30	122	53	13	5	82	41	7	5	107	119	61	41	226	102
Base	303	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Effective Base	221	128	98	85	65	43	23	8	5	150	65	12	91	36	5	3	59	33	7	2	65	84	44	30	147	73
TV catch up services	10	7	3	6	1	1	2	*	-	7	2	*	5	2	*	-	2	1	-	-	2	5	1	1	7	3
	3%	4%	2%	6%	1%	1%	6%	2%	-	4%	3%	2%	4%	3%	3%	-	3%	2%	-	-	2%	4%	2%	4%	3%	3%
YouTube videos uploaded by friends, family or other YouTube users	7	4	3	3	1	*	2	*	-	5	2	*	4	-	*	-	1	2	-	-	2	4	1	1	6	1
	2%	2%	3%	3%	2%	1%	6%	2%	-	2%	2%	2%	3%	-	3%	-	1%	6%	-	-	2%	4%	1%	2%	3%	1%
Official YouTube channels from brands/ organisations you are familiar with	6	4	2	2	1	2	1	*	-	3	2	*	2	2	*	-	2	1	-	-	-	4	-	1	4	1
	2%	2%	2%	2%	2%	3%	2%	2%	-	2%	3%	2%	1%	3%	3%	-	2%	2%	-	-	-	4%	-	4%	2%	1%
Video content posted on social networking sites other than YouTube	4	3	1	1	1	*	-	1	*	2	*	1	2	-	*	-	-	*	*	*	1	2	-	1	3	1
	1%	1%	1%	1%	1%	1%	-	4%	4%	1%	1%	4%	2%	-	3%	-	-	1%	10%	8%	1%	2%	-	2%	2%	1%
Free Video On-demand content available through your subscription service provider	3	2	1	-	2	1	1	-	-	2	1	-	2	1	-	-	1	1	-	-	1	-	1	1	1	3
	1%	1%	1%	-	3%	1%	2%	-	-	1%	1%	-	1%	1%	-	-	1%	2%	-	-	1%	-	2%	4%	*	3%
Other TV or video channels available on-line	2	1	1	2	1	-	-	-	-	2	-	-	1	-	-	-	1	-	-	-	-	2	-	-	2	-
	1%	1%	1%	2%	1%	-	-	-	-	1%	-	-	1%	-	-	-	1%	-	-	-	-	2%	-	-	1%	-
Video content that can be downloaded from the internet through your gaming console	2	2	1	1	1	-	1	-	-	2	1	-	2	-	-	-	-	1	-	-	-	1	1	1	1	1
	1%	1%	1%	1%	1%	-	2%	-	-	1%	1%	-	1%	-	-	-	-	2%	-	-	-	1%	1%	2%	*	1%
Video content on news websites	2	1	1	-	-	1	-	*	*	-	1	1	-	1	*	-	-	1	-	*	*	*	1	1	1	1
	1%	1%	1%	-	-	2%	-	2%	4%	-	1%	3%	-	1%	3%	-	-	2%	-	8%	*	*	1%	2%	*	1%
On-line video rental services downloaded or streamed	1	1	1	1	1	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	1	1	-	-	1	-
	*	*	*	1%	1%	-	-	-	-	1%	-	-	1%	-	-	-	1%	-	-	-	1%	1%	-	-	1%	-
Video content you have paid for on digital or on-line stores	1	1	1	-	-	1	1	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	1	1	-	1
	*	*	1%	-	-	1%	2%	-	-	-	1%	-	-	1%	-	-	-	2%	-	-	-	-	1%	2%	-	1%
Paid Video On-demand content available through your subscription service provider	1	1	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	1	-	-	-	1	-
	*	*	-	1%	-	-	-	-	-	*	-	-	*	-	-	-	-	-	-	-	1%	-	-	-	*	-
Don't know	6	6	-	-	-	1	1	4	-	-	2	4	-	2	4	-	-	-	-	-	1	4	1	-	5	1
	2%	3%	-	-	-	2%	4%	18%	-	-	2%	13%	-	4%	23%	-	-	-	-	-	1%	4%	2%	-	2%	1%
Not stated	277	175	102	92	82	55	24	16	8	175	79	24	110	50	12	4	65	29	3	4	91	89	58	39	180	97
	91%	90%	94%	92%	95%	93%	87%	77%	96%	93%	91%	83%	92%	91%	74%	100%	95%	91%	90%	92%	93%	86%	95%	95%	90%	95%
Net: Any YouTube	10	7	4	3	3	2	2	*	-	6	4	*	4	2	*	-	2	2	-	-	2	6	1	1	8	2
	3%	3%	3%	3%	3%	3%	6%	2%	-	3%	4%	2%	4%	3%	3%	-	2%	6%	-	-	2%	6%	1%	4%	4%	2%

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

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Absolutes/col percents

Table 90

Q15a - Offence of religion

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	328	246	80	189	130	1	15	39	31	27	37	15	20	49	62	295	16	8	9	85	64	146
Base	303	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Effective Base	221	165	54	133	83	1	8	31	23	20	34	10	18	44	52	205	10	7	6	58	50	98
TV catch up services	10	8	1	7	2	-	1	1	1	-	3	-	-	1	2	9	1	-	-	3	3	3
	3%	3%	1%	4%	2%	-	5%	4%	3%	-	11%	-	-	3%	5%	3%	3%	-	-	4%	6%	2%
YouTube videos uploaded by friends, family or other YouTube users	7	5	2	4	4	-	1	*	1	1	1	-	-	1	1	7	-	-	-	2	2	3
	2%	2%	2%	2%	3%	-	5%	1%	3%	3%	5%	-	-	3%	3%	3%	-	-	-	3%	4%	2%
Official YouTube channels from brands/ organisations you are familiar with	6	5	1	4	2	-	1	*	-	-	2	-	-	-	1	4	-	-	2	1	2	1
	2%	2%	1%	2%	1%	-	5%	1%	-	-	6%	-	-	-	3%	2%	-	-	11%	2%	3%	1%
Video content posted on social networking sites other than YouTube	4	3	1	2	2	-	1	*	-	-	1	-	*	*	1	4	-	-	-	1	1	1
	1%	1%	2%	1%	2%	-	5%	1%	-	-	5%	-	2%	1%	2%	1%	-	-	-	2%	2%	1%
Free Video On-demand content available through your subscription service provider	3	3	1	1	2	-	-	-	1	-	1	-	-	-	1	3	1	-	-	1	1	1
	1%	1%	1%	1%	2%	-	-	-	3%	-	3%	-	-	-	3%	1%	3%	-	-	1%	1%	1%
Other TV or video channels available on-line	2	2	-	1	2	-	1	1	-	-	1	-	-	-	-	2	-	-	-	1	1	-
	1%	1%	-	1%	1%	-	3%	2%	-	-	4%	-	-	-	-	1%	-	-	-	2%	2%	-
Video content that can be downloaded from the internet through your gaming console	2	2	1	1	1	-	1	-	1	-	-	-	-	-	1	2	-	-	-	2	-	1
	1%	1%	1%	1%	1%	-	5%	-	3%	-	-	-	-	-	2%	1%	-	-	-	2%	-	*
Video content on news websites	2	1	1	1	1	-	-	*	-	1	-	-	-	*	-	2	1	-	-	*	1	*
	1%	*	1%	1%	1%	-	-	1%	-	3%	-	-	-	1%	-	1%	3%	-	-	1%	1%	*
On-line video rental services downloaded or streamed	1	1	1	1	1	-	-	-	1	-	-	-	-	-	1	1	-	-	-	1	-	1
	*	*	1%	1%	*	-	-	-	3%	-	-	-	-	-	1%	1%	-	-	-	1%	-	*
Video content you have paid for on digital or on-line stores	1	1	1	1	-	-	-	-	-	-	-	-	-	-	1	1	1	-	-	-	-	1
	*	*	1%	1%	-	-	-	-	-	-	-	-	-	-	2%	*	3%	-	-	-	-	*
Paid Video On-demand content available through your subscription service provider	1	-	1	1	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1
	*	-	1%	*	-	-	-	-	-	-	-	-	-	-	1%	*	-	-	-	-	-	*
Don't know	6	6	-	6	-	-	-	1	-	4	-	-	-	1	-	6	-	-	-	1	4	1
	2%	3%	-	3%	-	-	-	3%	-	13%	-	-	-	2%	-	2%	-	-	-	1%	7%	1%
Not stated	277	204	72	147	122	*	17	34	25	23	25	29	19	39	35	245	14	5	13	76	48	122
	91%	91%	94%	89%	94%	100%	93%	91%	94%	81%	87%	100%	98%	91%	88%	91%	97%	100%	89%	92%	84%	93%
Net: Any YouTube	10	8	2	6	4	-	1	*	1	1	2	-	-	1	2	9	-	-	2	2	3	3
	3%	4%	2%	3%	3%	-	5%	1%	3%	3%	8%	-	-	3%	5%	3%	-	-	11%	3%	6%	2%

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

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 90

Q15a - Offence of religion

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**328**	250	251	265	168	237	174	195	149	110	247	176	212	159	113	325	3	317	319	325
Base	**303**	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Effective Base	**221**	183	179	192	135	169	124	154	105	91	177	126	166	113	91	219	3	214	226	219
TV catch up services	**10**	7	7	6	4	7	5	5	3	2	7	5	5	4	2	10	-	10	10	10
	3%	*3%*	*3%*	*2%*	*3%*	*3%*	*4%*	*3%*	*2%*	*2%*	*3%*	*4%*	*3%*	*3%*	*2%*	*3%*	-	*3%*	*3%*	*3%*
YouTube videos uploaded by friends, family or other YouTube users	**7**	5	7	6	5	7	5	4	3	1	7	5	5	4	1	7	-	7	7	7
	2%	*2%*	*3%*	*2%*	*4%*	*3%*	*4%*	*2%*	*2%*	*1%*	*3%*	*4%*	*3%*	*2%*	*1%*	*2%*	-	*2%*	*2%*	*2%*
Official YouTube channels from brands/ organisations you are familiar with	**6**	5	3	3	2	3	5	3	2	-	3	5	3	3	-	6	-	6	6	6
	2%	*2%*	*1%*	*1%*	*1%*	*1%*	*4%*	*2%*	*2%*	-	*1%*	*4%*	*2%*	*2%*	-	*2%*	-	*2%*	*2%*	*2%*
Video content posted on social networking sites other than YouTube	**4**	4	3	2	1	3	3	2	1	1	3	3	2	1	1	4	-	4	4	4
	1%	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Free Video On-demand content available through your subscription service provider	**3**	2	2	3	1	2	1	3	-	1	2	1	3	1	1	3	-	3	3	3
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Other TV or video channels available on-line	**2**	2	2	1	1	2	1	1	1	1	2	1	1	1	1	2	-	2	2	2
	1%	*1%*	*1%*	*	*1%*	*1%*	*1%*	*	*1%*	*2%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Video content that can be downloaded from the internet through your gaming console	**2**	1	2	2	2	2	1	2	1	-	2	1	2	1	-	2	-	2	2	2
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	-	*1%*	-	*1%*	*1%*	*1%*
Video content on news websites	**2**	*	2	1	-	2	*	1	-	-	2	*	1	-	-	2	-	2	2	2
	1%	*	*1%*	*	-	*1%*	*	*	-	-	*1%*	*	*	-	-	*1%*	-	*1%*	*1%*	*1%*
On-line video rental services downloaded or streamed	**1**	1	1	1	-	1	1	1	1	1	1	1	1	1	1	1	-	1	1	1
	*	*	*	*1%*	-	*	*	*1%*	*	*1%*	*	*	*1%*	*	*1%*	*	-	*	*	*
Video content you have paid for on digital or on-line stores	**1**	1	1	1	1	1	1	1	-	-	1	1	1	1	-	1	-	1	1	1
	*	*	*1%*	*	*	*1%*	*	*1%*	-	-	*1%*	*	*1%*	*	-	*	-	*	*	*
Paid Video On-demand content available through your subscription service provider	**1**	1	1	1	1	1	1	1	-	-	1	1	1	-	-	1	-	1	1	1
	*	*	*	*	*	*	*	*	-	-	*	*	*	-	-	*	-	*	*	*
Don't know	**6**	5	2	2	2	2	5	2	1	-	2	5	2	1	-	6	-	6	6	6
	2%	*2%*	*1%*	*1%*	*1%*	*1%*	*3%*	*1%*	*1%*	-	*1%*	*3%*	*1%*	*1%*	-	*2%*	-	*2%*	*2%*	*2%*
Not stated	**277**	198	208	227	132	195	133	161	133	88	202	135	173	140	92	271	6	263	262	271
	91%	*91%*	*92%*	*94%*	*91%*	*92%*	*90%*	*92%*	*93%*	*94%*	*92%*	*90%*	*92%*	*93%*	*94%*	*91%*	*100%*	*91%*	*91%*	*91%*

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

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 90

Q15a - Offence of religion

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**303**	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Net: Any YouTube	**10**	8	7	7	6	7	8	6	5	1	7	8	7	5	1	10	-	10	10	10
	3%	*4%*	*3%*	*3%*	*4%*	*3%*	*5%*	*3%*	*3%*	*1%*	*3%*	*5%*	*4%*	*3%*	*1%*	*3%*	-	*3%*	*4%*	*3%*

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

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Base: All who have seen something of concern on any on-line or on-demand service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	328	225	55	86	211	135	193	107	48	10	41	167	118	285	54	67	157	64	221	210
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Effective Base	221	183	29	62	140	108	114	88	36	9	22	106	98	202	37	48	108	55	161	149
TV catch up services	10	7	1	2	7	4	6	4	1	1	2	2	6	8	2	2	3	3	6	5
	3%	3%	2%	3%	4%	3%	3%	4%	1%	7%	4%	1%	5%	3%	4%	3%	2%	5%	3%	3%
YouTube videos uploaded by friends, family or other YouTube users	7	5	1	1	5	3	4	2	2	1	1	3	3	6	-	-	5	2	7	6
	2%	3%	1%	2%	3%	2%	3%	2%	4%	7%	2%	2%	3%	2%	-	-	4%	4%	4%	3%
Official YouTube channels from brands/ organisations you are familiar with	6	5	-	3	3	4	2	4	1	1	1	2	3	5	1	1	4	1	5	5
	2%	3%	-	4%	2%	3%	1%	3%	1%	7%	2%	1%	3%	2%	1%	1%	3%	3%	3%	3%
Video content posted on social networking sites other than YouTube	4	3	*	1	3	1	3	1	*	-	*	1	2	4	1	1	3	*	3	3
	1%	2%	1%	1%	2%	1%	2%	1%	1%	-	1%	1%	2%	1%	1%	1%	2%	1%	2%	2%
Free Video On-demand content available through your subscription service provider	3	3	1	3	1	3	1	3	1	1	-	2	1	3	-	-	2	1	3	3
	1%	1%	1%	3%	*	2%	*	3%	1%	7%	-	1%	1%	1%	-	-	1%	2%	1%	2%
Other TV or video channels available on-line	2	2	-	1	2	-	2	-	-	-	1	1	-	1	-	-	1	1	2	2
	1%	1%	-	1%	1%	-	1%	-	-	-	2%	1%	-	1%	-	-	*	2%	1%	1%
Video content that can be downloaded from the internet through your gaming console	2	2	-	1	1	1	1	1	1	1	-	1	1	2	-	-	1	1	2	2
	1%	1%	-	2%	*	1%	*	1%	1%	7%	-	1%	1%	1%	-	-	1%	2%	1%	1%
Video content on news websites	2	*	1	-	2	1	1	-	1	-	*	2	-	2	*	*	1	*	1	1
	1%	*	1%	-	1%	1%	1%	-	2%	-	1%	1%	-	1%	1%	1%	1%	1%	1%	1%
On-line video rental services downloaded or streamed	1	1	1	-	1	1	1	1	-	-	-	1	1	1	-	-	1	-	1	1
	*	*	1%	-	1%	*	1%	*	-	-	-	*	1%	1%	-	-	1%	-	1%	*
Video content you have paid for on digital or on-line stores	1	1	1	1	1	1	1	1	1	1	-	1	1	1	-	-	1	-	1	1
	*	*	1%	1%	*	*	*	1%	1%	7%	-	*	1%	*	-	-	*	-	*	*
Paid Video On-demand content available through your subscription service provider	1	1	-	-	1	-	1	-	-	-	-	-	1	1	-	-	1	-	1	1
	*	*	-	-	*	-	*	-	-	-	-	-	1%	*	-	-	*	-	*	*
Don't know	6	2	4	5	1	6	-	2	4	-	-	5	1	6	4	4	2	-	2	2
	2%	1%	6%	6%ad	1%	4%	-	2%	8%	-	-	3%	1%	2%	7%rs	6%	1%	-	1%	1%
Not stated	277	180	59	76	172	121	157	94	41	9	41	130	105	235	46	57	125	50	175	164
	91%	92%	90%	88%	92%	88%	94%	90%	86%	93%	95%	90%	92%	91%	87%	89%	90%	94%	91%	92%

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

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Absolutes/col percents

Table 90

Q15a - Offence of religion

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Net: Any YouTube	10	7	1	4	6	6	4	5	2	1	1	5	4	9	1	1	7	2	10	9
	3%	*4%*	*1%*	*4%*	*3%*	*4%*	*3%*	*5%*	*4%*	*7%*	*2%*	*3%*	*4%*	*4%*	*1%*	*1%*	*5%*	*4%*	*5%*	*5%*

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

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Absolutes/col percents

Table 90

Q15a - Offence of religion

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**328**	328	-	-	258	70	270	58	67	181	40
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Effective Base	**221**	221	-	-	170	53	180	42	47	123	22
TV catch up services	**10**	10	-	-	10	-	10	-	3	5	1
	3%	*3%*	-	-	*4%*	-	*4%*	-	*4%*	*3%*	*3%*
YouTube videos uploaded by friends, family or other YouTube users	**7**	7	-	-	6	1	6	1	*	5	1
	2%	*2%*	-	-	*3%*	*1%*	*3%*	*2%*	*1%*	*3%*	*3%*
Official YouTube channels from brands/ organisations you are familiar with	**6**	6	-	-	6	-	6	-	2	5	*
	2%	*2%*	-	-	*2%*	-	*2%*	-	*4%*	*3%*	*1%*
Video content posted on social networking sites other than YouTube	**4**	4	-	-	4	-	4	-	2	1	*
	1%	*1%*	-	-	*2%*	-	*2%*	-	*3%*	*1%*	*1%*
Free Video On-demand content available through your subscription service provider	**3**	3	-	-	3	-	3	-	1	2	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*1%*	*1%*	-
Other TV or video channels available on-line	**2**	2	-	-	2	-	2	-	1	1	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*1%*	*1%*	-
Video content that can be downloaded from the internet through your gaming console	**2**	2	-	-	2	-	2	-	-	2	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	-	*1%*	-
Video content on news websites	**2**	2	-	-	2	-	2	-	*	-	1
	1%	*1%*	-	-	*1%*	-	*1%*	-	*1%*	-	*3%*
On-line video rental services downloaded or streamed	**1**	1	-	-	1	-	1	-	1	1	1
	*	*	-	-	*1%*	-	*1%*	-	*1%*	*	*2%*
Video content you have paid for on digital or on-line stores	**1**	1	-	-	1	-	1	-	-	1	-
	*	*	-	-	*	-	*	-	-	*	-
Paid Video On-demand content available through your subscription service provider	**1**	1	-	-	-	1	-	1	1	-	-
	*	*	-	-	-	*1%*	-	*1%*	*1%*	-	-
Don't know	**6**	6	-	-	5	1	5	1	1	5	-
	2%	*2%*	-	-	*2%*	*2%*	*2%*	*2%*	*2%*	*3%*	-
Not stated	**277**	277	-	-	220	57	231	46	58	156	37
	91%	*91%*	-	-	*90%*	*96%*	*91%*	*95%*	*89%*	*91%*	*93%*

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

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

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Absolutes/col percents

Table 90

Q15a - Offence of religion

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Net: Any YouTube	**10**	10	-	-	9	1	9	1	3	8	1
	3%	*3%*	-	-	*4%*	*1%*	*4%*	*2%*	*4%*	*4%*	*3%*

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

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

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Absolutes/col percents

Table 91

Q15a - Pornography

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	328	193	135	99	105	66	28	20	10	204	94	30	122	53	13	5	82	41	7	5	107	119	61	41	226	102
Base	303	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Effective Base	221	128	98	85	65	43	23	8	5	150	65	12	91	36	5	3	59	33	7	2	65	84	44	30	147	73
YouTube videos uploaded by friends, family or other YouTube users	15 5%	9 4%	6 6%	7 7%	2 3%	4 6%	2 6%	* 2%	- -	9 5%	5 6%	* 1%	4 3%	4 7%	* 2%	- -	5 7%	1 4%	- -	- -	6 6%	6 5%	1 2%	2 5%	11 6%	3 3%
Official YouTube channels from brands/ organisations you are familiar with	14 5%	9 5%	5 4%	7 7%	1 2%	1 1%	1 3%	4 18%	* 5%	8 4%	2 2%	4 14%	4 3%	2 3%	4 23%	* 11%	5 7%	- -	- -	- -	4 4%	10 10%wy	- -	- -	14 7%y	- -
TV catch up services	11 4%	6 3%	5 5%	7 7%	1 2%	- -	2 7%	- -	* 5%	8 5%	2 2%	* 1%	3 3%	2 3%	- -	* 11%	5 7%	- -	- -	- -	2 3%	4 4%	2 3%	2 5%	7 3%	4 4%
Video content posted on social networking sites other than YouTube	10 3%	5 3%	5 5%	5 5%	1 1%	3 5%	1 5%	- -	- -	6 3%	5 5%	- -	4 3%	2 3%	- -	- -	2 3%	3 9%	- -	- -	2 2%	6 6%	* 1%	2 4%	8 4%	2 2%
Free Video On-demand content available through your subscription service provider	8 3%	5 3%	3 3%	6 6%j	2 2%	- -	- -	- -	* 5%	8 4%	- -	* 1%	5 4%	- -	- -	* 11%	3 4%	- -	- -	- -	* *	3 3%	4 7%j	- -	4 2%	4 4%
Video content on news websites	7 2%	4 2%	3 3%	6 6%	1 1%	- -	1 2%	- -	- -	6 3%	1 1%	- -	4 3%	- -	- -	- -	3 4%	1 2%	- -	- -	1 1%	5 5%	- -	1 3%	6 3%	1 1%
On-line video rental services downloaded or streamed	6 2%	4 2%	2 2%	3 3%	1 2%	1 1%	1 2%	- -	- -	5 3%	1 1%	- -	3 3%	1 1%	- -	- -	2 3%	1 2%	- -	- -	1 1%	3 3%	1 1%	1 3%	4 2%	2 2%
Paid Video On-demand content available through your subscription service provider	6 2%	4 2%	2 2%	4 4%	- -	- -	2 6%	- -	* 5%	4 2%	2 2%	* 1%	3 2%	1 2%	- -	* 11%	1 2%	1 2%	- -	- -	3 3%	1 1%	- -	2 4%	4 2%	2 2%
Other TV or video channels available on-line	6 2%	2 1%	4 4%	4 4%	2 2%	- -	1 2%	- -	- -	5 3%	1 1%	- -	2 2%	- -	- -	- -	3 5%	1 2%	- -	- -	1 1%	4 4%	- -	1 3%	5 2%	1 1%
Video content that can be downloaded from the internet through your gaming console	4 1%	3 1%	1 1%	3 3%	1 1%	1 1%	- -	- -	- -	3 2%	1 1%	- -	2 2%	1 1%	- -	- -	1 2%	- -	- -	- -	1 1%	3 2%	- -	- -	4 2%	- -
Video content you have paid for on digital or on-line stores	2 1%	- -	2 2%	1 1%	1 1%	- -	- -	- -	- -	2 1%	- -	- -	- -	- -	- -	- -	2 3%	- -	- -	- -	- -	2 2%	- -	- -	2 1%	- -
Don't know	3 1%	3 1%	1 1%	- -	1 1%	1 1%	- -	- -	2 24%	1 *	1 1%	2 7%	1 *	- -	- -	2 51%	- -	1 2%	- -	- -	2 2%	1 1%	- -	- -	3 2%	- -
Not stated	251 83%	161 83%	91 83%	76 75%	78 90%c	51 87%	24 86%	16 80%	6 71%	154 82%	75 87%	22 77%	99 83%	48 87%	12 75%	1 38%	55 80%	27 86%	4 100%	4 100%	81 83%	82 79%	52 86%	37 88%	163 81%	89 87%

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

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Absolutes/col percents

Table 91

Q15a - Pornography

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	303	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Net: Any YouTube	24	17	8	10	4	4	2	4	*	13	7	5	7	6	4	*	6	1	-	-	8	13	1	2	21	3
	8%	*9%*	*7%*	*10%*	*4%*	*7%*	*9%*	*20%*	*5%*	*7%*	*8%*	*16%*	*6%*	*10%*	*25%*	*11%*	*9%*	*4%*	-	-	*8%*	*13%*	*2%*	*5%*	*10%*	*3%*

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

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Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	328	246	80	189	130	1	15	39	31	27	37	15	20	49	62	295	16	8	9	85	64	146
Base	303	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Effective Base	221	165	54	133	83	1	8	31	23	20	34	10	18	44	52	205	10	7	6	58	50	98
YouTube videos uploaded by friends, family or other YouTube users	15	13	2	6	8	-	1	2	-	-	1	2	3	5	1	14	1	-	-	3	1	10
	5%	6%	2%	4%	6%	-	5%	4%	-	-	4%	7%	14%	11%	3%	5%	5%	-	-	3%	2%	8%
Official YouTube channels from brands/ organisations you are familiar with	14	13	1	10	4	-	-	3	*	4	1	2	1	2	1	14	-	-	-	3	5	6
	5%	6%	2%	6%	3%	-	-	7%	2%	13%	5%	7%	7%	4%	2%	5%	-	-	-	4%	9%	5%
TV catch up services	11	5	4	7	4	-	1	-	*	-	2	-	1	1	4	9	-	-	1	1	2	6
	4%	2%	6%	4%	3%	-	5%	-	2%	-	7%	-	7%	2%	10%	4%	-	-	9%	2%	3%	5%
Video content posted on social networking sites other than YouTube	10	7	3	5	4	-	-	2	1	1	-	-	1	4	2	10	-	-	-	3	1	7
	3%	3%	4%	3%	3%	-	-	5%	3%	4%	-	-	7%	9%	4%	4%	-	-	-	3%	2%	5%
Free Video On-demand content available through your subscription service provider	8	5	3	4	4	-	-	1	*	-	1	2	1	2	-	8	-	-	-	2	1	5
	3%	2%	4%	2%	3%	-	-	4%	2%	-	4%	8%	7%	4%	-	3%	-	-	-	2%	2%	4%
Video content on news websites	7	4	3	4	3	-	-	1	-	-	1	-	3	-	3	7	-	-	-	1	1	6
	2%	2%	4%	2%	2%	-	-	2%	-	-	2%	-	13%	-	8%	3%	-	-	-	1%	1%	4%
On-line video rental services downloaded or streamed	6	3	3	2	4	-	-	1	-	1	-	-	3	-	2	6	-	-	-	1	1	5
	2%	1%	4%	1%	3%	-	-	2%	-	2%	-	-	13%	-	5%	2%	-	-	-	1%	1%	4%
Paid Video On-demand content available through your subscription service provider	6	5	1	3	3	-	1	-	*	2	-	-	1	-	2	6	-	-	-	1	2	3
	2%	2%	1%	2%	2%	-	5%	-	2%	6%	-	-	7%	-	4%	2%	-	-	-	2%	3%	2%
Other TV or video channels available on-line	6	4	2	2	3	-	-	1	-	1	1	-	1	1	2	5	*	-	-	1	1	4
	2%	2%	3%	1%	2%	-	-	1%	-	2%	2%	-	7%	2%	4%	2%	3%	-	-	1%	2%	3%
Video content that can be downloaded from the internet through your gaming console	4	3	1	1	3	-	-	-	-	-	1	-	3	-	1	4	-	-	-	-	1	3
	1%	1%	2%	*	2%	-	-	-	-	-	3%	-	13%	-	2%	1%	-	-	-	-	1%	2%
Video content you have paid for on digital or on-line stores	2	2	-	1	1	-	-	-	-	-	1	-	1	-	-	2	-	-	-	-	1	1
	1%	1%	-	*	1%	-	-	-	-	-	2%	-	7%	-	-	1%	-	-	-	-	1%	1%
Don't know	3	1	3	3	-	-	-	-	2	1	1	-	-	-	-	3	-	-	-	2	1	-
	1%	*	4%	2%	-	-	-	-	7%	3%	2%	-	-	-	-	1%	-	-	-	2%	2%	-
Not stated	251	189	62	136	109	*	17	30	23	20	23	25	16	35	32	220	14	5	13	70	43	107
	83%	84%	80%	82%	84%	100%	95%	80%	88%	73%	79%	85%	80%	81%	80%	82%	92%	100%	91%	86%	76%	81%
Net: Any YouTube	24	21	3	14	9	-	1	4	*	4	2	2	3	5	2	24	1	-	-	6	6	12
	8%	9%	4%	9%	7%	-	5%	11%	2%	13%	8%	7%	14%	13%	5%	9%	5%	-	-	7%	11%	9%

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

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Absolutes/col percents

Table 91

Q15a - Pornography

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**328**	250	251	265	168	237	174	195	149	110	247	176	212	159	113	325	3	317	319	325
Base	**303**	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Effective Base	**221**	183	179	192	135	169	124	154	105	91	177	126	166	113	91	219	3	214	226	219
YouTube videos uploaded by friends, family or other YouTube users	**15**	11	14	13	12	14	9	9	8	2	14	9	9	8	2	15	-	15	15	15
	5%	*5%*	*6%*	*5%*	*8%*	*7%*	*6%*	*5%*	*5%*	*2%*	*6%*	*6%*	*5%*	*5%*	*2%*	*5%*	-	*5%*	*5%*	*5%*
Official YouTube channels from brands/ organisations you are familiar with	**14**	11	9	9	8	9	8	7	8	4	9	8	8	8	4	14	-	14	14	14
	5%	*5%*	*4%*	*4%*	*5%*	*4%*	*5%*	*4%*	*6%*	*5%*	*4%*	*5%*	*4%*	*5%*	*4%*	*5%*	-	*5%*	*5%*	*5%*
TV catch up services	**11**	8	9	10	7	9	6	9	6	4	9	6	9	6	4	11	-	11	11	11
	4%	*4%*	*4%*	*4%*	*5%*	*4%*	*4%*	*5%*	*4%*	*4%*	*4%*	*4%*	*5%*	*4%*	*4%*	*4%*	-	*4%*	*4%*	*4%*
Video content posted on social networking sites other than YouTube	**10**	6	9	10	9	7	3	5	4	4	9	3	7	5	4	10	-	10	10	10
	3%	*3%*	*4%*	*4%*	*6%*	*4%*	*2%*	*3%*	*3%*	*5%*	*4%*	*2%*	*4%*	*3%*	*4%*	*3%*	-	*4%*	*4%*	*3%*
Free Video On-demand content available through your subscription service provider	**8**	7	8	8	4	8	3	4	5	5	8	3	4	5	5	6	2	6	6	6
	3%	*3%*	*4%*	*3%*	*3%*	*4%*	*2%*	*3%*	*4%*	*6%*	*4%*	*2%*	*2%*	*4%*	*5%*	*2%*	*37%*	*2%*	*2%*	*2%*
Video content on news websites	**7**	5	6	7	6	6	2	7	4	2	6	4	7	4	2	7	-	7	7	7
	2%	*2%*	*2%*	*3%*	*4%*	*3%*	*2%*	*4%*	*3%*	*3%*	*3%*	*2%*	*4%*	*3%*	*2%*	*2%*	-	*2%*	*2%*	*2%*
On-line video rental services downloaded or streamed	**6**	4	6	5	5	6	3	5	3	1	6	4	5	4	1	6	-	6	6	6
	2%	*2%*	*2%*	*2%*	*3%*	*3%*	*2%*	*3%*	*2%*	*1%*	*3%*	*3%*	*3%*	*3%*	*1%*	*2%*	-	*2%*	*2%*	*2%*
Paid Video On-demand content available through your subscription service provider	**6**	3	5	6	3	5	3	6	4	-	5	3	6	4	-	6	-	6	6	6
	2%	*1%*	*2%*	*2%*	*2%*	*2%*	*2%*	*3%*	*3%*	-	*2%*	*2%*	*3%*	*3%*	-	*2%*	-	*2%*	*2%*	*2%*
Other TV or video channels available on-line	**6**	4	4	5	5	4	3	4	3	-	4	3	4	4	-	6	-	6	6	6
	2%	*2%*	*2%*	*2%*	*3%*	*2%*	*2%*	*3%*	*2%*	-	*2%*	*2%*	*2%*	*3%*	-	*2%*	-	*2%*	*2%*	*2%*
Video content that can be downloaded from the internet through your gaming console	**4**	3	3	4	4	3	1	4	2	1	3	3	4	2	1	4	-	4	4	4
	1%	*1%*	*1%*	*2%*	*3%*	*2%*	*1%*	*2%*	*1%*	*1%*	*2%*	*2%*	*2%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Video content you have paid for on digital or on-line stores	**2**	-	1	2	2	1	-	2	2	-	1	-	2	2	-	2	-	2	2	2
	1%	-	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	-	*1%*	-	*1%*	*1%*	-	*1%*	-	*1%*	*1%*	*1%*
Don't know	**3**	1	3	1	1	3	1	1	1	-	3	1	1	1	-	3	-	1	3	3
	1%	*	*1%*	*1%*	*	*1%*	*1%*	*	*	-	*1%*	*1%*	*	*	-	*1%*	-	*	*1%*	*1%*
Not stated	**251**	179	184	201	114	172	123	146	120	77	178	123	157	127	80	248	4	241	238	248
	83%	*82%*	*82%*	*83%*	*79%*	*81%*	*83%*	*83%*	*84%*	*82%*	*81%*	*82%*	*83%*	*84%*	*83%*	*83%*	*63%*	*83%*	*83%*	*83%*

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 91

Q15a - Pornography

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**303**	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Net: Any YouTube	**24**	19	19	18	15	19	14	12	11	6	19	14	13	11	6	24	-	24	24	24
	8%	*9%*	*8%*	*7%*	*10%*	*9%*	*10%*	*7%*	*8%*	*7%*	*9%*	*10%*	*7%*	*8%*	*6%*	*8%*	-	*8%*	*8%*	*8%*

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

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Base: All who have seen something of concern on any on-line or on-demand service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	328	225	55	86	211	135	193	107	48	10	41	167	118	285	54	67	157	64	221	210
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Effective Base	221	183	29	62	140	108	114	88	36	9	22	106	98	202	37	48	108	55	161	149
YouTube videos uploaded by friends, family or other YouTube users	15	12	2	1	13	7	7	6	2	1	3	5	7	12	2	3	7	4	11	12
	5%	6%	3%	2%	7%	5%	4%	6%	4%	10%	6%	3%	7%	5%	3%	4%	5%	7%	6%	6%
Official YouTube channels from brands/ organisations you are familiar with	14	9	5	5	9	8	7	3	5	-	2	8	3	12	6	6	6	1	7	6
	5%	4%	7%	6%	5%	6%	4%	3%	10%	-	4%	6%	3%	4%	10%	9%	5%	2%	4%	3%
TV catch up services	11	8	3	2	9	5	6	2	2	1	3	3	4	7	1	2	4	3	7	7
	4%	4%	4%	2%	5%	4%	4%	2%	3%	10%	6%	2%	4%	3%	3%	4%	3%	6%	4%	4%
Video content posted on social networking sites other than YouTube	10	6	2	1	9	4	6	3	2	1	2	1	7	8	1	2	6	2	7	8
	3%	3%	3%	1%	5%	3%	4%	3%	5%	7%	4%	1%	6%	3%	2%	3%	4%	3%	4%	4%
Free Video On-demand content available through your subscription service provider	8	5	-	2	5	6	3	6	1	-	-	*	8	8	-	1	5	2	7	6
	3%	3%	-	3%	3%	4%	2%	5%	2%	-	-	*	7%	3%	-	2%	3%	4%	4%	3%
Video content on news websites	7	5	1	2	5	2	5	2	2	1	-	2	4	6	1	2	3	2	5	6
	2%	3%	2%	2%	3%	2%	3%	2%	5%	7%	-	1%	4%	2%	3%	3%	2%	4%	3%	3%
On-line video rental services downloaded or streamed	6	4	1	1	4	3	3	2	3	1	-	1	4	5	-	-	3	4	6	6
	2%	2%	1%	1%	2%	2%	2%	1%	6%	7%	-	1%	4%	2%	-	-	2%	7%	3%	3%
Paid Video On-demand content available through your subscription service provider	6	5	1	2	4	4	2	3	2	2	2	*	4	4	-	1	5	-	5	6
	2%	3%	1%	2%	2%	3%	1%	3%	3%	17%	4%	*	3%	2%	-	2%	4%	-	3%	3%
Other TV or video channels available on-line	6	4	1	2	4	2	4	2	2	1	-	2	4	6	-	1	3	1	5	5
	2%	2%	2%	2%	2%	1%	3%	2%	3%	7%	-	1%	3%	2%	-	1%	2%	3%	2%	3%
Video content that can be downloaded from the internet through your gaming console	4	4	-	1	3	1	3	1	1	-	-	1	3	4	-	-	3	1	4	4
	1%	2%	-	2%	1%	1%	2%	1%	1%	-	-	1%	2%	2%	-	-	2%	2%	2%	2%
Video content you have paid for on digital or on-line stores	2	2	-	-	2	-	2	-	-	-	-	1	1	2	-	1	1	-	1	2
	1%	1%	-	-	1%	-	1%	-	-	-	-	*	1%	1%	-	1%	1%	-	1%	1%
Don't know	3	1	2	1	3	1	3	1	1	-	-	2	1	3	2	2	1	-	1	1
	1%	1%	3%	1%	1%	1%	1%	1%	2%	-	-	1%	1%	1%	4%	3%	1%	-	*	1%
Not stated	251	162	55	73	152	109	143	83	36	8	35	126	90	216	42	50	116	42	158	147
	83%	82%	84%	84%	81%	80%	86%	80%	75%	83%	80%	87%	79%	84%	81%	78%	84%	78%	82%	82%

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

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Absolutes/col percents

Table 91

Q15a - Pornography

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Net: Any YouTube	24	16	6	7	18	13	12	7	6	1	4	12	7	19	6	8	10	5	14	14
	8%	*8%*	*10%*	*8%*	*9%*	*9%*	*7%*	*7%*	*13%*	*10%*	*10%*	*8%*	*7%*	*7%*	*12%*	*12%*	*7%*	*8%*	*7%*	*8%*

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

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Base: All who have seen something of concern on any on-line or on-demand service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**328**	328	-	-	258	70	270	58	67	181	40
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Effective Base	**221**	221	-	-	170	53	180	42	47	123	22
YouTube videos uploaded by friends, family or other YouTube users	**15**	15	-	-	13	2	14	1	*	12	1
	5%	*5%*	-	-	*5%*	*4%*	*5%*	*2%*	*1%*	*7%*	*2%*
Official YouTube channels from brands/ organisations you are familiar with	**14**	14	-	-	14	-	14	-	2	11	1
	5%	*5%*	-	-	*6%*	-	*6%*	-	*4%*	*7%*	*2%*
TV catch up services	**11**	11	-	-	10	1	11	-	5	6	2
	4%	*4%*	-	-	*4%*	*1%*	*4%*	-	*7%*	*4%*	*6%*
Video content posted on social networking sites other than YouTube	**10**	10	-	-	10	-	10	-	2	7	2
	3%	*3%*	-	-	*4%*	-	*4%*	-	*2%*	*4%*	*4%*
Free Video On-demand content available through your subscription service provider	**8**	8	-	-	7	1	7	1	5	5	2
	3%	*3%*	-	-	*3%*	*2%*	*3%*	*3%*	*7%*	*3%*	*6%*
Video content on news websites	**7**	7	-	-	7	-	7	-	2	5	2
	2%	*2%*	-	-	*3%*	-	*3%*	-	*3%*	*3%*	*5%*
On-line video rental services downloaded or streamed	**6**	6	-	-	6	-	6	-	2	3	2
	2%	*2%*	-	-	*3%*	-	*2%*	-	*2%*	*2%*	*5%*
Paid Video On-demand content available through your subscription service provider	**6**	6	-	-	6	-	6	-	1	4	-
	2%	*2%*	-	-	*2%*	-	*2%*	-	*1%*	*2%*	-
Other TV or video channels available on-line	**6**	6	-	-	6	-	6	-	1	4	1
	2%	*2%*	-	-	*2%*	-	*2%*	-	*1%*	*3%*	*2%*
Video content that can be downloaded from the internet through your gaming console	**4**	4	-	-	4	-	4	-	1	3	1
	1%	*1%*	-	-	*2%*	-	*2%*	-	*2%*	*2%*	*3%*
Video content you have paid for on digital or on-line stores	**2**	2	-	-	2	-	2	-	-	2	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	-	*1%*	-
Don't know	**3**	3	-	-	3	-	3	-	-	3	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	-	*2%*	-
Not stated	**251**	251	-	-	196	55	205	46	53	137	33
	83%	*83%*	-	-	*80%*	*93%d*	*80%*	*96%d*	*81%*	*80%*	*83%*

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

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Base: All who have seen something of concern on any on-line or on-demand service

		Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
	Total	Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	303	303	-**	-**	244	59*	255	48*	65*	173	40**
Net: Any YouTube	24	24	-	-	22	2	24	1	3	20	2
	8%	*8%*	-	-	*9%*	*4%*	*9%*	*2%*	*4%*	*11%*	*4%*

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

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Absolutes/col percents

Table 92

Q15a - Racism

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	328	193	135	99	105	66	28	20	10	204	94	30	122	53	13	5	82	41	7	5	107	119	61	41	226	102
Base	303	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Effective Base	221	128	98	85	65	43	23	8	5	150	65	12	91	36	5	3	59	33	7	2	65	84	44	30	147	73
TV catch up services	16	9	6	7	4	1	3	-	-	11	4	-	7	3	-	-	5	2	-	-	3	6	3	4	9	7
	5%	5%	6%	7%	5%	2%	10%	-	-	6%	5%	-	6%	5%	-	-	7%	5%	-	-	3%	6%	5%	9%	4%	6%
Official YouTube channels from brands/ organisations you are familiar with	11	7	4	5	1	2	3	-	-	6	5	-	4	3	-	-	2	1	-	-	3	3	2	3	6	5
	4%	4%	3%	5%	2%	4%	10%	-	-	3%	6%	-	3%	6%	-	-	3%	4%	-	-	3%	3%	3%	7%	3%	5%
YouTube videos uploaded by friends, family or other YouTube users	11	6	5	4	2	2	2	*	-	7	4	*	3	2	*	-	3	2	-	-	4	4	1	1	9	3
	4%	3%	5%	4%	3%	3%	8%	2%	-	4%	5%	1%	3%	4%	2%	-	5%	6%	-	-	4%	4%	2%	3%	4%	2%
Video content posted on social networking sites other than YouTube	10	5	5	4	2	4	1	-	-	6	5	-	4	1	-	-	2	4	-	-	3	5	*	1	9	2
	3%	2%	5%	4%	2%	6%	4%	-	-	3%	5%	-	3%	2%	-	-	3%	11%	-	-	3%	5%	1%	3%	4%	2%
On-line video rental services downloaded or streamed	7	6	2	6	1	1	-	-	-	7	1	-	5	1	-	-	2	-	-	-	2	2	3	-	4	3
	2%	3%	2%	6%	1%	1%	-	-	-	4%	1%	-	4%	1%	-	-	2%	-	-	-	2%	2%	6%	-	2%	3%
Free Video On-demand content available through your subscription service provider	7	4	2	4	1	1	1	-	-	5	2	-	3	1	-	-	2	1	-	-	1	4	-	2	5	2
	2%	2%	2%	4%	2%	2%	2%	-	-	3%	2%	-	3%	2%	-	-	2%	2%	-	-	1%	3%	-	4%	2%	2%
Video content on news websites	5	3	2	3	1	1	-	-	-	4	1	-	2	1	-	-	1	1	-	-	-	4	1	1	4	1
	2%	1%	2%	3%	1%	2%	-	-	-	2%	1%	-	2%	1%	-	-	2%	2%	-	-	-	3%	1%	2%	2%	1%
Paid Video On-demand content available through your subscription service provider	4	2	2	1	2	1	-	-	-	4	1	-	2	1	-	-	2	-	-	-	1	3	1	-	4	1
	1%	1%	2%	1%	3%	1%	-	-	-	2%	1%	-	2%	1%	-	-	3%	-	-	-	1%	3%	1%	-	2%	1%
Other TV or video channels available on-line	4	1	3	2	2	-	-	-	-	4	-	-	1	-	-	-	3	-	-	-	1	1	-	2	3	2
	1%	1%	3%	2%	2%	-	-	-	-	2%	-	-	1%	-	-	-	4%	-	-	-	1%	1%	-	4%	1%	2%
Video content that can be downloaded from the internet through your gaming console	3	1	2	2	1	-	1	-	-	3	1	-	1	-	-	-	1	1	-	-	-	3	-	1	3	1
	1%	1%	2%	2%	1%	-	2%	-	-	1%	1%	-	1%	-	-	-	2%	2%	-	-	-	3%	-	2%	1%	1%
Video content you have paid for on digital or on-line stores	3	1	2	2	-	-	1	-	-	2	1	-	1	-	-	-	1	1	-	-	1	1	-	1	2	1
	1%	*	2%	2%	-	-	2%	-	-	1%	1%	-	1%	-	-	-	2%	2%	-	-	1%	1%	-	2%	1%	1%
Don't know	9	7	2	2	1	1	-	6	-	3	1	6	1	-	6	-	2	1	-	-	6	1	-	2	7	2
	3%	4%	2%	2%	1%	1%	-	28%	-	2%	1%	20%	1%	-	35%	-	2%	2%	-	-	6%	1%	-	6%	3%	2%
Not stated	249	157	93	79	76	50	22	14	8	155	72	22	95	47	10	4	60	25	4	4	77	87	54	32	164	86
	82%	81%	85%	78%	87%	84%	81%	70%	100%	82%	83%	79%	80%	86%	63%	100%	87%	78%	100%	100%	79%	84%	89%	76%	81%	84%
Net: Any YouTube	19	12	7	7	4	4	4	*	-	11	8	*	6	6	*	-	4	3	-	-	8	5	3	4	13	7
	6%	6%	7%	7%	4%	7%	15%	2%	-	6%	9%	1%	5%	10%	2%	-	6%	8%	-	-	8%	5%	5%	9%	6%	6%

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

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Absolutes/col percents

Table 92

Q15a - Racism

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**328**	246	80	189	130	1	15	39	31	27	37	15	20	49	62	295	16	8	9	85	64	146
Base	**303**	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Effective Base	**221**	165	54	133	83	1	8	31	23	20	34	10	18	44	52	205	10	7	6	58	50	98
TV catch up services	**16**	11	3	11	5	*	2	-	-	2	1	1	1	2	3	12	1	1	2	2	3	7
	5%	*5%*	*4%*	*6%*	*4%*	*100%*	*10%*	*-*	*-*	*7%*	*4%*	*4%*	*7%*	*4%*	*7%*	*4%*	*3%*	*14%*	*16%*	*2%*	*6%*	*5%*
Official YouTube channels from brands/ organisations you are familiar with	**11**	9	2	5	6	-	3	1	-	2	-	-	1	-	4	11	-	-	-	4	2	6
	4%	*4%*	*3%*	*3%*	*4%*	*-*	*14%*	*3%*	*-*	*7%*	*-*	*-*	*7%*	*-*	*11%m*	*4%*	*-*	*-*	*-*	*4%*	*3%*	*4%*
YouTube videos uploaded by friends, family or other YouTube users	**11**	9	2	6	5	*	1	2	-	*	1	1	2	-	3	11	1	-	-	3	2	6
	4%	*4%*	*2%*	*4%*	*4%*	*100%*	*5%*	*5%*	*-*	*2%*	*4%*	*4%*	*10%*	*-*	*7%*	*4%*	*3%*	*-*	*-*	*3%*	*3%*	*5%*
Video content posted on social networking sites other than YouTube	**10**	9	1	4	7	-	2	*	-	1	1	1	2	1	2	10	-	-	-	2	2	6
	3%	*4%*	*1%*	*2%*	*5%*	*-*	*9%*	*1%*	*-*	*4%*	*4%*	*4%*	*10%*	*2%*	*6%*	*4%*	*-*	*-*	*-*	*2%*	*4%*	*5%*
On-line video rental services downloaded or streamed	**7**	5	2	3	4	*	-	-	-	-	-	2	1	-	1	5	2	1	-	-	-	5
	2%	*2%*	*3%*	*2%*	*3%*	*100%*	*-*	*-*	*-*	*-*	*-*	*8%*	*7%*	*-*	*3%*	*2%*	*13%*	*14%*	*-*	*-*	*-*	*4%*
Free Video On-demand content available through your subscription service provider	**7**	6	1	3	2	*	-	1	-	-	-	1	2	-	2	7	-	-	-	1	-	5
	2%	*3%*	*1%*	*2%*	*2%*	*100%*	*-*	*4%*	*-*	*-*	*-*	*4%*	*11%*	*-*	*5%*	*2%*	*-*	*-*	*-*	*2%*	*-*	*4%*
Video content on news websites	**5**	3	2	1	3	-	-	-	-	1	-	-	3	-	-	3	1	-	1	-	1	3
	2%	*1%*	*3%*	*1%*	*3%*	*-*	*-*	*-*	*-*	*3%*	*-*	*-*	*13%*	*-*	*-*	*1%*	*3%*	*-*	*7%*	*-*	*1%*	*2%*
Paid Video On-demand content available through your subscription service provider	**4**	4	-	2	2	-	-	-	-	-	-	1	1	-	1	4	1	-	-	-	-	4
	1%	*2%*	*-*	*1%*	*1%*	*-*	*-*	*-*	*-*	*-*	*-*	*4%*	*7%*	*-*	*3%*	*1%*	*3%*	*-*	*-*	*-*	*-*	*3%*
Other TV or video channels available on-line	**4**	4	-	1	3	*	-	1	-	1	-	1	1	-	*	4	-	-	-	1	1	3
	1%	*2%*	*-*	*1%*	*2%*	*100%*	*-*	*2%*	*-*	*2%*	*-*	*4%*	*7%*	*-*	*1%*	*2%*	*-*	*-*	*-*	*1%*	*1%*	*2%*
Video content that can be downloaded from the internet through your gaming console	**3**	3	1	2	1	-	1	-	-	-	-	-	1	-	1	3	-	-	-	1	-	3
	1%	*1%*	*1%*	*1%*	*1%*	*-*	*5%*	*-*	*-*	*-*	*-*	*-*	*7%*	*-*	*3%*	*1%*	*-*	*-*	*-*	*1%*	*-*	*2%*
Video content you have paid for on digital or on-line stores	**3**	2	1	1	1	-	-	-	1	-	-	-	1	-	1	3	-	-	-	1	-	2
	1%	*1%*	*1%*	*1%*	*1%*	*-*	*-*	*-*	*3%*	*-*	*-*	*-*	*7%*	*-*	*2%*	*1%*	*-*	*-*	*-*	*1%*	*-*	*1%*
Don't know	**9**	8	2	8	2	-	2	-	-	1	1	6	-	1	-	9	-	-	-	2	1	7
	3%	*3%*	*2%*	*5%*	*1%*	*-*	*9%*	*-*	*-*	*3%*	*2%*	*20%*	*-*	*2%*	*-*	*4%*	*-*	*-*	*-*	*2%*	*2%*	*5%*
Not stated	**249**	184	65	135	108	-	14	33	25	22	25	18	15	39	28	220	13	4	12	73	47	101
	82%	*82%*	*85%*	*81%*	*84%*	*-*	*77%*	*88%*	*97%*	*77%*	*89%*	*61%*	*79%*	*91%n*	*72%*	*82%*	*87%*	*86%*	*84%*	*89%*	*83%*	*77%*

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

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 92

Q15a - Racism

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	**303**	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Net: Any YouTube	**19**	16	3	10	9	*	3	3	-	2	1	1	2	-	7	19	1	-	-	6	4	10
	6%	*7%*	*4%*	*6%*	*7%*	*100%*	*14%*	*8%*	-	*8%*	*4%*	*4%*	*10%*	-	*17%*	*7%*	*3%*	-	-	*7%*	*6%*	*7%*

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

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Base: All who have seen something of concern on any on-line or on-demand service

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**328**	250	251	265	168	237	174	195	149	110	247	176	212	159	113	325	3	317	319	325
Base	**303**	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Effective Base	**221**	183	179	192	135	169	124	154	105	91	177	126	166	113	91	219	3	214	226	219
TV catch up services	**16**	9	15	14	9	15	7	13	10	5	15	7	13	10	5	16	-	16	16	16
	5%	*4%*	*7%*	*6%*	*6%*	*7%*	*5%*	*7%*	*7%*	*5%*	*7%*	*5%*	*7%*	*7%*	*5%*	*5%*	-	*5%*	*5%*	*5%*
Official YouTube channels from brands/ organisations you are familiar with	**11**	10	11	9	9	11	8	8	10	2	11	8	8	11	2	11	-	11	11	11
	4%	*5%*	*5%*	*4%*	*6%*	*5%*	*6%*	*4%*	*7%*	*2%*	*5%*	*6%*	*4%*	*7%*	*2%*	*4%*	-	*4%*	*4%*	*4%*
YouTube videos uploaded by friends, family or other YouTube users	**11**	8	10	10	7	10	6	7	5	4	10	6	7	5	4	11	-	11	11	11
	4%	*4%*	*5%*	*4%*	*5%*	*5%*	*4%*	*4%*	*3%*	*4%*	*5%*	*4%*	*4%*	*4%*	*4%*	*4%*	-	*4%*	*4%*	*4%*
Video content posted on social networking sites other than YouTube	**10**	8	10	10	8	9	7	6	7	2	10	7	8	7	2	10	-	10	10	10
	3%	*4%*	*5%*	*4%*	*5%*	*4%*	*5%*	*4%*	*5%*	*2%*	*5%*	*5%*	*4%*	*4%*	*2%*	*3%*	-	*4%*	*4%*	*3%*
On-line video rental services downloaded or streamed	**7**	5	6	7	4	6	2	3	4	2	6	2	3	4	2	5	2	5	5	5
	2%	*2%*	*3%*	*3%*	*2%*	*3%*	*2%*	*2%*	*3%*	*2%*	*3%*	*2%*	*2%*	*3%*	*2%*	*2%*	*37%*	*2%*	*2%*	*2%*
Free Video On-demand content available through your subscription service provider	**7**	5	4	7	5	4	5	6	5	3	4	5	6	6	3	7	-	7	7	7
	2%	*2%*	*2%*	*3%*	*4%*	*2%*	*3%*	*4%*	*4%*	*3%*	*2%*	*3%*	*3%*	*4%*	*3%*	*2%*	-	*2%*	*2%*	*2%*
Video content on news websites	**5**	1	5	4	3	5	-	4	2	-	5	1	4	2	-	5	-	5	5	5
	2%	*1%*	*2%*	*2%*	*2%*	*2%*	-	*2%*	*2%*	-	*2%*	*1%*	*2%*	*2%*	-	*2%*	-	*2%*	*2%*	*2%*
Paid Video On-demand content available through your subscription service provider	**4**	2	4	4	2	4	1	4	3	2	4	1	4	3	2	4	-	4	4	4
	1%	*1%*	*2%*	*2%*	*1%*	*2%*	*	*2%*	*2%*	*2%*	*2%*	*	*2%*	*2%*	*2%*	*1%*	-	*1%*	*1%*	*1%*
Other TV or video channels available on-line	**4**	2	3	4	3	3	2	3	3	2	3	2	3	3	2	4	-	4	4	4
	1%	*1%*	*1%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*1%*	*1%*	*2%*	*2%*	*2%*	*1%*	-	*1%*	*1%*	*1%*
Video content that can be downloaded from the internet through your gaming console	**3**	2	3	3	3	3	2	3	3	-	3	2	3	3	-	3	-	3	3	3
	1%	*1%*	*1%*	*1%*	*2%*	*2%*	*1%*	*2%*	*2%*	-	*2%*	*1%*	*2%*	*2%*	-	*1%*	-	*1%*	*1%*	*1%*
Video content you have paid for on digital or on-line stores	**3**	1	2	3	2	2	1	3	1	-	2	1	3	2	-	3	-	3	3	3
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	-	*1%*	-	*1%*	*1%*	*1%*
Don't know	**9**	7	3	3	1	3	7	2	2	-	3	7	2	2	-	9	-	9	4	9
	3%	*3%*	*1%*	*1%*	*1%*	*1%*	***5%a***	*1%*	*1%*	-	*1%*	***5%a***	*1%*	*1%*	-	*3%*	-	*3%*	*1%*	*3%*
Not stated	**249**	174	184	202	116	173	117	143	116	78	179	118	155	123	82	246	4	238	242	246
	82%	*80%*	*82%*	*83%*	*80%*	*82%*	*79%*	*82%*	*81%*	*83%*	*81%*	*79%*	*82%*	*82%*	*84%*	*83%*	*63%*	*82%*	*84%*	*83%*

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 92

Q15a - Racism

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**303**	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Net: Any YouTube	**19**	16	18	16	13	18	13	12	13	5	18	13	12	13	5	19	-	19	19	19
	6%	*7%*	*8%*	*6%*	*9%*	*8%*	*8%*	*7%*	*9%*	*6%*	*8%*	*8%*	*7%*	*9%*	*6%*	*7%*	-	*7%*	*7%*	*7%*

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

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Base: All who have seen something of concern on any on-line or on-demand service

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	328	225	55	86	211	135	193	107	48	10	41	167	118	285	54	67	157	64	221	210
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Effective Base	221	183	29	62	140	108	114	88	36	9	22	106	98	202	37	48	108	55	161	149
TV catch up services	16	11	3	3	12	6	10	5	2	3	2	5	9	13	3	5	5	1	6	6
	5%	6%	5%	4%	7%	4%	6%	4%	3%	27%	5%	3%	8%	5%	7%	9%	4%	2%	3%	3%
Official YouTube channels from brands/ organisations you are familiar with	11	10	1	3	8	5	6	3	3	2	1	4	7	11	-	2	9	1	9	9
	4%	5%	1%	3%	5%	4%	3%	3%	5%	17%	1%	3%	6%	4%	-	3%	6%	1%	5%	5%
YouTube videos uploaded by friends, family or other YouTube users	11	8	1	1	9	1	10	1	1	1	1	5	6	10	2	3	6	1	7	8
	4%	4%	2%	2%	5%	1%	6%	1%	2%	7%	2%	3%	5%	4%	4%	5%	4%	1%	3%	5%
Video content posted on social networking sites other than YouTube	10	8	1	-	9	3	8	3	1	-	-	3	7	10	1	1	8	*	8	9
	3%	4%	1%	-	5%	2%	5%	3%	3%	-	-	2%	6%	4%	2%	2%	6%	1%	4%	5%
On-line video rental services downloaded or streamed	7	4	1	3	4	5	2	4	1	-	-	2	5	7	2	2	4	1	5	3
	2%	2%	2%	3%	2%	4%	1%	4%	3%	-	-	2%	4%	3%	3%	2%	3%	2%	3%	2%
Free Video On-demand content available through your subscription service provider	7	6	1	3	4	3	4	2	2	1	-	2	4	7	1	1	4	1	6	5
	2%	3%	1%	3%	2%	2%	2%	2%	4%	7%	-	2%	4%	3%	2%	2%	3%	3%	3%	3%
Video content on news websites	5	4	1	-	5	1	4	-	1	-	-	2	3	5	-	-	2	1	3	3
	2%	2%	1%	-	3%	1%	2%	-	2%	-	-	2%	2%	2%	-	-	1%	2%	2%	2%
Paid Video On-demand content available through your subscription service provider	4	4	1	1	4	2	2	2	-	-	-	3	1	4	1	1	2	-	2	2
	1%	2%	1%	1%	2%	2%	1%	2%	-	-	-	2%	1%	2%	2%	2%	2%	-	1%	1%
Other TV or video channels available on-line	4	4	-	-	4	-	4	-	-	-	-	1	3	4	1	2	2	1	2	3
	1%	2%	-	-	2%	-	2%	-	-	-	-	1%	3%	2%	2%	3%	1%	1%	1%	2%
Video content that can be downloaded from the internet through your gaming console	3	3	-	1	3	1	2	1	1	1	-	1	3	3	-	-	3	-	3	3
	1%	2%	-	1%	1%	1%	1%	1%	1%	7%	-	*	2%	1%	-	-	2%	-	2%	2%
Video content you have paid for on digital or on-line stores	3	3	-	1	2	1	2	1	1	1	-	-	3	3	-	-	2	1	3	3
	1%	1%	-	1%	1%	*	1%	1%	1%	7%	-	-	2%	1%	-	-	1%	2%	1%	2%
Don't know	9	2	6	1	6	1	9	1	1	-	2	6	2	8	-	-	7	2	9	9
	3%	1%	9%	2%	3%	1%	5%	1%	2%	-	4%	4%	2%	3%	-	-	5%	3%	5%	5%
Not stated	249	163	53	76	146	116	133	89	38	7	38	122	88	210	44	53	110	44	154	145
	82%	83%	81%	88%	78%	85%	80%	86%	81%	73%	88%	84%	78%	81%	84%	82%	80%	82%	80%	81%

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

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Base: All who have seen something of concern on any on-line or on-demand service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Net: Any YouTube	19	16	2	3	16	6	14	4	3	2	1	8	10	18	2	5	12	1	13	14
	6%	*8%*	*3%*	*4%*	*8%*	*4%*	*8%*	*4%*	*6%*	*17%*	*3%*	*6%*	*9%*	*7%*	*4%*	*8%*	*8%*	*3%*	*7%*	*8%*

Prepared by BDRC Continental

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 92

Q15a - Racism

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**328**	328	-	-	258	70	270	58	67	181	40
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Effective Base	**221**	221	-	-	170	53	180	42	47	123	22
TV catch up services	**16**	16	-	-	16	-	16	-	3	10	2
	5%	*5%*	-	-	*6%*	-	*6%*	-	*5%*	*6%*	*4%*
Official YouTube channels from brands/ organisations you are familiar with	**11**	11	-	-	11	1	11	1	-	9	2
	4%	*4%*	-	-	*4%*	*1%*	*4%*	*1%*	-	*5%*	*5%*
YouTube videos uploaded by friends, family or other YouTube users	**11**	11	-	-	10	1	10	1	2	5	1
	4%	*4%*	-	-	*4%*	*1%*	*4%*	*2%*	*4%*	*3%*	*2%*
Video content posted on social networking sites other than YouTube	**10**	10	-	-	10	-	10	-	2	8	1
	3%	*3%*	-	-	*4%*	-	*4%*	-	*3%*	*5%*	*1%*
On-line video rental services downloaded or streamed	**7**	7	-	-	7	-	7	-	2	4	3
	2%	*2%*	-	-	*3%*	-	*3%*	-	*3%*	*2%*	*8%*
Free Video On-demand content available through your subscription service provider	**7**	7	-	-	7	-	7	-	-	6	-
	2%	*2%*	-	-	*3%*	-	*3%*	-	-	*3%*	-
Video content on news websites	**5**	5	-	-	5	-	5	-	1	1	2
	2%	*2%*	-	-	*2%*	-	*2%*	-	*1%*	*1%*	*5%*
Paid Video On-demand content available through your subscription service provider	**4**	4	-	-	4	-	4	-	1	2	-
	1%	*1%*	-	-	*2%*	-	*2%*	-	*2%*	*1%*	-
Other TV or video channels available on-line	**4**	4	-	-	4	-	4	-	-	3	-
	1%	*1%*	-	-	*2%*	-	*2%*	-	-	*2%*	-
Video content that can be downloaded from the internet through your gaming console	**3**	3	-	-	3	-	3	-	-	3	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	-	*2%*	-
Video content you have paid for on digital or on-line stores	**3**	3	-	-	3	-	3	-	1	2	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*1%*	*1%*	-
Don't know	**9**	9	-	-	9	1	9	-	2	9	-
	3%	*3%*	-	-	*4%*	*2%*	*4%*	-	*4%*	*5%*	-
Not stated	**249**	249	-	-	193	57	203	47	53	140	30
	82%	*82%*	-	-	*79%*	*96%d*	*79%*	*97%d*	*81%*	*81%*	*75%*

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

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

bdrc continental
providing intelligence

20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 92

Q15a - Racism

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Net: Any YouTube	**19**	19	-	-	18	1	18	1	2	11	3
	6%	*6%*	-	-	*7%*	*2%*	*7%*	*3%*	*4%*	*7%*	*7%*

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 93

Q15a - Sex/sexually explicit content

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	328	193	135	99	105	66	28	20	10	204	94	30	122	53	13	5	82	41	7	5	107	119	61	41	226	102
Base	303	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Effective Base	221	128	98	85	65	43	23	8	5	150	65	12	91	36	5	3	59	33	7	2	65	84	44	30	147	73
TV catch up services	23	13	10	12	6	3	1	1	*	18	4	1	10	2	1	*	8	2	-	-	7	8	3	4	16	7
	8%	7%	9%	12%	7%	5%	2%	3%	5%	10%	4%	4%	8%	4%	4%	11%	12%	5%	-	-	8%	8%	5%	10%	8%	7%
Free Video On-demand content available through your subscription service provider	20	13	6	9	7	3	-	-	*	16	3	*	10	3	-	*	6	-	-	-	7	10	2	1	17	2
	6%	7%	6%	9%	8%	5%	-	-	5%	8%	4%	1%	8%	6%	-	11%	9%	-	-	-	8%	9%	3%	1%	9%	2%
YouTube videos uploaded by friends, family or other YouTube users	20	11	9	9	2	7	1	*	-	11	8	*	5	5	*	-	6	3	-	-	10	7	2	1	17	3
	6%	6%	8%	9%	3%	12%	3%	2%	-	6%	9%	1%	5%	9%	2%	-	8%	9%	-	-	10%	6%	3%	2%	8%	3%
Official YouTube channels from brands/ organisations you are familiar with	19	9	10	11	4	3	1	-	*	15	4	*	5	3	-	*	9	1	-	-	10	6	2	1	16	3
	6%	5%	9%	11%	5%	6%	3%	-	5%	8%	5%	1%	4%	6%	-	11%	14%	2%	-	-	10%	6%	4%	1%	8%	3%
Video content posted on social networking sites other than YouTube	16	7	9	8	4	2	1	-	-	12	4	-	6	1	-	-	6	2	-	-	6	9	-	1	15	1
	5%	4%	8%	8%	5%	4%	5%	-	-	7%	4%	-	5%	2%	-	-	9%	8%	-	-	6%	9%wy	-	2%	8%y	1%
On-line video rental services downloaded or streamed	12	6	6	5	4	2	1	-	-	9	3	-	5	1	-	-	4	2	-	-	3	4	4	1	7	6
	4%	3%	6%	5%	5%	4%	2%	-	-	5%	3%	-	4%	2%	-	-	6%	6%	-	-	3%	4%	7%	3%	3%	6%
Other TV or video channels available on-line	10	3	7	5	4	*	1	-	-	9	1	-	2	*	-	-	7	1	-	-	1	6	1	2	7	3
	3%	1%	7%c	5%	4%	1%	2%	-	-	5%	1%	-	2%	1%	-	-	10%	2%	-	-	1%	6%	1%	5%	4%	3%
Video content on news websites	10	3	6	4	3	2	1	-	-	7	3	-	1	2	-	-	6	1	-	-	1	5	3	1	5	4
	3%	2%	6%	4%	3%	4%	2%	-	-	3%	4%	-	1%	5%	-	-	8%	2%	-	-	1%	5%	5%	3%	3%	4%
Paid Video On-demand content available through your subscription service provider	7	4	3	4	1	1	1	-	*	5	2	*	2	1	-	*	3	1	-	-	2	4	-	1	6	1
	2%	2%	3%	4%	1%	2%	2%	-	5%	3%	2%	1%	2%	2%	-	11%	4%	2%	-	-	3%	4%	-	2%	3%	1%
Video content that can be downloaded from the internet through your gaming console	5	2	3	2	1	-	1	-	-	4	1	-	2	-	-	-	2	1	-	-	3	1	-	1	4	1
	2%	1%	3%	2%	2%	-	3%	-	-	2%	1%	-	1%	-	-	-	3%	3%	-	-	3%	1%	-	1%	2%	1%
Video content you have paid for on digital or on-line stores	4	1	3	2	1	-	1	-	-	3	1	-	1	-	-	-	2	1	-	-	2	1	1	-	3	1
	1%	*	3%	2%	1%	-	3%	-	-	2%	1%	-	1%	-	-	-	3%	3%	-	-	2%	1%	1%	-	2%	1%
Don't know	11	8	3	2	1	1	1	4	2	4	2	6	2	1	4	2	2	1	-	*	3	5	-	2	9	2
	4%	4%	2%	2%	1%	1%	3%	18%	27%	2%	2%	21%	2%	2%	23%	51%	2%	2%	-	7%	3%	5%	-	6%	4%	2%
Not stated	220	144	76	64	66	44	24	15	6	131	68	21	88	43	12	1	43	25	4	4	65	71	52	32	136	84
	72%	74%	69%	64%	76%	75%	86%	76%	68%	69%	78%	74%	73%	79%	71%	38%	62%	78%	100%	93%	67%	68%	85%tux	77%	68%	82%tx
Net: Any YouTube	31	17	14	14	6	9	2	*	*	19	11	1	9	7	*	*	10	4	-	-	14	11	4	2	25	6
	10%	9%	13%	14%	7%	16%	6%	2%	5%	10%	12%	3%	8%	13%	2%	11%	15%	11%	-	-	15%	10%	7%	4%	12%	6%

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

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Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	328	246	80	189	130	1	15	39	31	27	37	15	20	49	62	295	16	8	9	85	64	146
Base	303	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Effective Base	221	165	54	133	83	1	8	31	23	20	34	10	18	44	52	205	10	7	6	58	50	98
TV catch up services	23	17	4	10	12	-	-	1	2	4	4	-	3	2	4	20	1	1	2	3	8	9
	8%	8%	6%	6%	10%	-	-	1%	9%	13%	15%g	-	13%	4%	11%	7%	3%	26%	11%	4%	14%u	7%
Free Video On-demand content available through your subscription service provider	20	18	2	14	6	-	-	1	2	4	2	-	2	3	4	18	-	-	2	4	6	9
	6%	8%	2%	8%	4%	-	-	4%	8%	13%	7%	-	10%	7%	9%	7%	-	-	11%	4%	10%	7%
YouTube videos uploaded by friends, family or other YouTube users	20	17	2	13	7	-	-	1	1	3	1	4	4	4	2	20	-	-	-	2	4	13
	6%	8%	3%	8%	5%	-	-	4%	3%	11%	3%	13%	20%	9%	5%	7%	-	-	-	3%	7%	10%
Official YouTube channels from brands/ organisations you are familiar with	19	15	4	12	7	-	1	2	1	3	1	2	1	2	3	17	1	-	1	4	4	9
	6%	7%	5%	7%	6%	-	4%	6%	5%	11%	5%	7%	7%	5%	8%	6%	3%	-	9%	5%	8%	7%
Video content posted on social networking sites other than YouTube	16	10	6	6	10	-	1	1	4	1	1	-	4	2	3	16	-	-	-	6	2	8
	5%	5%	7%	4%	8%	-	7%	2%	16%	4%	2%	-	20%	4%	7%	6%	-	-	-	7%	3%	6%
On-line video rental services downloaded or streamed	12	10	3	8	5	-	1	-	1	1	1	1	1	2	4	11	1	1	-	2	2	8
	4%	4%	3%	5%	4%	-	4%	-	3%	4%	2%	4%	7%	4%	9%	4%	3%	14%	-	2%	3%	6%
Other TV or video channels available on-line	10	8	2	6	5	-	-	4	-	1	-	1	1	1	2	10	*	-	-	4	1	5
	3%	4%	3%	3%	4%	-	-	11%	-	2%	-	4%	7%	2%	4%	4%	3%	-	-	5%	1%	4%
Video content on news websites	10	7	3	6	4	-	-	1	-	1	1	-	1	2	3	8	1	-	2	1	2	5
	3%	3%	4%	3%	3%	-	-	1%	-	4%	2%	-	7%	4%	6%	3%	3%	-	11%	1%	3%	4%
Paid Video On-demand content available through your subscription service provider	7	6	1	4	2	-	-	2	*	-	-	-	1	1	2	7	-	-	-	3	-	4
	2%	3%	1%	2%	2%	-	-	6%	2%	-	-	-	7%	2%	6%	3%	-	-	-	3%	-	3%
Video content that can be downloaded from the internet through your gaming console	5	4	1	3	2	-	-	-	-	1	1	-	1	-	1	5	-	-	-	-	2	2
	2%	2%	1%	2%	1%	-	-	-	-	3%	5%	-	7%	-	2%	2%	-	-	-	-	4%	2%
Video content you have paid for on digital or on-line stores	4	4	-	2	2	-	-	-	-	1	-	-	1	1	1	4	-	-	-	-	1	3
	1%	2%	-	1%	2%	-	-	-	-	3%	-	-	7%	2%	2%	1%	-	-	-	-	2%	2%
Don't know	11	7	4	10	2	-	2	-	2	5	*	-	-	1	-	10	-	1	-	4	6	1
	4%	3%	5%	6%	1%	-	9%	-	7%	19%	1%	-	-	2%	-	4%	-	19%	-	4%	10%u	1%
Not stated	220	160	59	115	98	*	15	31	16	11	21	24	14	31	28	192	14	3	12	63	32	97
	72%	71%	77%	69%	76%	100%	84%	84%	61%	41%	73%	83%	69%	73%	71%	71%	93%	55%	80%	77%u	57%	74%u
Net: Any YouTube	31	25	6	19	12	-	1	2	1	5	2	4	4	6	4	29	1	-	1	4	7	18
	10%	11%	8%	11%	10%	-	4%	6%	5%	18%	8%	13%	20%	14%	10%	11%	3%	-	9%	5%	13%	14%

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

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Q15a - Sex/sexually explicit content

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**328**	250	251	265	168	237	174	195	149	110	247	176	212	159	113	325	3	317	319	325
Base	**303**	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Effective Base	**221**	183	179	192	135	169	124	154	105	91	177	126	166	113	91	219	3	214	226	219
TV catch up services	**23**	16	17	19	9	17	9	17	9	8	17	9	17	10	8	23	-	22	22	23
	8%	*7%*	*8%*	*8%*	*7%*	*8%*	*6%*	*10%*	*7%*	*9%*	*8%*	*6%*	*9%*	*7%*	*8%*	*8%*	-	*8%*	*8%*	*8%*
Free Video On-demand content available through your subscription service provider	**20**	15	14	20	8	14	13	17	11	4	14	13	18	12	4	20	-	20	20	20
	6%	*7%*	*6%*	*8%*	*6%*	*7%*	*9%*	*10%*	*8%*	*5%*	*6%*	*9%*	*9%*	*8%*	*5%*	*7%*	-	*7%*	*7%*	*7%*
YouTube videos uploaded by friends, family or other YouTube users	**20**	15	16	19	16	15	11	14	11	5	16	13	16	11	5	20	-	20	20	20
	6%	*7%*	*7%*	*8%*	*11%*	*7%*	*8%*	*8%*	*8%*	*5%*	*7%*	*8%*	*9%*	*7%*	*5%*	*7%*	-	*7%*	*7%*	*7%*
Official YouTube channels from brands/ organisations you are familiar with	**19**	15	16	19	13	16	13	16	11	6	16	13	17	11	6	19	-	19	19	19
	6%	*7%*	*7%*	*8%*	*9%*	*7%*	*9%*	*9%*	*7%*	*6%*	*7%*	*9%*	*9%*	*7%*	*6%*	*6%*	-	*7%*	*7%*	*6%*
Video content posted on social networking sites other than YouTube	**16**	10	12	16	11	11	5	11	11	5	12	6	12	11	5	16	-	16	16	16
	5%	*5%*	*5%*	*7%*	*8%*	*5%*	*3%*	*6%*	*7%*	*6%*	*6%*	*4%*	*7%*	*7%*	*6%*	*5%*	-	*6%*	*6%*	*5%*
On-line video rental services downloaded or streamed	**12**	9	10	12	8	10	7	12	8	4	10	7	12	9	4	12	-	12	12	12
	4%	*4%*	*4%*	*5%*	*5%*	*5%*	*4%*	*7%*	*6%*	*4%*	*5%*	*4%*	*6%*	*6%*	*4%*	*4%*	-	*4%*	*4%*	*4%*
Other TV or video channels available on-line	**10**	8	9	9	6	9	2	8	7	6	9	2	8	7	6	10	-	10	10	10
	3%	*4%*	*4%*	*4%*	*4%*	*4%*	*2%*	*4%*	*5%*	*6%*	*4%*	*2%*	*4%*	*5%*	*6%*	*3%*	-	*3%*	*3%*	*3%*
Video content on news websites	**10**	8	8	10	7	8	7	10	5	2	8	7	10	5	2	10	-	10	10	10
	3%	*4%*	*3%*	*4%*	*5%*	*4%*	*5%*	*6%*	*3%*	*2%*	*3%*	*5%*	*5%*	*4%*	*2%*	*3%*	-	*3%*	*3%*	*3%*
Paid Video On-demand content available through your subscription service provider	**7**	5	4	7	6	4	4	6	6	2	4	4	6	6	2	7	-	7	7	7
	2%	*2%*	*2%*	*3%*	*4%*	*2%*	*3%*	*3%*	*4%*	*2%*	*2%*	*3%*	*3%*	*4%*	*2%*	*2%*	-	*2%*	*2%*	*2%*
Video content that can be downloaded from the internet through your gaming console	**5**	2	3	5	5	3	2	4	3	1	3	2	5	3	1	5	-	5	5	5
	2%	*1%*	*1%*	*2%*	*3%*	*1%*	*2%*	*2%*	*2%*	*1%*	*1%*	*2%*	*2%*	*2%*	*1%*	*2%*	-	*2%*	*2%*	*2%*
Video content you have paid for on digital or on-line stores	**4**	2	3	4	4	3	2	3	3	-	3	2	4	3	-	4	-	4	4	4
	1%	*1%*	*1%*	*2%*	*3%*	*1%*	*1%*	*2%*	*2%*	-	*1%*	*1%*	*2%*	*2%*	-	*1%*	-	*1%*	*1%*	*1%*
Don't know	**11**	7	6	4	3	5	6	3	3	-	5	6	3	3	-	11	-	9	11	11
	4%	*3%*	*3%*	*2%*	*2%*	*3%*	*4%*	*2%*	*2%*	-	*2%*	*4%*	*2%*	*2%*	-	*4%*	-	*3%*	*4%*	*4%*
Not stated	**220**	156	163	172	101	152	106	119	99	68	157	107	128	104	72	214	6	208	205	214
	72%	*72%*	*72%*	*71%*	*70%*	*71%*	*72%*	*68%*	*69%*	*73%*	*72%*	*71%*	*68%*	*69%*	*74%*	*72%*	*100%*	*72%*	*71%*	*72%*

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

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 93

Q15a - Sex/sexually explicit content

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	303	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Net: Any YouTube	31	24	26	30	24	25	20	23	16	9	26	21	26	16	9	31	-	31	31	31
	10%	*11%*	*12%*	*12%*	*17%*	*12%*	*13%*	*13%*	*11%*	*10%*	*12%*	*14%*	*14%*	*11%*	*9%*	*10%*	-	*11%*	*11%*	*10%*

Prepared by BDRC Continental

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

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Base: All who have seen something of concern on any on-line or on-demand service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	328	225	55	86	211	135	193	107	48	10	41	167	118	285	54	67	157	64	221	210
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Effective Base	221	183	29	62	140	108	114	88	36	9	22	106	98	202	37	48	108	55	161	149
TV catch up services	23	16	5	4	18	14	9	11	3	2	6	7	9	16	5	6	8	4	13	13
	8%	8%	8%	5%	10%	10%	5%	11%	5%	17%	13%	5%	8%	6%	10%	10%	6%	8%	7%	7%
Free Video On-demand content available through your subscription service provider	20	16	1	7	11	11	9	11	2	-	3	9	8	17	2	3	13	2	14	16
	6%	8%	1%	9%	6%	8%	5%	11%	5%	-	6%	6%	7%	7%	3%	5%	9%	3%	7%	9%
YouTube videos uploaded by friends, family or other YouTube users	20	16	1	3	16	11	9	10	5	-	1	6	13	19	2	3	10	5	15	15
	6%	8%	2%	3%	8%	8%	5%	10%	11%	-	2%	4%	11%k	7%	4%	4%	7%	9%	8%	8%
Official YouTube channels from brands/ organisations you are familiar with	19	15	2	4	15	10	10	9	4	-	1	8	9	18	-	2	13	3	16	15
	6%	7%	3%	4%	8%	7%	6%	8%	7%	-	2%	6%	8%	7%	-	3%	10%	6%	9%	9%
Video content posted on social networking sites other than YouTube	16	8	5	5	9	6	10	4	2	2	1	3	12	14	3	5	7	4	11	12
	5%	4%	8%	6%	5%	4%	6%	3%	5%	19%	2%	2%	10%k	6%	6%	7%	5%	8%	6%	7%
On-line video rental services downloaded or streamed	12	9	2	3	10	6	6	5	2	1	1	4	7	11	2	4	6	1	7	9
	4%	5%	3%	3%	5%	5%	4%	5%	4%	7%	2%	3%	6%	4%	4%	6%	4%	2%	4%	5%
Other TV or video channels available on-line	10	9	*	2	8	3	7	3	1	1	-	6	4	10	3	4	3	2	5	5
	3%	5%	1%	2%	4%	2%	4%	3%	3%	7%	-	4%	3%	4%	6%	6%	2%	3%	2%	3%
Video content on news websites	10	7	1	4	6	5	4	4	2	1	-	6	3	9	-	1	5	3	8	9
	3%	4%	2%	4%	3%	4%	3%	4%	5%	7%	-	4%	3%	3%	-	2%	3%	6%	4%	5%
Paid Video On-demand content available through your subscription service provider	7	7	-	2	5	3	4	1	2	1	1	2	5	6	-	1	4	2	6	6
	2%	4%	-	3%	2%	2%	3%	1%	4%	7%	2%	1%	4%	2%	-	1%	3%	3%	3%	3%
Video content that can be downloaded from the internet through your gaming console	5	4	1	2	3	3	1	2	2	-	-	1	3	5	-	-	5	-	5	4
	2%	2%	1%	2%	1%	2%	1%	2%	4%	-	-	1%	3%	2%	-	-	3%	-	2%	2%
Video content you have paid for on digital or on-line stores	4	3	1	1	3	3	1	2	2	-	-	1	3	4	-	-	3	1	4	3
	1%	2%	1%	1%	2%	2%	1%	2%	4%	-	-	1%	3%	2%	-	-	2%	2%	2%	2%
Don't know	11	4	6	6	4	6	5	3	5	-	2	7	3	9	7	7	3	2	5	5
	4%	2%	9%	7%	2%	5%	3%	3%	11%	-	4%	5%	2%	4%	12%prs	10%prs	2%	4%	2%	3%
Not stated	220	141	46	62	133	90	129	67	30	6	32	111	76	187	32	38	104	38	142	128
	72%	72%	71%	72%	71%	66%	77%	65%	62%	64%	75%	77%	66%	72%	61%	60%	75%	70%	74%	71%

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 93

Q15a - Sex/sexually explicit content

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	**303**	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Net: Any YouTube	**31**	24	3	5	24	16	15	14	8	-	2	12	16	28	2	4	18	7	25	23
	10%	*12%*	*5%*	*6%*	*13%*	*12%*	*9%*	*14%*	*17%*	-	*4%*	*8%*	*14%*	*11%*	*4%*	*6%*	*13%*	*13%*	*13%*	*13%*

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

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Base: All who have seen something of concern on any on-line or on-demand service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**328**	328	-	-	258	70	270	58	67	181	40
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Effective Base	**221**	221	-	-	170	53	180	42	47	123	22
TV catch up services	**23**	23	-	-	19	4	21	2	7	12	3
	8%	*8%*	-	-	*8%*	*6%*	*8%*	*4%*	*10%*	*7%*	*8%*
Free Video On-demand content available through your subscription service provider	**20**	20	-	-	17	3	18	1	5	14	2
	6%	*6%*	-	-	*7%*	*4%*	*7%*	*3%*	*7%*	*8%*	*4%*
YouTube videos uploaded by friends, family or other YouTube users	**20**	20	-	-	18	1	20	-	3	14	2
	6%	*6%*	-	-	*7%*	*2%*	*8%*	-	*5%*	*8%*	*5%*
Official YouTube channels from brands/ organisations you are familiar with	**19**	19	-	-	19	1	19	-	8	14	2
	6%	*6%*	-	-	*8%*	*1%*	*8%*	-	*12%*	*8%*	*5%*
Video content posted on social networking sites other than YouTube	**16**	16	-	-	14	2	14	2	3	13	3
	5%	*5%*	-	-	*6%*	*3%*	*6%*	*4%*	*5%*	*7%*	*7%*
On-line video rental services downloaded or streamed	**12**	12	-	-	12	-	12	*	3	7	2
	4%	*4%*	-	-	*5%*	-	*5%*	*1%*	*4%*	*4%*	*5%*
Other TV or video channels available on-line	**10**	10	-	-	9	1	10	*	2	6	-
	3%	*3%*	-	-	*4%*	*1%*	*4%*	*1%*	*3%*	*4%*	-
Video content on news websites	**10**	10	-	-	9	1	9	*	3	6	1
	3%	*3%*	-	-	*4%*	*1%*	*4%*	*1%*	*4%*	*4%*	*4%*
Paid Video On-demand content available through your subscription service provider	**7**	7	-	-	7	-	7	*	1	6	-
	2%	*2%*	-	-	*3%*	-	*3%*	*1%*	*2%*	*3%*	-
Video content that can be downloaded from the internet through your gaming console	**5**	5	-	-	5	-	5	-	2	4	1
	2%	*2%*	-	-	*2%*	-	*2%*	-	*3%*	*2%*	*2%*
Video content you have paid for on digital or on-line stores	**4**	4	-	-	3	1	4	-	1	4	-
	1%	*1%*	-	-	*1%*	*1%*	*2%*	-	*1%*	*2%*	-
Don't know	**11**	11	-	-	9	2	11	-	2	10	-
	4%	*4%*	-	-	*4%*	*3%*	*4%*	-	*4%*	*6%*	-
Not stated	**220**	220	-	-	171	49	175	44	45	114	32
	72%	*72%*	-	-	*70%*	*83%*	*69%*	*92%*	*69%*	*66%*	*81%*

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

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Absolutes/col percents

Table 93

Q15a - Sex/sexually explicit content

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
	Total	Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Net: Any YouTube	**31**	31	-	-	29	2	31	-	9	22	4
	10%	*10%*	-	-	*12%*	*3%*	*12%*	-	*13%*	*13%*	*11%*

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

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Absolutes/col percents

Table 94

Q15a - Suicide

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	328	193	135	99	105	66	28	20	10	204	94	30	122	53	13	5	82	41	7	5	107	119	61	41	226	102
Base	303	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Effective Base	221	128	98	85	65	43	23	8	5	150	65	12	91	36	5	3	59	33	7	2	65	84	44	30	147	73
Video content posted on social networking sites other than YouTube	12	9	3	5	1	5	-	-	-	7	5	-	4	5	-	-	3	-	-	-	9	2	-	1	11	1
	4%	5%	2%	5%	1%	9%	-	-	-	3%	6%	-	3%	9%	-	-	4%	-	-	-	9%vy	2%	-	2%	5%	1%
TV catch up services	9	5	4	6	1	1	1	-	-	7	2	-	5	1	-	-	2	2	-	-	2	1	4	3	2	7
	3%	3%	3%	6%	1%	2%	2%	-	-	4%	2%	-	4%	1%	-	-	3%	5%	-	-	2%	1%	6%	7%	1%	6%
YouTube videos uploaded by friends, family or other YouTube users	7	4	3	4	2	-	1	-	-	6	1	-	4	-	-	-	3	1	-	-	2	4	-	1	5	1
	2%	2%	3%	4%	3%	-	2%	-	-	3%	1%	-	3%	-	-	-	4%	2%	-	-	2%	4%	-	3%	3%	1%
Official YouTube channels from brands/ organisations you are familiar with	6	4	2	2	1	1	2	-	-	4	2	-	2	2	-	-	1	1	-	-	2	3	-	1	5	1
	2%	2%	2%	2%	2%	1%	6%	-	-	2%	3%	-	2%	3%	-	-	2%	2%	-	-	2%	3%	-	2%	3%	1%
Video content on news websites	3	2	1	2	-	1	-	-	-	2	1	-	2	1	-	-	-	1	-	-	1	1	1	1	2	1
	1%	1%	1%	2%	-	2%	-	-	-	1%	1%	-	2%	1%	-	-	-	2%	-	-	1%	1%	1%	2%	1%	1%
Other TV or video channels available on-line	3	2	1	3	-	1	-	-	-	3	1	-	2	1	-	-	1	-	-	-	1	2	1	-	3	1
	1%	1%	1%	3%	-	1%	-	-	-	1%	1%	-	2%	1%	-	-	1%	-	-	-	1%	2%	1%	-	1%	1%
On-line video rental services downloaded or streamed	2	2	-	1	1	1	-	-	-	2	1	-	2	1	-	-	-	-	-	-	2	-	-	-	2	-
	1%	1%	-	1%	1%	1%	-	-	-	1%	1%	-	1%	1%	-	-	-	-	-	-	2%	-	-	-	1%	-
Free Video On-demand content available through your subscription service provider	2	2	1	-	1	1	1	-	-	1	2	-	1	1	-	-	-	1	-	-	2	-	-	1	2	1
	1%	1%	1%	-	1%	2%	2%	-	-	*	2%	-	1%	2%	-	-	-	2%	-	-	2%	-	-	2%	1%	1%
Video content you have paid for on digital or on-line stores	2	1	1	1	-	1	1	-	-	1	1	-	-	1	-	-	1	1	-	-	1	1	-	1	2	1
	1%	*	1%	1%	-	1%	2%	-	-	*	1%	-	-	1%	-	-	1%	2%	-	-	1%	1%	-	2%	1%	1%
Paid Video On-demand content available through your subscription service provider	2	2	-	-	1	1	-	-	-	1	1	-	1	1	-	-	-	-	-	-	-	2	-	-	2	-
	1%	1%	-	-	1%	1%	-	-	-	1%	1%	-	1%	1%	-	-	-	-	-	-	-	2%	-	-	1%	-
Video content that can be downloaded from the internet through your gaming console	1	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	1	-	1
	*	-	1%	-	-	-	2%	-	-	-	1%	-	-	-	-	-	-	2%	-	-	-	-	-	2%	-	1%
Don't know	10	7	3	3	1	*	-	6	-	4	*	6	1	-	6	-	2	*	-	-	7	1	*	2	8	2
	3%	4%	2%	3%	1%	1%	-	28%	-	2%	*	20%	1%	-	35%	-	3%	1%	-	-	7%	1%	1%	4%	4%	2%
Not stated	261	163	98	83	81	48	26	14	8	164	74	23	103	45	11	4	61	29	4	4	76	93	57	35	169	92
	86%	84%	90%	82%	93%	82%	94%	72%	100%	87%	86%	80%	87%	82%	65%	100%	88%	92%	100%	100%	78%	90%t	94%t	85%	84%	90%t
Net: Any YouTube	11	8	4	5	4	1	2	-	-	9	2	-	6	2	-	-	3	1	-	-	4	6	-	1	10	1
	4%	4%	3%	5%	4%	1%	6%	-	-	5%	3%	-	5%	3%	-	-	5%	2%	-	-	4%	6%	-	3%	5%	1%

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

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

bdrc continental providing intelligence

20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 94

Q15a - Suicide

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	328	246	80	189	130	1	15	39	31	27	37	15	20	49	62	295	16	8	9	85	64	146
Base	303	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Effective Base	221	165	54	133	83	1	8	31	23	20	34	10	18	44	52	205	10	7	6	58	50	98
Video content posted on social networking sites other than YouTube	12	9	2	2	10	-	1	-	1	-	-	1	1	1	1	7	-	-	5	2	-	5
	4%	4%	3%	1%	7%	-	3%	-	5%	-	-	5%	7%	2%	2%	2%	-	-	36%	2%	-	4%
TV catch up services	9	4	4	5	4	-	-	-	1	1	-	2	1	1	3	8	1	-	-	1	1	7
	3%	2%	6%	3%	3%	-	-	-	3%	3%	-	8%	3%	2%	7%	3%	3%	-	-	1%	2%	5%
YouTube videos uploaded by friends, family or other YouTube users	7	4	3	3	4	-	-	1	-	-	*	3	1	1	1	7	-	-	-	1	*	6
	2%	2%	4%	2%	3%	-	-	2%	-	-	1%	9%	7%	2%	2%	3%	-	-	-	1%	*	4%
Official YouTube channels from brands/ organisations you are familiar with	6	5	1	2	3	-	-	3	-	-	-	-	1	-	2	6	-	-	-	3	-	3
	2%	2%	1%	1%	2%	-	-	9%	-	-	-	-	3%	-	5%	2%	-	-	-	4%	-	2%
Video content on news websites	3	1	2	1	2	-	-	-	-	1	-	-	-	1	1	3	1	-	-	-	1	2
	1%	1%	2%	1%	1%	-	-	-	-	3%	-	-	-	2%	2%	1%	3%	-	-	-	1%	1%
Other TV or video channels available on-line	3	3	-	2	1	-	-	1	-	-	-	-	1	-	1	3	1	-	-	1	-	2
	1%	1%	-	1%	1%	-	-	2%	-	-	-	-	3%	-	2%	1%	3%	-	-	1%	-	1%
On-line video rental services downloaded or streamed	2	2	-	2	-	-	-	1	-	-	1	-	-	-	1	2	-	-	-	1	1	1
	1%	1%	-	1%	-	-	-	2%	-	-	3%	-	-	-	2%	1%	-	-	-	1%	1%	1%
Free Video On-demand content available through your subscription service provider	2	2	1	2	-	-	-	-	-	-	1	-	1	-	1	2	-	-	-	-	1	2
	1%	1%	1%	1%	-	-	-	-	-	-	3%	-	5%	-	2%	1%	-	-	-	-	1%	1%
Video content you have paid for on digital or on-line stores	2	2	1	1	1	-	-	1	-	-	-	-	-	-	1	2	-	-	-	1	-	1
	1%	1%	1%	1%	*	-	-	2%	-	-	-	-	-	-	3%	1%	-	-	-	1%	-	1%
Paid Video On-demand content available through your subscription service provider	2	2	-	1	1	-	-	-	-	-	-	1	-	1	-	2	-	-	-	-	-	2
	1%	1%	-	1%	1%	-	-	-	-	-	-	4%	-	2%	-	1%	-	-	-	-	-	2%
Video content that can be downloaded from the internet through your gaming console	1	-	1	1	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1
	*	-	1%	*	-	-	-	-	-	-	-	-	-	-	2%	*	-	-	-	-	-	*
Don't know	10	9	1	8	2	-	2	*	-	-	1	6	-	1	-	10	-	-	-	3	1	7
	3%	4%	1%	5%	1%	-	13%	1%	-	-	2%	20%	-	2%	-	4%	-	-	-	3%	1%	5%
Not stated	261	192	67	145	110	*	15	31	24	26	27	18	17	38	35	233	14	5	9	71	53	109
	86%	85%	88%	87%	85%	100%	84%	84%	92%	94%	94%	64%	88%	90%	87%	86%	97%	100%	64%	87%	94%	83%
Net: Any YouTube	11	9	3	4	6	-	-	4	-	-	*	3	1	1	2	11	-	-	-	4	*	7
	4%	4%	4%	2%	5%	-	-	11%	-	-	1%	9%	7%	2%	5%	4%	-	-	-	5%	*	5%

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

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

bdrc continental providing intelligence

20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 94

Q15a - Suicide

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**328**	250	251	265	168	237	174	195	149	110	247	176	212	159	113	325	3	317	319	325
Base	**303**	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Effective Base	**221**	183	179	192	135	169	124	154	105	91	177	126	166	113	91	219	3	214	226	219
Video content posted on social networking sites other than YouTube	**12**	6	11	12	4	11	3	5	10	3	11	3	5	10	3	12	-	12	12	12
	4%	*3%*	*5%*	*5%*	*3%*	*5%*	*2%*	*3%*	*7%*	*3%*	*5%*	*2%*	*3%*	*7%*	*3%*	*4%*	-	*4%*	*4%*	*4%*
TV catch up services	**9**	8	7	8	3	7	2	6	3	6	7	2	6	4	6	7	2	7	7	7
	3%	*3%*	*3%*	*3%*	*2%*	*3%*	*1%*	*3%*	*2%*	*7%*	*3%*	*1%*	*3%*	*2%*	*6%*	*2%*	*37%*	*2%*	*2%*	*2%*
YouTube videos uploaded by friends, family or other YouTube users	**7**	6	7	7	3	7	2	5	5	4	7	2	5	6	4	7	-	7	7	7
	2%	*3%*	*3%*	*3%*	*2%*	*3%*	*2%*	*3%*	*4%*	*4%*	*3%*	*2%*	*3%*	*4%*	*4%*	*2%*	-	*2%*	*2%*	*2%*
Official YouTube channels from brands/ organisations you are familiar with	**6**	6	3	5	4	3	5	5	5	1	3	5	5	5	1	6	-	6	6	6
	2%	*3%*	*1%*	*2%*	*3%*	*2%*	*4%*	*3%*	*3%*	*2%*	*1%*	*4%*	*3%*	*4%*	*1%*	*2%*	-	*2%*	*2%*	*2%*
Video content on news websites	**3**	1	2	2	2	2	1	2	1	-	2	1	2	1	-	3	-	3	3	3
	1%	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	-	*1%*	-	*1%*	*1%*	*1%*
Other TV or video channels available on-line	**3**	3	2	2	3	2	2	2	3	1	2	2	2	3	1	3	-	3	3	3
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
On-line video rental services downloaded or streamed	**2**	2	1	2	2	1	2	2	2	1	1	2	2	2	1	2	-	2	2	2
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Free Video On-demand content available through your subscription service provider	**2**	2	1	2	1	1	2	2	-	2	1	2	2	1	2	2	-	2	2	2
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	-	*2%*	*1%*	*2%*	*1%*	*	*2%*	*1%*	-	*1%*	*1%*	*1%*
Video content you have paid for on digital or on-line stores	**2**	2	1	2	1	1	1	2	2	1	1	1	2	2	1	2	-	2	2	2
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Paid Video On-demand content available through your subscription service provider	**2**	1	2	2	-	2	-	2	2	1	2	-	2	2	1	2	-	2	2	2
	1%	*1%*	*1%*	*1%*	-	*1%*	-	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Video content that can be downloaded from the internet through your gaming console	**1**	1	1	1	1	1	1	1	-	-	1	1	1	1	-	1	-	1	1	1
	*	*	*	*	*	*	*	*	-	-	*	*	*	*	-	*	-	*	*	*
Don't know	**10**	7	4	4	2	4	7	4	3	-	4	7	4	4	-	10	-	10	4	10
	3%	*3%*	*2%*	*2%*	*2%*	*2%*	*5%*	*2%*	*2%*	-	*2%*	*5%*	*2%*	*3%*	-	*3%*	-	*3%*	*1%*	*3%*
Not stated	**261**	188	194	210	130	182	131	152	118	78	189	132	164	125	82	257	4	249	254	257
	86%	*86%*	*86%*	*86%*	*90%*	*86%*	*88%*	*87%*	*83%*	*84%*	*86%*	*88%*	*87%*	*83%*	*84%*	*86%*	*63%*	*86%*	*88%*	*86%*

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

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

bdrc continental providing intelligence

20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 94

Q15a - Suicide

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	303	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Net: Any YouTube	11	10	9	10	6	9	6	8	9	5	9	6	8	10	5	11	-	11	11	11
	4%	*5%*	*4%*	*4%*	*4%*	*4%*	*4%*	*5%*	*6%*	*5%*	*4%*	*4%*	*4%*	*6%*	*5%*	*4%*	-	*4%*	*4%*	*4%*

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

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Base: All who have seen something of concern on any on-line or on-demand service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	328	225	55	86	211	135	193	107	48	10	41	167	118	285	54	67	157	64	221	210
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Effective Base	221	183	29	62	140	108	114	88	36	9	22	106	98	202	37	48	108	55	161	149
Video content posted on social networking sites other than YouTube	12	5	6	2	9	2	10	1	1	1	5	2	4	7	1	1	3	1	4	4
	4%	2%	10%	2%	5%	2%	6%	1%	2%	13%	12%	2%	4%	3%	2%	1%	2%	2%	2%	2%
TV catch up services	9	4	3	2	7	4	4	4	2	2	2	1	6	7	1	1	4	2	6	3
	3%	2%	5%	3%	4%	3%	3%	4%	5%	16%	6%	*	5%	3%	3%	2%	3%	3%	3%	2%
YouTube videos uploaded by friends, family or other YouTube users	7	7	*	1	6	2	5	2	1	1	-	4	3	7	3	3	2	-	2	2
	2%	3%	*	1%	3%	1%	3%	2%	1%	7%	-	3%	2%	3%	6%	5%	2%	-	1%	1%
Official YouTube channels from brands/ organisations you are familiar with	6	6	-	2	4	5	1	2	4	1	-	2	4	6	-	-	4	2	6	5
	2%	3%	-	2%	2%	4%	*	2%	8%	7%	-	2%	3%	2%	-	-	3%	4%	3%	3%
Video content on news websites	3	2	1	1	2	2	1	1	2	-	-	2	1	3	-	-	2	-	2	3
	1%	1%	1%	1%	1%	1%	1%	1%	4%	-	-	2%	1%	1%	-	-	1%	-	1%	1%
Other TV or video channels available on-line	3	3	1	1	2	1	2	1	1	-	-	1	2	3	-	-	2	-	2	2
	1%	1%	1%	1%	1%	1%	1%	1%	2%	-	-	1%	1%	1%	-	-	1%	-	1%	1%
On-line video rental services downloaded or streamed	2	2	-	2	-	2	1	2	1	-	-	1	1	2	-	-	2	-	2	2
	1%	1%	-	3%	-	1%	*	2%	2%	-	-	1%	1%	1%	-	-	2%	-	1%	1%
Free Video On-demand content available through your subscription service provider	2	1	1	2	-	1	1	1	1	1	-	2	1	2	-	-	2	-	2	1
	1%	1%	1%	3%	-	1%	1%	1%	1%	7%	-	1%	1%	1%	-	-	2%	-	1%	1%
Video content you have paid for on digital or on-line stores	2	2	-	1	1	1	1	1	1	1	-	2	1	2	1	1	1	-	1	1
	1%	1%	-	1%	*	1%	1%	1%	3%	7%	-	1%	1%	1%	2%	1%	1%	-	1%	1%
Paid Video On-demand content available through your subscription service provider	2	2	-	1	1	1	1	1	-	-	1	1	-	1	1	1	1	-	1	-
	1%	1%	-	1%	1%	1%	*	1%	-	-	2%	1%	-	*	2%	2%	1%	-	*	-
Video content that can be downloaded from the internet through your gaming console	1	1	-	1	-	1	-	1	1	1	-	-	1	1	-	-	1	-	1	1
	*	*	-	1%	-	*	-	1%	1%	7%	-	-	1%	*	-	-	*	-	*	*
Don't know	10	2	6	1	8	-	10	-	-	-	2	7	2	8	-	-	8	2	9	10
	3%	1%	9%	1%	4%	-	6%	-	-	-	4%	4%	1%	3%	-	-	6%	3%	5%	5%
Not stated	261	176	49	77	156	122	139	96	41	7	33	126	101	227	48	59	117	47	165	157
	86%	89%	75%	89%	83%	90%	83%	92%	85%	71%	77%	87%	88%	87%	91%	93%	85%	88%	86%	87%

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

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Absolutes/col percents

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Q15a - Suicide

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Base: All who have seen something of concern on any on-line or on-demand service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Net: Any YouTube	11	11	*	2	10	6	5	3	4	1	-	6	5	11	3	3	4	2	7	6
	4%	*6%*	*	*2%*	*5%*	*5%*	*3%*	*3%*	*8%*	*7%*	-	*4%*	*4%*	*4%*	*6%*	*5%*	*3%*	*4%*	*3%*	*3%*

Prepared by BDRC Continental

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

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Table 94

Q15a - Suicide

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**328**	328	-	-	258	70	270	58	67	181	40
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Effective Base	**221**	221	-	-	170	53	180	42	47	123	22
Video content posted on social networking sites other than YouTube	**12**	12	-	-	12	-	12	-	10	3	5
	4%	*4%*	-	-	*5%*	-	*5%*	-	*15%*	*2%*	*13%*
TV catch up services	**9**	9	-	-	8	1	9	-	5	2	5
	3%	*3%*	-	-	*3%*	*1%*	*3%*	-	*8%*	*1%*	*12%*
YouTube videos uploaded by friends, family or other YouTube users	**7**	7	-	-	7	-	7	-	3	2	*
	2%	*2%*	-	-	*3%*	-	*3%*	-	*5%*	*1%*	*1%*
Official YouTube channels from brands/ organisations you are familiar with	**6**	6	-	-	6	-	6	-	1	5	-
	2%	*2%*	-	-	*2%*	-	*2%*	-	*1%*	*3%*	-
Video content on news websites	**3**	3	-	-	3	-	3	-	1	1	2
	1%	*1%*	-	-	*1%*	-	*1%*	-	*1%*	*1%*	*4%*
Other TV or video channels available on-line	**3**	3	-	-	3	-	3	-	1	1	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*1%*	*1%*	-
On-line video rental services downloaded or streamed	**2**	2	-	-	2	-	2	-	2	2	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*3%*	*1%*	-
Free Video On-demand content available through your subscription service provider	**2**	2	-	-	2	-	2	-	1	1	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*1%*	*1%*	-
Video content you have paid for on digital or on-line stores	**2**	2	-	-	2	-	2	-	1	2	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*1%*	*1%*	-
Paid Video On-demand content available through your subscription service provider	**2**	2	-	-	2	-	2	-	1	1	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*2%*	*	-
Video content that can be downloaded from the internet through your gaming console	**1**	1	-	-	1	-	1	-	-	1	-
	*	*	-	-	*	-	*	-	-	*	-
Don't know	**10**	10	-	-	9	1	10	-	2	9	1
	3%	*3%*	-	-	*4%*	*1%*	*4%*	-	*2%*	*5%*	*2%*
Not stated	**261**	261	-	-	203	58	213	48	46	151	27
	86%	*86%*	-	-	*83%*	*97%d*	*83%*	*100%d*	*71%*	*87%*	*68%*

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

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

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Absolutes/col percents

Table 94

Q15a - Suicide

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Net: Any YouTube	**11**	11	-	-	11	-	11	-	4	7	*
	4%	*4%*	-	-	*5%*	-	*4%*	-	*6%*	*4%*	*1%*

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

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

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Absolutes/col percents

Table 95

Q15a - Trolling/on-line harassment (please think about video content itself rather than any comments made on it)
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	328	193	135	99	105	66	28	20	10	204	94	30	122	53	13	5	82	41	7	5	107	119	61	41	226	102
Base	303	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Effective Base	221	128	98	85	65	43	23	8	5	150	65	12	91	36	5	3	59	33	7	2	65	84	44	30	147	73
YouTube videos uploaded by friends, family or other YouTube users	15	7	9	8	3	3	1	-	-	11	4	-	5	2	-	-	7	2	-	-	10	5	-	-	15	-
	5%	3%	8%	8%	4%	5%	4%	-	-	6%	5%	-	4%	3%	-	-	9%	7%	-	-	10%xy	5%	-	-	8%y	-
Official YouTube channels from brands/ organisations you are familiar with	14	9	4	6	4	2	2	-	-	9	4	-	5	4	-	-	4	-	-	-	6	4	1	2	10	3
	4%	5%	4%	6%	4%	4%	7%	-	-	5%	5%	-	4%	8%	-	-	6%	-	-	-	6%	4%	2%	6%	5%	3%
Video content posted on social networking sites other than YouTube	10	6	5	5	1	3	1	-	-	6	5	-	2	3	-	-	3	1	-	-	6	4	-	-	10	-
	3%	3%	4%	5%	1%	6%	4%	-	-	3%	5%	-	2%	6%	-	-	5%	4%	-	-	6%y	4%	-	-	5%y	-
TV catch up services	5	3	2	2	2	2	-	-	-	3	2	-	2	1	-	-	1	1	-	-	1	3	1	-	4	1
	2%	2%	1%	2%	2%	3%	-	-	-	2%	2%	-	2%	1%	-	-	1%	3%	-	-	1%	3%	1%	-	2%	1%
Paid Video On-demand content available through your subscription service provider	5	4	1	2	1	2	-	-	-	2	2	-	2	2	-	-	1	-	-	-	2	3	-	-	5	-
	1%	2%	1%	2%	1%	4%	-	-	-	1%	3%	-	1%	4%	-	-	1%	-	-	-	2%	3%	-	-	2%	-
On-line video rental services downloaded or streamed	2	2	-	1	1	-	-	-	-	2	-	-	2	-	-	-	-	-	-	-	1	2	-	-	2	-
	1%	1%	-	1%	2%	-	-	-	-	1%	-	-	2%	-	-	-	-	-	-	-	1%	2%	-	-	1%	-
Free Video On-demand content available through your subscription service provider	2	2	-	-	1	1	-	-	-	1	1	-	1	1	-	-	-	-	-	-	1	1	-	-	2	-
	1%	1%	-	-	1%	1%	-	-	-	1%	1%	-	1%	1%	-	-	-	-	-	-	1%	1%	-	-	1%	-
Video content on news websites	1	-	1	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	1	-	-	1
	*	-	1%	1%	-	-	-	-	-	1%	-	-	-	-	-	-	1%	-	-	-	-	-	2%	-	-	1%
Video content you have paid for on digital or on-line stores	1	1	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-
	*	*	-	-	-	1%	-	-	-	-	1%	-	-	1%	-	-	-	-	-	-	1%	-	-	-	*	-
Video content that can be downloaded from the internet through your gaming console	1	1	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-
	*	*	-	-	-	1%	-	-	-	-	1%	-	-	1%	-	-	-	-	-	-	1%	-	-	-	*	-
Other TV or video channels available on-line	1	-	1	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-
	*	-	1%	1%	-	-	-	-	-	*	-	-	-	-	-	-	1%	-	-	-	1%	-	-	-	*	-
Don't know	5	3	1	-	3	1	-	-	-	3	1	-	3	-	-	-	-	1	-	-	-	4	*	-	4	*
	1%	2%	1%	-	4%	2%	-	-	-	2%	1%	-	3%	-	-	-	-	3%	-	-	-	4%	1%	-	2%	*
Not stated	268	173	95	87	77	51	25	20	8	164	75	28	105	48	16	4	60	27	4	4	82	88	59	39	170	98
	88%	89%	87%	86%	89%	86%	89%	100%	100%	87%	87%	100%	88%	88%	100%	100%	86%	86%	100%	100%	84%	85%	96%tx	94%	85%	95%ux

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

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Absolutes/col percents

Table 95

Q15a - Trolling/on-line harassment (please think about video content itself rather than any comments made on it)
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	**303**	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Net: Any YouTube	**23**	14	10	11	5	4	3	-	-	16	8	-	8	5	-	-	8	2	-	-	13	7	1	2	20	3
	8%	*7%*	*9%*	*10%*	*6%*	*7%*	*11%*	-	-	*8%*	*9%*	-	*7%*	*10%*	-	-	*11%*	*7%*	-	-	13%vy	*7%*	*2%*	*6%*	*10%*	*3%*

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	328	246	80	189	130	1	15	39	31	27	37	15	20	49	62	295	16	8	9	85	64	146
Base	303	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Effective Base	221	165	54	133	83	1	8	31	23	20	34	10	18	44	52	205	10	7	6	58	50	98
YouTube videos uploaded by friends, family or other YouTube users	15	14	2	12	3	-	-	1	1	*	1	3	1	4	2	14	-	-	1	2	2	11
	5%	6%	2%	7%	2%	-	-	2%	5%	2%	4%	12%	8%	10%	4%	5%	-	-	7%	3%	3%	8%
Official YouTube channels from brands/ organisations you are familiar with	14	12	1	8	6	-	1	2	-	1	-	2	-	2	3	11	-	-	3	3	1	7
	4%	5%	2%	5%	5%	-	5%	5%	-	4%	-	7%	-	5%	7%	4%	-	-	17%	4%	2%	5%
Video content posted on social networking sites other than YouTube	10	7	3	7	2	-	-	-	-	-	*	3	1	2	1	9	-	-	2	-	*	8
	3%	3%	4%	4%	1%	-	-	-	-	-	2%	12%	8%	5%	3%	3%	-	-	11%	-	1%	6%
TV catch up services	5	4	1	3	1	-	-	-	-	-	-	-	-	2	2	4	-	-	1	-	-	4
	2%	2%	1%	2%	1%	-	-	-	-	-	-	-	-	5%	4%	1%	-	-	7%	-	-	3%
Paid Video On-demand content available through your subscription service provider	5	5	-	2	2	-	-	-	-	-	-	-	-	2	1	3	-	-	2	-	-	3
	1%	2%	-	1%	2%	-	-	-	-	-	-	-	-	4%	3%	1%	-	-	11%	-	-	2%
On-line video rental services downloaded or streamed	2	2	-	2	1	-	-	-	-	-	1	-	-	1	1	2	-	-	-	-	1	2
	1%	1%	-	1%	*	-	-	-	-	-	3%	-	-	1%	2%	1%	-	-	-	-	1%	1%
Free Video On-demand content available through your subscription service provider	2	2	-	-	2	-	1	-	-	-	-	-	-	1	1	2	-	-	-	1	-	1
	1%	1%	-	-	1%	-	3%	-	-	-	-	-	-	1%	2%	1%	-	-	-	1%	-	1%
Video content on news websites	1	1	-	1	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	1	-
	*	*	-	1%	-	-	-	-	-	4%	-	-	-	-	-	*	-	-	-	-	2%	-
Video content you have paid for on digital or on-line stores	1	1	-	-	1	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1
	*	*	-	-	*	-	-	-	-	-	-	-	-	-	2%	*	-	-	-	-	-	*
Video content that can be downloaded from the internet through your gaming console	1	1	-	-	1	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1
	*	*	-	-	*	-	-	-	-	-	-	-	-	-	2%	*	-	-	-	-	-	*
Other TV or video channels available on-line	1	1	-	1	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1
	*	*	-	*	-	-	-	-	-	-	-	-	-	-	1%	*	-	-	-	-	-	*
Don't know	5	4	1	4	*	-	-	4	-	1	-	-	-	-	-	5	-	-	-	4	1	-
	1%	2%	1%	3%	*	-	-	10%mn	-	3%	-	-	-	-	-	2%	-	-	-	5%u	1%	-
Not stated	268	195	71	143	119	*	17	32	25	26	27	26	18	34	32	237	15	5	12	74	53	110
	88%	87%	92%	86%	92%	100%	92%	85%	95%	92%	95%	88%	92%	81%	80%	88%	100%	100%	83%	90%	93%	84%
Net: Any YouTube	23	20	3	15	8	-	1	2	1	1	1	3	1	6	4	21	-	-	3	4	3	14
	8%	9%	4%	9%	6%	-	5%	5%	5%	5%	4%	12%	8%	13%	9%	8%	-	-	17%	5%	4%	11%

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

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Absolutes/col percents

Table 95

Q15a - Trolling/on-line harassment (please think about video content itself rather than any comments made on it)
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**328**	250	251	265	168	237	174	195	149	110	247	176	212	159	113	325	3	317	319	325
Base	**303**	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Effective Base	**221**	183	179	192	135	169	124	154	105	91	177	126	166	113	91	219	3	214	226	219
YouTube videos uploaded by friends, family or other YouTube users	**15**	13	14	14	10	13	10	12	12	7	14	10	12	12	7	15	-	15	15	15
	5%	*6%*	*6%*	*6%*	*7%*	*6%*	*6%*	*7%*	*8%*	*7%*	*6%*	*6%*	*6%*	*8%*	*7%*	*5%*	-	*5%*	*5%*	*5%*
Official YouTube channels from brands/ organisations you are familiar with	**14**	13	10	11	8	10	10	10	12	1	10	10	10	12	1	14	-	14	14	14
	4%	*6%*	*5%*	*5%*	*6%*	*5%*	*7%*	*6%*	*8%*	*2%*	*5%*	*7%*	*5%*	*8%*	*2%*	*5%*	-	*5%*	*5%*	*5%*
Video content posted on social networking sites other than YouTube	**10**	10	9	9	7	9	10	7	8	3	9	10	7	8	3	10	-	10	10	10
	3%	*5%*	*4%*	*4%*	*5%*	*4%*	*6%*	*4%*	*5%*	*3%*	*4%*	*6%*	*4%*	*5%*	*3%*	*3%*	-	*4%*	*4%*	*3%*
TV catch up services	**5**	3	4	4	2	4	1	4	4	2	4	1	4	4	2	5	-	5	5	5
	2%	*1%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*3%*	*3%*	*2%*	*1%*	*2%*	*3%*	*2%*	*2%*	-	*2%*	*2%*	*2%*
Paid Video On-demand content available through your subscription service provider	**5**	3	3	4	-	3	3	4	3	1	3	3	4	3	1	5	-	5	5	5
	1%	*1%*	*1%*	*2%*	-	*1%*	*2%*	*2%*	*2%*	*1%*	*1%*	*2%*	*2%*	*2%*	*1%*	*2%*	-	*2%*	*2%*	*2%*
On-line video rental services downloaded or streamed	**2**	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	-	2	2	2
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	*2%*	*1%*	-	*1%*	*1%*	*1%*
Free Video On-demand content available through your subscription service provider	**2**	2	1	2	2	1	1	2	1	1	1	1	2	1	1	2	-	2	1	2
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*	*1%*
Video content on news websites	**1**	1	1	1	1	1	1	1	1	-	1	1	1	1	-	1	-	1	1	1
	*	*	*	*	*1%*	*	*1%*	*1%*	*1%*	-	*	*1%*	*1%*	*1%*	-	*	-	*	*	*
Video content you have paid for on digital or on-line stores	**1**	1	-	1	1	-	1	1	1	-	-	1	1	1	-	1	-	1	1	1
	*	*	-	*	*	-	*	*	*	-	-	*	*	*	-	*	-	*	*	*
Video content that can be downloaded from the internet through your gaming console	**1**	1	-	1	1	-	1	1	1	-	-	1	1	1	-	1	-	1	1	1
	*	*	-	*	*	-	*	*	*	-	-	*	*	*	-	*	-	*	*	*
Other TV or video channels available on-line	**1**	1	1	1	1	1	1	1	1	-	1	1	1	1	-	1	-	1	1	1
	*	*	*	*	*	*	*	*	*	-	*	*	*	*	-	*	-	*	*	*
Don't know	**5**	1	4	1	-	4	1	-	-	-	4	1	*	-	-	5	-	5	5	5
	1%	*	*2%*	*	-	*2%*	*1%*	-	-	-	*2%*	*1%*	*	-	-	*2%*	-	*2%*	*2%*	*2%*
Not stated	**268**	189	194	217	126	182	128	153	119	82	189	129	166	127	86	262	6	254	253	262
	88%	*87%*	*86%*	*89%*	*87%*	*86%*	*86%*	*87%*	*84%*	*88%*	*86%*	*86%*	*88%*	*85%*	*89%*	*88%*	*100%*	*88%*	*88%*	*88%*

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

Table 95

Q15a - Trolling/on-line harassment (please think about video content itself rather than any comments made on it)
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	303	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Net: Any YouTube	23	21	20	19	14	20	16	17	19	8	20	16	17	19	8	23	-	23	23	23
	8%	*10%*	*9%*	*8%*	*10%*	*9%*	*11%*	*10%*	*13%*	*8%*	*9%*	*11%*	*9%*	*13%*	*8%*	*8%*	-	*8%*	*8%*	*8%*

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

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Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	328	225	55	86	211	135	193	107	48	10	41	167	118	285	54	67	157	64	221	210
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Effective Base	221	183	29	62	140	108	114	88	36	9	22	106	98	202	37	48	108	55	161	149
YouTube videos uploaded by friends, family or other YouTube users	15	13	2	4	11	8	7	6	2	1	-	8	7	15	*	1	11	1	13	12
	5%	7%	3%	4%	6%	6%	4%	6%	3%	13%	-	6%	6%	6%	1%	2%	8%	2%	7%	7%
Official YouTube channels from brands/ organisations you are familiar with	14	12	1	3	10	6	7	4	2	1	-	8	5	14	-	3	9	1	10	9
	4%	6%	1%	4%	5%	5%	4%	4%	4%	10%	-	6%	5%	5%	-	4%	7%	1%	5%	5%
Video content posted on social networking sites other than YouTube	10	8	1	2	8	5	5	5	1	-	-	5	5	10	-	-	9	1	10	10
	3%	4%	1%	2%	4%	4%	3%	5%	2%	-	-	4%	4%	4%	-	-	6%	3%	5%	5%
TV catch up services	5	4	1	2	3	1	4	1	-	-	2	2	1	2	1	1	2	1	3	2
	2%	2%	1%	2%	2%	1%	2%	1%	-	-	6%	1%	1%	1%	1%	1%	2%	2%	2%	1%
Paid Video On-demand content available through your subscription service provider	5	4	1	3	2	2	2	2	1	-	1	3	1	4	-	-	5	-	5	2
	1%	2%	1%	3%	1%	2%	1%	2%	1%	-	2%	2%	*	1%	-	-	3%	-	2%	1%
On-line video rental services downloaded or streamed	2	2	-	2	1	2	1	2	-	-	-	2	-	2	-	-	2	-	2	2
	1%	1%	-	2%	*	1%	*	2%	-	-	-	2%	-	1%	-	-	2%	-	1%	1%
Free Video On-demand content available through your subscription service provider	2	2	-	1	1	1	1	-	1	-	-	2	-	2	-	-	2	-	2	2
	1%	1%	-	1%	*	*	1%	-	1%	-	-	1%	-	1%	-	-	1%	-	1%	1%
Video content on news websites	1	1	-	1	-	-	1	-	-	-	-	1	-	1	-	1	-	-	-	1
	*	1%	-	1%	-	-	1%	-	-	-	-	1%	-	*	-	2%	-	-	-	1%
Video content you have paid for on digital or on-line stores	1	1	-	1	-	1	-	-	1	-	-	1	-	1	-	-	1	-	1	1
	*	*	-	1%	-	*	-	-	1%	-	-	*	-	*	-	-	*	-	*	*
Video content that can be downloaded from the internet through your gaming console	1	1	-	1	-	1	-	-	1	-	-	1	-	1	-	-	1	-	1	1
	*	*	-	1%	-	*	-	-	1%	-	-	*	-	*	-	-	*	-	*	*
Other TV or video channels available on-line	1	1	-	-	1	-	1	-	-	-	-	1	-	1	-	-	1	-	1	1
	*	*	-	-	*	-	*	-	-	-	-	*	-	*	-	-	*	-	*	*
Don't know	5	4	-	-	5	4	*	4	1	-	-	3	1	5	-	-	5	-	5	5
	1%	2%	-	-	2%	3%	*	4%	2%	-	-	2%	1%	2%	-	-	3%	-	2%	3%
Not stated	268	167	60	77	162	118	150	90	43	7	41	126	100	226	52	60	111	50	162	153
	88%	85%	92%	90%	86%	87%	90%	86%	89%	77%	94%	87%	88%	87%	98%prs	94%p	81%	93%p	84%	85%

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

Table 95

Q15a - Trolling/on-line harassment (please think about video content itself rather than any comments made on it)
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Net: Any YouTube	23	20	3	6	16	12	12	8	3	2	-	14	10	23	*	3	17	2	19	17
	8%	10%	4%	7%	9%	8%	7%	7%	5%	23%	-	10%	8%	9%	1%	5%	12%	3%	10%	9%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**328**	328	-	-	258	70	270	58	67	181	40
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Effective Base	**221**	221	-	-	170	53	180	42	47	123	22
YouTube videos uploaded by friends, family or other YouTube users	**15**	15	-	-	14	1	15	-	6	11	1
	5%	*5%*	-	-	*6%*	*2%*	*6%*	-	*9%*	*6%*	*3%*
Official YouTube channels from brands/ organisations you are familiar with	**14**	14	-	-	13	1	14	-	3	10	1
	4%	*4%*	-	-	*5%*	*1%*	*5%*	-	*5%*	*6%*	*4%*
Video content posted on social networking sites other than YouTube	**10**	10	-	-	9	1	10	-	3	8	2
	3%	*3%*	-	-	*4%*	*2%*	*4%*	-	*5%*	*4%*	*4%*
TV catch up services	**5**	5	-	-	5	-	5	-	2	2	1
	2%	*2%*	-	-	*2%*	-	*2%*	-	*3%*	*1%*	*2%*
Paid Video On-demand content available through your subscription service provider	**5**	5	-	-	5	-	5	-	2	4	1
	1%	*1%*	-	-	*2%*	-	*2%*	-	*3%*	*2%*	*2%*
On-line video rental services downloaded or streamed	**2**	2	-	-	2	-	2	-	1	2	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*1%*	*1%*	-
Free Video On-demand content available through your subscription service provider	**2**	2	-	-	2	-	2	-	1	1	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*2%*	*1%*	-
Video content on news websites	**1**	1	-	-	1	-	1	-	-	1	-
	*	*	-	-	*	-	*	-	-	*1%*	-
Video content you have paid for on digital or on-line stores	**1**	1	-	-	1	-	1	-	1	1	-
	*	*	-	-	*	-	*	-	*1%*	*	-
Video content that can be downloaded from the internet through your gaming console	**1**	1	-	-	1	-	1	-	1	1	-
	*	*	-	-	*	-	*	-	*1%*	*	-
Other TV or video channels available on-line	**1**	1	-	-	1	-	1	-	-	1	-
	*	*	-	-	*	-	*	-	-	*	-
Don't know	**5**	5	-	-	5	-	5	-	-	5	-
	1%	*1%*	-	-	*2%*	-	*2%*	-	-	*3%*	-
Not stated	**268**	268	-	-	211	57	220	48	55	147	35
	88%	*88%*	-	-	*86%*	*97%d*	*86%*	*100%d*	*84%*	*85%*	*88%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 95

Q15a - Trolling/on-line harassment (please think about video content itself rather than any comments made on it)
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Net: Any YouTube	**23**	23	-	-	21	2	23	-	8	18	3
	8%	*8%*	-	-	*9%*	*3%*	*9%*	-	*12%*	*10%*	*6%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 96

Q15a - Violence (in general)
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	328	193	135	99	105	66	28	20	10	204	94	30	122	53	13	5	82	41	7	5	107	119	61	41	226	102
Base	303	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Effective Base	221	128	98	85	65	43	23	8	5	150	65	12	91	36	5	3	59	33	7	2	65	84	44	30	147	73
YouTube videos uploaded by friends, family or other YouTube users	30	19	11	9	9	5	4	2	*	18	9	3	13	4	2	*	6	4	*	-	11	13	2	4	24	6
	10%	10%	10%	9%	10%	8%	13%	12%	6%	10%	10%	10%	11%	7%	12%	13%	8%	14%	13%	-	11%	12%	3%	9%	12%	6%
Video content posted on social networking sites other than YouTube	29	16	12	14	8	3	2	*	*	23	5	1	14	2	-	-	8	3	*	*	13	12	1	3	25	3
	9%	8%	11%	14%	9%	6%	7%	2%	4%	12%	6%	3%	12%	4%	-	-	12%	10%	10%	8%	14%wy	11%w	1%	6%	13%wy	3%
Official YouTube channels from brands/ organisations you are familiar with	23	19	4	4	7	8	3	-	-	12	11	-	8	10	-	-	4	*	-	-	11	8	2	2	18	4
	7%	10%	4%	4%	9%	14%	10%	-	-	6%	13%	-	7%	19%t	-	-	5%	1%	-	-	11%	7%	4%	5%	9%	4%
TV catch up services	22	15	7	8	6	1	6	1	1	13	7	2	8	5	1	1	5	2	-	-	5	10	3	3	16	6
	7%	8%	6%	8%	7%	2%	20%	3%	12%	7%	8%	6%	7%	9%	4%	26%	7%	6%	-	-	6%	10%	5%	8%	8%	6%
Other TV or video channels available on-line	11	8	3	4	6	1	1	-	-	10	2	-	7	1	-	-	3	1	-	-	3	8	-	1	11	1
	4%	4%	3%	4%	7%	1%	2%	-	-	5%	2%	-	6%	2%	-	-	4%	2%	-	-	3%	7%v	-	2%	5%	1%
Video content on news websites	10	6	4	1	5	2	2	*	*	5	4	1	5	1	-	-	1	2	*	*	2	6	1	1	8	2
	3%	3%	3%	1%	5%	4%	5%	2%	4%	3%	4%	3%	4%	3%	-	-	1%	7%	13%	8%	2%	6%	1%	3%	4%	2%
On-line video rental services downloaded or streamed	8	7	1	1	1	1	1	4	-	2	2	4	2	1	4	-	-	1	-	-	1	5	1	1	6	1
	3%	3%	1%	1%	2%	2%	2%	18%	-	1%	2%	13%	2%	1%	23%	-	-	4%	-	-	1%	5%	1%	2%	3%	1%
Paid Video On-demand content available through your subscription service provider	8	7	1	2	4	-	1	-	-	6	1	-	6	1	-	-	-	1	-	-	1	5	1	1	6	1
	3%	4%	1%	2%	5%	-	5%	-	-	3%	2%	-	5%	1%	-	-	-	2%	-	-	1%	5%	1%	2%	3%	1%
Free Video On-demand content available through your subscription service provider	6	4	2	3	3	-	-	-	-	6	-	-	4	-	-	-	2	-	-	-	2	1	2	*	3	3
	2%	2%	2%	3%	3%	-	-	-	-	3%	-	-	3%	-	-	-	3%	-	-	-	2%	1%	4%	1%	2%	3%
Video content you have paid for on digital or on-line stores	5	3	2	1	3	-	1	-	-	4	1	-	3	-	-	-	1	1	-	-	1	4	-	-	5	-
	2%	2%	2%	1%	4%	-	3%	-	-	2%	1%	-	3%	-	-	-	1%	3%	-	-	1%	4%	-	-	3%	-
Video content that can be downloaded from the internet through your gaming console	2	1	1	1	-	-	1	-	-	1	1	-	1	-	-	-	-	1	-	-	2	-	-	-	2	-
	1%	1%	1%	1%	-	-	3%	-	-	1%	1%	-	1%	-	-	-	-	3%	-	-	2%	-	-	-	1%	-
Don't know	16	6	9	2	4	4	5	*	-	7	8	*	1	5	-	-	6	3	*	-	2	5	2	7	6	9
	5%	3%	9%	2%	5%	6%	16%	2%	-	4%	10%	2%	1%	9%t	-	-	8%	11%	11%	-	2%	4%	4%	16%	3%	9%
Not stated	204	131	73	75	61	39	11	13	7	136	49	19	88	31	10	2	48	18	3	4	62	68	49	26	129	75
	67%	68%	67%	74%j	70%	65%	38%	62%	78%	72%j	57%	67%	74%	56%	61%	62%	70%	58%	66%	92%	63%	65%	80%	63%	64%	73%

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 96

Q15a - Violence (in general)

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	**303**	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Net: Any YouTube	**43**	32	12	10	11	13	6	2	*	21	19	3	15	14	2	*	6	5	*	-	18	15	4	5	34	10
	14%	*16%*	*11%*	*10%*	*13%*	*21%*	*23%*	*12%*	*6%*	*11%*	22%ci	*10%*	*13%*	*26%*	*12%*	*13%*	*9%*	*16%*	*13%*	-	*19%*	*15%*	*7%*	*13%*	*17%*	*9%*

Prepared by BDRC Continental

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

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Absolutes/col percents

Table 96

Q15a - Violence (in general)

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	328	246	80	189	130	1	15	39	31	27	37	15	20	49	62	295	16	8	9	85	64	146
Base	303	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Effective Base	221	165	54	133	83	1	8	31	23	20	34	10	18	44	52	205	10	7	6	58	50	98
YouTube videos uploaded by friends, family or other YouTube users	30	21	9	17	12	-	*	5	2	2	1	6	1	6	3	27	1	-	2	8	3	16
	10%	9%	12%	10%	9%	-	3%	14%	7%	8%	3%	19%	4%	15%	8%	10%	8%	-	13%	9%	6%	12%
Video content posted on social networking sites other than YouTube	29	17	11	16	12	-	1	4	4	1	2	5	3	4	4	28	-	1	-	9	3	16
	9%	8%	15%	10%	9%	-	7%	10%	14%	4%	5%	16%	13%	10%	11%	10%	-	21%	-	11%	5%	12%
Official YouTube channels from brands/ organisations you are familiar with	23	21	2	14	8	-	1	5	*	1	1	2	-	2	2	15	1	-	6	7	2	6
	7%	9%	3%	9%	6%	-	5%	14%	1%	3%	5%	7%	-	5%	5%	6%	10%	-	42%	8%	4%	5%
TV catch up services	22	16	6	15	6	-	1	4	1	-	1	-	1	5	5	17	2	-	2	6	1	10
	7%	7%	7%	9%	5%	-	5%	12%	2%	-	3%	-	3%	11%	12%	6%	16%	-	16%	7%	1%	8%
Other TV or video channels available on-line	11	8	4	7	4	-	-	4	2	-	1	1	1	2	1	11	-	*	-	6	1	5
	4%	4%	5%	4%	3%	-	-	11%	6%	-	3%	4%	3%	5%	2%	4%	-	11%	-	7%	1%	4%
Video content on news websites	10	7	3	8	2	-	1	3	-	1	1	-	-	1	2	8	1	1	-	4	1	3
	3%	3%	4%	5%	1%	-	4%	9%	-	3%	2%	-	-	2%	5%	3%	3%	19%	-	5%	2%	2%
On-line video rental services downloaded or streamed	8	6	2	7	1	-	-	1	-	4	-	-	-	1	3	8	-	-	-	1	4	3
	3%	3%	3%	4%	1%	-	-	2%	-	13%	-	-	-	2%	7%	3%	-	-	-	1%	7%	3%
Paid Video On-demand content available through your subscription service provider	8	7	1	6	-	-	-	5	-	-	2	-	-	-	1	8	-	-	-	5	2	1
	3%	3%	1%	4%	-	-	-	13%m	-	-	6%	-	-	-	3%	3%	-	-	-	6%	3%	1%
Free Video On-demand content available through your subscription service provider	6	4	2	2	2	-	-	1	-	1	-	-	-	2	1	6	-	-	-	1	1	3
	2%	2%	2%	1%	2%	-	-	4%	-	4%	-	-	-	5%	3%	2%	-	-	-	2%	2%	3%
Video content you have paid for on digital or on-line stores	5	4	1	4	1	-	-	3	-	1	1	-	-	-	-	5	-	-	-	3	2	-
	2%	2%	1%	3%	1%	-	-	9%	-	3%	3%	-	-	-	-	2%	-	-	-	4%u	3%	-
Video content that can be downloaded from the internet through your gaming console	2	1	1	2	-	-	-	-	-	1	-	-	-	1	-	2	-	-	-	-	1	1
	1%	*	2%	1%	-	-	-	-	-	3%	-	-	-	3%	-	1%	-	-	-	-	2%	1%
Don't know	16	11	4	6	10	-	5	-	-	2	2	-	-	*	1	9	3	-	3	5	3	1
	5%	5%	6%	4%	7%	-	26%	-	-	6%	6%	-	-	1%	2%	3%	23%	-	22%	6%	6%	1%
Not stated	204	151	51	112	87	*	11	22	20	18	24	22	17	29	28	192	7	2	3	54	42	96
	67%	67%	67%	67%	67%	100%	59%	60%	77%	63%	84%g	76%	87%	68%	71%	71%	50%	50%	20%	65%	74%	74%
Net: Any YouTube	43	33	10	23	19	-	1	7	2	3	2	6	1	7	5	34	2	-	7	10	5	18
	14%	15%	13%	14%	15%	-	8%	19%	7%	12%	7%	19%	4%	17%	12%	13%	15%	-	49%	12%	9%	14%

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 96

Q15a - Violence (in general)

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	328	250	251	265	168	237	174	195	149	110	247	176	212	159	113	325	3	317	319	325
Base	303	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Effective Base	221	183	179	192	135	169	124	154	105	91	177	126	166	113	91	219	3	214	226	219
YouTube videos uploaded by friends, family or other YouTube users	30	19	25	23	18	24	12	14	16	7	25	12	18	16	8	30	-	28	30	30
	10%	9%	11%	9%	12%	11%	8%	8%	11%	8%	11%	8%	9%	11%	8%	10%	-	10%	10%	10%
Video content posted on social networking sites other than YouTube	29	18	25	25	16	24	15	14	15	7	25	15	17	16	7	29	-	29	29	29
	9%	8%	11%	10%	11%	11%	10%	8%	11%	7%	11%	10%	9%	11%	7%	10%	-	10%	10%	10%
Official YouTube channels from brands/ organisations you are familiar with	23	11	21	17	8	21	11	11	16	2	21	11	11	16	2	23	-	23	23	23
	7%	5%	9%	7%	5%	10%u	7%	6%	11%u	2%	10%u	7%	6%	10%u	2%	8%	-	8%	8%	8%
TV catch up services	22	17	15	19	13	15	13	12	10	10	15	13	14	10	10	22	-	22	21	22
	7%	8%	7%	8%	9%	7%	9%	7%	7%	11%	7%	9%	7%	7%	10%	7%	-	8%	7%	7%
Other TV or video channels available on-line	11	7	11	8	5	11	5	6	5	1	11	5	6	6	1	11	-	11	11	11
	4%	3%	5%	3%	4%	5%	3%	3%	4%	1%	5%	3%	3%	4%	1%	4%	-	4%	4%	4%
Video content on news websites	10	4	9	5	4	9	3	4	2	1	9	3	4	3	1	10	-	10	10	10
	3%	2%	4%	2%	3%	4%	2%	2%	1%	2%	4%	2%	2%	2%	2%	3%	-	3%	3%	3%
On-line video rental services downloaded or streamed	8	6	3	4	2	3	6	3	3	1	3	6	4	3	1	8	-	8	8	8
	3%	3%	1%	2%	1%	2%	4%	2%	2%	2%	1%	4%	2%	2%	1%	3%	-	3%	3%	3%
Paid Video On-demand content available through your subscription service provider	8	4	6	3	3	6	4	3	1	1	6	4	3	2	1	8	-	8	8	8
	3%	2%	2%	1%	2%	3%	2%	2%	1%	2%	3%	2%	2%	1%	1%	3%	-	3%	3%	3%
Free Video On-demand content available through your subscription service provider	6	5	6	5	4	6	4	3	2	3	6	4	4	3	3	6	-	6	6	6
	2%	2%	3%	2%	3%	3%	3%	2%	1%	3%	3%	3%	2%	2%	3%	2%	-	2%	2%	2%
Video content you have paid for on digital or on-line stores	5	-	5	2	2	5	-	1	2	-	5	-	2	2	-	5	-	5	5	5
	2%	-	2%u	1%	1%	2%	-	*	1%	-	2%	-	1%	1%	-	2%	-	2%	2%	2%
Video content that can be downloaded from the internet through your gaming console	2	1	2	2	2	2	1	1	2	-	2	1	2	2	-	2	-	2	2	2
	1%	1%	1%	1%	2%	1%	1%	1%	2%	-	1%	1%	1%	1%	-	1%	-	1%	1%	1%
Don't know	16	11	7	11	10	7	3	6	5	9	7	3	6	5	9	13	3	12	13	13
	5%	5%	3%	4%	7%	3%	2%	4%	3%	9%u	3%	2%	3%	3%	9%u	4%	48%	4%	4%	4%
Not stated	204	151	157	168	95	146	106	131	92	63	152	108	137	98	66	201	3	195	192	201
	67%	69%	70%	69%	66%	69%	72%	75%	65%	67%	69%	72%	73%	65%	68%	68%	52%	67%	67%	68%

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

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Absolutes/col percents

Table 96

Q15a - Violence (in general)

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**303**	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Net: Any YouTube	**43**	26	37	34	21	36	18	20	26	8	37	18	23	26	8	43	-	42	43	43
	14%	*12%*	*17%*	*14%*	*15%*	*17%*	*12%*	*11%*	*19%*	*9%*	*17%*	*12%*	*12%*	*18%*	*9%*	*15%*	-	*14%*	*15%*	*15%*

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

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Base: All who have seen something of concern on any on-line or on-demand service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	328	225	55	86	211	135	193	107	48	10	41	167	118	285	54	67	157	64	221	210
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Effective Base	221	183	29	62	140	108	114	88	36	9	22	106	98	202	37	48	108	55	161	149
YouTube videos uploaded by friends, family or other YouTube users	30	21	5	1	27	13	17	12	3	-	3	13	13	27	5	5	15	4	19	19
	10%	*11%c*	*8%*	*1%*	*14%c*	*9%*	*10%*	*12%*	*6%*	*-*	*7%*	*9%*	*12%*	*10%*	*9%*	*8%*	*11%*	*8%*	*10%*	*10%*
Video content posted on social networking sites other than YouTube	29	19	6	5	22	13	16	12	2	1	1	12	14	27	6	6	15	5	20	20
	9%	*10%*	*10%*	*6%*	*12%*	*9%*	*9%*	*11%*	*5%*	*7%*	*2%*	*9%*	*13%*	*10%*	*11%*	*9%*	*11%*	*9%*	*11%*	*11%*
Official YouTube channels from brands/ organisations you are familiar with	23	13	9	1	22	14	9	10	4	1	6	10	5	16	-	1	10	5	14	15
	7%	*7%*	*14%*	*1%*	*12%c*	*10%*	*5%*	*9%*	*8%*	*10%*	*15%*	*7%*	*5%*	*6%*	*-*	*2%*	*7%*	*8%*	*7%*	*8%*
TV catch up services	22	13	6	8	14	11	11	8	4	2	4	7	10	17	3	4	7	7	15	14
	7%	*7%*	*8%*	*9%*	*8%*	*8%*	*6%*	*7%*	*8%*	*17%*	*9%*	*5%*	*9%*	*7%*	*5%*	*6%*	*5%*	*14%*	*8%*	*8%*
Other TV or video channels available on-line	11	8	3	1	10	8	4	8	1	1	1	7	4	11	2	2	5	3	8	8
	4%	*4%*	*4%*	*1%*	*6%*	*5%*	*2%*	*7%*	*1%*	*7%*	*2%*	*5%*	*4%*	*4%*	*4%*	*3%*	*4%*	*6%*	*4%*	*5%*
Video content on news websites	10	7	2	1	9	8	2	6	3	1	*	6	3	9	1	2	6	1	8	8
	3%	*3%*	*3%*	*1%*	*5%*	*6%f*	*1%*	*6%*	*7%*	*7%*	*1%*	*4%*	*3%*	*3%*	*2%*	*3%*	*5%*	*3%*	*4%*	*5%*
On-line video rental services downloaded or streamed	8	2	5	5	3	6	1	2	6	1	1	5	1	6	4	4	3	1	4	4
	3%	*1%*	*7%*	*6%*	*2%*	*5%*	*1%*	*2%*	*12%g*	*7%*	*2%*	*3%*	*1%*	*2%*	*7%*	*6%*	*2%*	*3%*	*2%*	*2%*
Paid Video On-demand content available through your subscription service provider	8	7	-	1	6	7	1	5	3	1	-	6	2	8	-	-	5	2	7	7
	3%	*4%*	*-*	*2%*	*3%*	*5%f*	*	*5%*	*6%*	*7%*	*-*	*4%*	*2%*	*3%*	*-*	*-*	*4%*	*4%*	*4%*	*4%*
Free Video On-demand content available through your subscription service provider	6	3	2	1	4	3	3	3	1	-	*	2	3	5	-	-	3	3	6	5
	2%	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*3%*	*2%*	*-*	*1%*	*2%*	*3%*	*2%*	*-*	*-*	*2%*	*6%*	*3%*	*3%*
Video content you have paid for on digital or on-line stores	5	4	1	-	5	4	1	3	1	-	-	3	2	5	-	-	4	-	4	3
	2%	*2%*	*1%*	*-*	*3%*	*3%*	*	*3%*	*2%*	*-*	*-*	*2%*	*1%*	*2%*	*-*	*-*	*3%*	*-*	*2%*	*2%*
Video content that can be downloaded from the internet through your gaming console	2	-	2	-	2	2	-	1	1	-	-	-	2	2	-	-	1	1	2	1
	1%	*-*	*3%*	*-*	*1%*	*2%*	*-*	*1%*	*2%*	*-*	*-*	*-*	*2%*	*1%*	*-*	*-*	*1%*	*2%*	*1%*	*1%*
Don't know	16	9	7	7	4	6	10	2	3	1	6	4	5	10	7	7	4	-	4	5
	5%	*4%*	*11%*	*8%*	*2%*	*4%*	*6%*	*2%*	*6%*	*11%*	*14%*	*3%*	*5%*	*4%*	*12%pqrs*	*10%qrs*	*3%*	*-*	*2%*	*3%*
Not stated	204	138	35	60	122	89	115	73	27	6	23	104	76	181	28	37	101	38	139	128
	67%	*70%*	*53%*	*70%*	*65%*	*65%*	*69%*	*71%*	*58%*	*65%*	*54%*	*72%*	*67%*	*70%*	*54%*	*58%*	*73%n*	*70%*	*72%n*	*72%n*

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

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

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Absolutes/col percents

Table 96

Q15a - Violence (in general)

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Net: Any YouTube	43	27	13	2	39	19	24	14	6	1	9	18	15	33	5	7	18	8	25	25
	14%	14%c	*20%*	*2%*	21%c	*14%*	*14%*	*14%*	*13%*	*10%*	*21%*	*13%*	*13%*	*13%*	*9%*	*10%*	*13%*	*14%*	*13%*	*14%*

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

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Base: All who have seen something of concern on any on-line or on-demand service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**328**	328	-	-	258	70	270	58	67	181	40
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Effective Base	**221**	221	-	-	170	53	180	42	47	123	22
YouTube videos uploaded by friends, family or other YouTube users	**30**	30	-	-	29	1	30	-	5	19	2
	10%	*10%*	-	-	12%e	*2%*	12%g	-	*8%*	*11%*	*5%*
Video content posted on social networking sites other than YouTube	**29**	29	-	-	29	-	29	-	7	21	2
	9%	*9%*	-	-	12%e	-	11%g	-	*10%*	*12%*	*4%*
Official YouTube channels from brands/ organisations you are familiar with	**23**	23	-	-	23	-	23	-	8	14	7
	7%	*7%*	-	-	9%e	-	9%g	-	*12%*	*8%*	*18%*
TV catch up services	**22**	22	-	-	22	*	22	*	5	12	3
	7%	*7%*	-	-	9%e	*1%*	*8%*	*1%*	*7%*	*7%*	*7%*
Other TV or video channels available on-line	**11**	11	-	-	11	-	11	-	1	6	2
	4%	*4%*	-	-	*5%*	-	*5%*	-	*2%*	*4%*	*4%*
Video content on news websites	**10**	10	-	-	8	2	10	-	1	6	2
	3%	*3%*	-	-	*3%*	*3%*	*4%*	-	*2%*	*4%*	*4%*
On-line video rental services downloaded or streamed	**8**	8	-	-	8	-	8	-	1	6	1
	3%	*3%*	-	-	*3%*	-	*3%*	-	*1%*	*3%*	*2%*
Paid Video On-demand content available through your subscription service provider	**8**	8	-	-	8	-	8	-	1	7	-
	3%	*3%*	-	-	*3%*	-	*3%*	-	*1%*	*4%*	-
Free Video On-demand content available through your subscription service provider	**6**	6	-	-	6	-	6	-	2	3	2
	2%	*2%*	-	-	*2%*	-	*2%*	-	*3%*	*2%*	*5%*
Video content you have paid for on digital or on-line stores	**5**	5	-	-	5	-	5	-	-	4	-
	2%	*2%*	-	-	*2%*	-	*2%*	-	-	*3%*	-
Video content that can be downloaded from the internet through your gaming console	**2**	2	-	-	2	-	2	-	-	2	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	-	*1%*	-
Don't know	**16**	16	-	-	12	4	12	4	2	7	2
	5%	*5%*	-	-	*5%*	*6%*	*5%*	*7%*	*2%*	*4%*	*4%*
Not stated	**204**	204	-	-	152	53	160	44	44	114	25
	67%	*67%*	-	-	*62%*	89%d	*63%*	92%d	*67%*	*66%*	*64%*

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

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Absolutes/col percents

Table 96

Q15a - Violence (in general)

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
	Total	Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Net: Any YouTube	**43**	43	-	-	42	1	43	-	12	25	9
	14%	*14%*	-	-	*17%*	*2%*	*17%*	-	*19%*	*15%*	*22%*

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

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Absolutes/col percents

Table 97

Q15a - Welfare of children or young people
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	328	193	135	99	105	66	28	20	10	204	94	30	122	53	13	5	82	41	7	5	107	119	61	41	226	102
Base	303	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Effective Base	221	128	98	85	65	43	23	8	5	150	65	12	91	36	5	3	59	33	7	2	65	84	44	30	147	73
TV catch up services	15	5	10	10	3	1	1	-	-	13	2	-	5	-	-	-	8	2	-	-	3	8	3	2	11	5
	5%	3%	9%a	10%	3%	1%	4%	-	-	7%	2%	-	4%	-	-	-	11%	7%	-	-	3%	8%	4%	5%	5%	4%
Official YouTube channels from brands/ organisations you are familiar with	14	6	8	6	2	2	5	-	-	7	6	-	2	4	-	-	5	2	-	-	6	4	1	3	10	4
	4%	3%	7%	6%	2%	3%	17%	-	-	4%	7%	-	2%	7%	-	-	8%	7%	-	-	6%	4%	1%	7%	5%	3%
YouTube videos uploaded by friends, family or other YouTube users	10	5	5	5	1	1	3	*	-	7	3	*	3	2	*	-	4	2	-	-	5	3	1	1	9	2
	3%	3%	5%	5%	1%	2%	9%	2%	-	3%	4%	1%	2%	3%	2%	-	5%	5%	-	-	6%	3%	2%	2%	4%	2%
Video content posted on social networking sites other than YouTube	10	3	6	4	1	3	2	-	-	5	5	-	1	3	-	-	4	3	-	-	6	3	1	-	9	1
	3%	2%	6%	4%	1%	6%	7%	-	-	2%	6%	-	1%	5%	-	-	5%	9%	-	-	7%	3%	1%	-	4%	1%
Free Video On-demand content available through your subscription service provider	6	4	2	4	-	1	1	-	-	4	2	-	3	1	-	-	2	1	-	-	1	1	3	2	1	5
	2%	2%	2%	4%	-	1%	4%	-	-	2%	2%	-	2%	2%	-	-	2%	2%	-	-	1%	1%	5%	5%	1%	5%x
On-line video rental services downloaded or streamed	5	4	1	3	1	1	1	-	-	4	1	-	3	1	-	-	1	-	-	-	1	2	-	1	3	1
	2%	2%	1%	3%	1%	1%	2%	-	-	2%	1%	-	2%	2%	-	-	1%	-	-	-	2%	2%	-	3%	2%	1%
Other TV or video channels available on-line	4	1	2	2	1	1	-	-	-	3	1	-	1	-	-	-	2	1	-	-	-	1	2	1	1	3
	1%	1%	2%	2%	1%	1%	-	-	-	2%	1%	-	1%	-	-	-	2%	3%	-	-	-	1%	3%	3%	*	3%
Paid Video On-demand content available through your subscription service provider	2	1	1	1	1	-	-	-	-	2	-	-	1	-	-	-	1	-	-	-	-	-	1	1	-	2
	1%	1%	1%	1%	1%	-	-	-	-	1%	-	-	1%	-	-	-	1%	-	-	-	-	-	1%	3%	-	2%
Video content on news websites	2	-	2	-	1	1	-	-	-	1	1	-	-	-	-	-	1	1	-	-	-	1	1	1	1	2
	1%	-	2%	-	2%	1%	-	-	-	1%	1%	-	-	-	-	-	2%	2%	-	-	-	*	1%	2%	*	2%
Video content you have paid for on digital or on-line stores	2	1	1	1	-	-	1	-	-	1	1	-	1	-	-	-	-	1	-	-	1	-	-	1	1	1
	1%	*	1%	1%	-	-	2%	-	-	1%	1%	-	1%	-	-	-	-	2%	-	-	1%	-	-	2%	*	1%
Video content that can be downloaded from the internet through your gaming console	1	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	1	-	1
	*	-	1%	-	-	-	2%	-	-	-	1%	-	-	-	-	-	-	2%	-	-	-	-	-	2%	-	1%
Don't know	5	1	4	*	4	-	1	-	-	4	1	-	-	1	-	-	4	-	-	-	*	-	1	4	*	5
	2%	1%	4%	*	5%	-	4%	-	-	2%	1%	-	-	2%	-	-	6%	-	-	-	*	-	2%	9%	*	5%ux
Not stated	254	173	81	80	76	51	19	20	8	156	70	28	108	45	16	4	48	25	4	4	82	86	52	34	168	86
	84%	89%b	74%	79%	87%	86%	68%	98%	100%	83%	81%	99%	90%	83%	98%	100%	70%	77%	100%	100%	84%	83%	85%	82%	84%	84%
Net: Any YouTube	20	11	9	8	3	2	7	*	-	11	9	*	5	6	*	-	6	3	-	-	9	6	2	3	16	5
	7%	6%	8%	8%	3%	4%	24%	2%	-	6%	10%	1%	4%	11%	2%	-	9%	10%	-	-	10%	6%	3%	7%	8%	5%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	328	246	80	189	130	1	15	39	31	27	37	15	20	49	62	295	16	8	9	85	64	146
Base	303	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Effective Base	221	165	54	133	83	1	8	31	23	20	34	10	18	44	52	205	10	7	6	58	50	98
TV catch up services	15	12	3	7	8	-	-	-	1	-	4	-	1	2	4	12	2	1	1	1	4	7
	5%	5%	4%	4%	6%	-	-	-	3%	-	14%g	-	3%	4%	11%g	4%	10%	12%	9%	1%	7%	5%
Official YouTube channels from brands/ organisations you are familiar with	14	11	2	9	5	-	2	2	-	1	2	2	3	-	2	14	-	-	-	4	3	8
	4%	5%	3%	5%	4%	-	10%	5%	-	3%	6%	7%	15%	-	6%	5%	-	-	-	4%	5%	6%
YouTube videos uploaded by friends, family or other YouTube users	10	8	2	8	3	-	-	-	-	*	-	5	1	-	3	9	1	-	-	-	*	9
	3%	4%	3%	5%	2%	-	-	-	-	2%	-	16%	5%	-	8%m	3%	8%	-	-	-	1%	7%q
Video content posted on social networking sites other than YouTube	10	8	1	6	3	-	1	1	-	2	-	3	1	2	1	10	-	-	-	2	2	6
	3%	4%	1%	4%	2%	-	4%	2%	-	7%	-	12%	3%	4%	2%	4%	-	-	-	2%	3%	5%
Free Video On-demand content available through your subscription service provider	6	6	1	6	-	-	-	1	-	2	1	-	1	-	1	6	-	-	-	1	3	2
	2%	3%	1%	4%	-	-	-	4%	-	5%	5%	-	4%	-	3%	2%	-	-	-	2%	5%	2%
On-line video rental services downloaded or streamed	5	5	-	3	-	-	-	2	-	-	1	-	-	1	1	5	-	-	-	2	1	1
	2%	2%	-	2%	-	-	-	5%	-	-	5%	-	-	2%	2%	2%	-	-	-	2%	2%	1%
Other TV or video channels available on-line	4	4	-	1	2	-	-	-	-	-	1	-	1	1	-	3	1	-	-	-	1	2
	1%	2%	-	1%	2%	-	-	-	-	-	5%	-	3%	2%	-	1%	6%	-	-	-	2%	1%
Paid Video On-demand content available through your subscription service provider	2	2	-	1	1	-	-	-	-	-	1	-	-	1	-	2	-	-	-	-	1	1
	1%	1%	-	1%	1%	-	-	-	-	-	5%	-	-	2%	-	1%	-	-	-	-	2%	1%
Video content on news websites	2	1	1	1	2	-	-	-	-	1	1	-	-	1	-	2	-	-	-	-	1	1
	1%	1%	1%	*	1%	-	-	-	-	3%	2%	-	-	2%	-	1%	-	-	-	-	2%	1%
Video content you have paid for on digital or on-line stores	2	1	1	2	-	-	-	-	-	-	-	-	-	-	2	2	-	-	-	-	-	2
	1%	*	1%	1%	-	-	-	-	-	-	-	-	-	-	4%	1%	-	-	-	-	-	1%
Video content that can be downloaded from the internet through your gaming console	1	-	1	1	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1
	*	-	1%	*	-	-	-	-	-	-	-	-	-	-	2%	*	-	-	-	-	-	*
Don't know	5	5	*	1	4	-	4	1	-	-	-	-	-	-	*	5	-	-	-	5	-	*
	2%	2%	1%	1%	3%	-	21%	3%	-	-	-	-	-	-	1%	2%	-	-	-	6%u	-	*
Not stated	254	184	69	139	109	*	13	31	26	23	24	24	16	38	30	225	12	4	13	69	47	109
	84%	82%	90%	84%	85%	100%	69%	83%	97%	81%	84%	84%	81%	89%	76%	83%	82%	88%	91%	84%	83%	83%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	303	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Net: Any YouTube	20	17	3	14	7	-	2	2	-	1	2	5	3	-	5	19	1	-	-	4	3	12
	7%	*8%*	*4%*	*8%*	*5%*	-	*10%*	*5%*	-	*4%*	*6%*	*16%*	*15%*	-	12%	*7%*	*8%*	-	-	*4%*	*5%*	*10%*

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**328**	250	251	265	168	237	174	195	149	110	247	176	212	159	113	325	3	317	319	325
Base	**303**	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Effective Base	**221**	183	179	192	135	169	124	154	105	91	177	126	166	113	91	219	3	214	226	219
TV catch up services	**15**	14	13	13	9	13	11	12	7	6	13	11	12	9	6	15	-	15	15	15
	5%	*6%*	*6%*	*5%*	*6%*	*6%*	*7%*	*7%*	*5%*	*7%*	*6%*	*7%*	*6%*	*6%*	*6%*	*5%*	-	*5%*	*5%*	*5%*
Official YouTube channels from brands/ organisations you are familiar with	**14**	12	11	12	7	11	10	10	9	4	11	10	10	10	4	14	-	14	14	14
	4%	*5%*	*5%*	*5%*	*5%*	*5%*	*7%*	*6%*	*6%*	*4%*	*5%*	*6%*	*6%*	*7%*	*4%*	*5%*	-	*5%*	*5%*	*5%*
YouTube videos uploaded by friends, family or other YouTube users	**10**	9	9	8	6	9	6	7	5	3	9	6	7	6	3	10	-	10	10	10
	3%	*4%*	*4%*	*3%*	*4%*	*4%*	*4%*	*4%*	*3%*	*3%*	*4%*	*4%*	*4%*	*4%*	*3%*	*3%*	-	*4%*	*4%*	*3%*
Video content posted on social networking sites other than YouTube	**10**	9	9	10	7	8	8	5	6	2	9	8	7	6	2	10	-	10	10	10
	3%	*4%*	*4%*	*4%*	*5%*	*4%*	*5%*	*3%*	*4%*	*2%*	*4%*	*5%*	*4%*	*4%*	*2%*	*3%*	-	*3%*	*3%*	*3%*
Free Video On-demand content available through your subscription service provider	**6**	6	6	6	5	6	5	6	3	4	6	5	6	4	4	6	-	6	6	6
	2%	*3%*	*3%*	*3%*	*4%*	*3%*	*3%*	*4%*	*2%*	*4%*	*3%*	*3%*	*3%*	*3%*	*4%*	*2%*	-	*2%*	*2%*	*2%*
On-line video rental services downloaded or streamed	**5**	4	3	5	4	3	4	5	5	3	3	4	5	5	3	5	-	5	5	5
	2%	*2%*	*2%*	*2%*	*3%*	*2%*	*3%*	*3%*	*3%*	*3%*	*2%*	*3%*	*3%*	*3%*	*3%*	*2%*	-	*2%*	*2%*	*2%*
Other TV or video channels available on-line	**4**	4	4	4	3	4	3	4	3	1	4	3	4	3	1	4	-	4	4	4
	1%	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Paid Video On-demand content available through your subscription service provider	**2**	2	2	2	2	2	2	2	1	1	2	2	2	1	1	2	-	2	2	2
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Video content on news websites	**2**	1	2	1	1	2	1	1	1	-	2	1	1	1	-	2	-	2	2	2
	1%	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	-	*1%*	*1%*	*1%*	*	-	*1%*	-	*1%*	*1%*	*1%*
Video content you have paid for on digital or on-line stores	**2**	2	1	2	2	1	2	2	1	-	1	2	2	2	-	2	-	2	2	2
	1%	*1%*	*	*1%*	*1%*	*	*1%*	*1%*	*1%*	-	*	*1%*	*1%*	*1%*	-	*1%*	-	*1%*	*1%*	*1%*
Video content that can be downloaded from the internet through your gaming console	**1**	1	1	1	1	1	1	1	-	-	1	1	1	1	-	1	-	1	1	1
	*	*	*	*	*	*	*	*	-	-	*	*	*	*	-	*	-	*	*	*
Don't know	**5**	*	5	5	5	5	*	2	1	-	5	*	2	1	-	5	-	5	5	5
	2%	*	*2%*	*2%*	*3%*	*3%*	*	*1%*	*1%*	-	*2%*	*	*1%*	*1%*	-	*2%*	-	*2%*	*2%*	*2%*
Not stated	**254**	179	183	201	114	173	119	143	119	78	178	121	154	124	82	248	6	240	239	248
	84%	*83%*	*82%*	*83%*	*79%*	*81%*	*80%*	*82%*	*83%*	*83%*	*81%*	*81%*	*82%*	*83%*	*84%*	*83%*	*100%*	*83%*	*83%*	*83%*

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

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

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Absolutes/col percents

Table 97

Q15a - Welfare of children or young people
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	303	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Net: Any YouTube	20	17	16	16	10	16	13	13	11	7	16	13	14	13	7	20	-	20	20	20
	7%	*8%*	*7%*	*7%*	*7%*	*7%*	*9%*	*7%*	*8%*	*8%*	*7%*	*9%*	*7%*	*9%*	*7%*	*7%*	-	*7%*	*7%*	*7%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
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Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	**328**	225	55	86	211	135	193	107	48	10	41	167	118	285	54	67	157	64	221	210
Base	**303**	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Effective Base	**221**	183	29	62	140	108	114	88	36	9	22	106	98	202	37	48	108	55	161	149
TV catch up services	**15**	12	2	8	8	8	7	7	2	1	3	8	4	12	2	2	10	3	13	12
	5%	*6%*	*3%*	*9%*	*4%*	*6%*	*4%*	*7%*	*5%*	*7%*	*7%*	*6%*	*3%*	*5%*	*3%*	*3%*	*7%*	*6%*	*7%*	*6%*
Official YouTube channels from brands/ organisations you are familiar with	**14**	10	3	3	11	10	4	8	4	2	1	4	9	13	1	3	9	1	10	10
	4%	*5%*	*4%*	*3%*	*6%*	*7%*	*2%*	*8%*	*9%*	*17%*	*2%*	*3%*	*8%*	*5%*	*1%*	*4%*	*6%*	*2%*	*5%*	*6%*
YouTube videos uploaded by friends, family or other YouTube users	**10**	8	1	3	7	5	5	5	2	1	-	5	5	10	1	1	7	*	8	7
	3%	*4%*	*2%*	*3%*	*4%*	*4%*	*3%*	*5%*	*3%*	*7%*	-	*4%*	*4%*	*4%*	*2%*	*2%*	*5%*	*1%*	*4%*	*4%*
Video content posted on social networking sites other than YouTube	**10**	6	1	-	8	5	5	5	2	-	1	1	8	9	-	-	9	1	10	8
	3%	*3%*	*1%*	-	*4%*	*4%*	*3%*	*5%*	*3%*	-	*2%*	*1%*	*7%*	*4%*	-	-	*6%*	*2%*	*5%*	*5%*
Free Video On-demand content available through your subscription service provider	**6**	5	-	5	1	5	1	5	1	1	-	4	3	6	2	2	2	2	4	5
	2%	*3%*	-	*6%d*	*1%*	*4%*	*	*5%*	*3%*	*7%*	-	*2%*	*2%*	*2%*	*3%*	*2%*	*1%*	*4%*	*2%*	*3%*
On-line video rental services downloaded or streamed	**5**	5	-	2	3	4	1	2	2	-	-	2	3	5	-	-	3	2	5	5
	2%	*2%*	-	*2%*	*2%*	*3%*	*	*2%*	*4%*	-	-	*1%*	*2%*	*2%*	-	-	*2%*	*4%*	*2%*	*3%*
Other TV or video channels available on-line	**4**	4	-	1	2	3	1	2	1	-	-	3	1	4	-	-	2	1	3	4
	1%	*2%*	-	*2%*	*1%*	*2%*	*	*2%*	*2%*	-	-	*2%*	*1%*	*1%*	-	-	*1%*	*2%*	*1%*	*2%*
Paid Video On-demand content available through your subscription service provider	**2**	2	-	1	1	2	-	2	-	-	-	2	-	2	-	-	1	1	2	2
	1%	*1%*	-	*2%*	*	*2%*	-	*2%*	-	-	-	*2%*	-	*1%*	-	-	*1%*	*2%*	*1%*	*1%*
Video content on news websites	**2**	1	-	-	2	2	1	1	1	-	-	2	-	2	-	1	1	1	2	2
	1%	*1%*	-	-	*1%*	*1%*	*	*1%*	*2%*	-	-	*1%*	-	*1%*	-	*1%*	*1%*	*2%*	*1%*	*1%*
Video content you have paid for on digital or on-line stores	**2**	2	-	2	-	2	-	2	2	1	-	-	2	2	-	-	2	-	2	2
	1%	*1%*	-	*2%*	-	*1%*	-	*2%*	*3%*	*7%*	-	-	*1%*	*1%*	-	-	*1%*	-	*1%*	*1%*
Video content that can be downloaded from the internet through your gaming console	**1**	1	-	1	-	1	-	1	1	1	-	-	1	1	-	-	1	-	1	1
	*	*	-	*1%*	-	*	-	*1%*	*1%*	*7%*	-	-	*1%*	*	-	-	*	-	*	*
Don't know	**5**	5	-	5	*	1	4	1	-	-	4	1	*	2	-	-	1	*	2	2
	2%	*3%*	-	*6%d*	*	*1%*	*3%*	*1%*	-	-	*9%*	*1%*	*	*1%*	-	-	*1%*	*1%*	*1%*	*1%*
Not stated	**254**	159	59	68	158	109	145	82	37	8	35	125	92	217	48	57	112	44	156	145
	84%	*81%*	*91%*	*79%*	*84%*	*80%*	*87%*	*79%*	*78%*	*83%*	*82%*	*86%*	*81%*	*84%*	*90%*	*89%*	*81%*	*82%*	*82%*	*81%*

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

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Absolutes/col percents

Table 97

Q15a - Welfare of children or young people
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Net: Any YouTube	20	15	3	5	15	12	8	10	5	2	1	8	11	19	2	4	13	2	15	14
	7%	*8%*	*5%*	*6%*	*8%*	*9%*	*5%*	*10%*	*11%*	*17%*	*2%*	*6%*	*10%*	*7%*	*3%*	*6%*	*10%*	*3%*	*8%*	*8%*

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Q15a - Welfare of children or young people
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All who have seen something of concern on any on-line or on-demand service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**328**	328	-	-	258	70	270	58	67	181	40
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Effective Base	**221**	221	-	-	170	53	180	42	47	123	22
TV catch up services	**15**	15	-	-	14	1	15	1	5	9	3
	5%	*5%*	-	-	*6%*	*1%*	*6%*	*1%*	*8%*	*5%*	*6%*
Official YouTube channels from brands/ organisations you are familiar with	**14**	14	-	-	13	1	14	-	2	11	1
	4%	*4%*	-	-	*5%*	*2%*	*5%*	-	*3%*	*7%*	*2%*
YouTube videos uploaded by friends, family or other YouTube users	**10**	10	-	-	9	2	10	1	4	7	-
	3%	*3%*	-	-	*4%*	*3%*	*4%*	*1%*	*7%*	*4%*	-
Video content posted on social networking sites other than YouTube	**10**	10	-	-	10	-	10	-	2	7	1
	3%	*3%*	-	-	*4%*	-	*4%*	-	*3%*	*4%*	*2%*
Free Video On-demand content available through your subscription service provider	**6**	6	-	-	5	1	6	-	4	5	-
	2%	*2%*	-	-	*2%*	*1%*	*2%*	-	*7%*	*3%*	-
On-line video rental services downloaded or streamed	**5**	5	-	-	5	-	5	-	1	4	-
	2%	*2%*	-	-	*2%*	-	*2%*	-	*2%*	*2%*	-
Other TV or video channels available on-line	**4**	4	-	-	3	1	4	-	1	3	-
	1%	*1%*	-	-	*1%*	*1%*	*1%*	-	*2%*	*2%*	-
Paid Video On-demand content available through your subscription service provider	**2**	2	-	-	1	1	2	-	1	2	-
	1%	*1%*	-	-	*1%*	*1%*	*1%*	-	*2%*	*1%*	-
Video content on news websites	**2**	2	-	-	1	1	2	-	-	1	1
	1%	*1%*	-	-	*1%*	*1%*	*1%*	-	-	*1%*	*2%*
Video content you have paid for on digital or on-line stores	**2**	2	-	-	2	-	2	-	1	2	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*1%*	*1%*	-
Video content that can be downloaded from the internet through your gaming console	**1**	1	-	-	1	-	1	-	-	1	-
	*	*	-	-	*	-	*	-	-	*	-
Don't know	**5**	5	-	-	5	*	5	*	1	1	-
	2%	*2%*	-	-	*2%*	*1%*	*2%*	*1%*	*2%*	*1%*	-
Not stated	**254**	254	-	-	199	56	208	46	52	142	35
	84%	*84%*	-	-	*81%*	*94%d*	*81%*	*96%d*	*80%*	*82%*	*88%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 97

Q15a - Welfare of children or young people

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
	Total	Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	303	303	-**	-**	244	59*	255	48*	65*	173	40**
Net: Any YouTube	20	20	-	-	19	2	20	1	6	15	1
	7%	*7%*	-	-	*8%*	*3%*	*8%*	*1%*	*10%*	*9%*	*2%*

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

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Absolutes/col percents

Table 98

Q15a - Other

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	328	193	135	99	105	66	28	20	10	204	94	30	122	53	13	5	82	41	7	5	107	119	61	41	226	102
Base	303	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Effective Base	221	128	98	85	65	43	23	8	5	150	65	12	91	36	5	3	59	33	7	2	65	84	44	30	147	73
YouTube videos uploaded by friends, family or other YouTube users	8	3	5	1	3	2	*	1	1	4	2	2	3	1	-	-	1	2	1	1	3	4	1	1	7	2
	3%	2%	4%	1%	4%	3%	2%	4%	12%	2%	3%	7%	2%	1%	-	-	2%	5%	22%	23%	3%	4%	1%	2%	3%	2%
TV catch up services	6	3	3	2	1	1	2	*	-	3	3	*	2	1	-	-	1	2	*	-	2	1	2	*	4	3
	2%	2%	3%	2%	2%	1%	8%	2%	-	2%	3%	2%	2%	2%	-	-	2%	5%	12%	-	3%	1%	4%	1%	2%	2%
Official YouTube channels from brands/ organisations you are familiar with	5	3	2	2	2	1	-	1	-	3	1	1	3	-	*	-	1	1	*	-	2	1	1	1	3	2
	2%	2%	2%	2%	2%	1%	-	5%	-	2%	1%	3%	2%	-	3%	-	1%	3%	12%	-	2%	1%	2%	2%	1%	2%
Video content posted on social networking sites other than YouTube	3	1	2	-	*	2	-	1	-	*	2	1	*	1	-	-	-	1	1	-	1	1	1	*	2	1
	1%	1%	2%	-	*	4%	-	4%	-	*	2%	3%	*	1%	-	-	-	4%	22%	-	1%	1%	1%	1%	1%	1%
Other TV or video channels available on-line	3	2	1	-	2	1	-	*	-	2	1	*	1	1	*	-	1	-	-	-	-	1	*	1	1	1
	1%	1%	1%	-	2%	2%	-	2%	-	1%	1%	2%	1%	2%	3%	-	1%	-	-	-	-	1%	1%	2%	1%	1%
Free Video On-demand content available through your subscription service provider	2	1	1	-	2	-	-	1	-	2	-	1	1	-	*	-	1	-	*	-	-	1	1	1	1	2
	1%	1%	1%	-	2%	-	-	5%	-	1%	-	3%	1%	-	3%	-	1%	-	12%	-	-	1%	2%	2%	*	2%
Video content on news websites	2	*	1	-	2	-	-	-	-	2	-	-	*	-	-	-	1	-	-	-	1	1	-	*	1	*
	1%	*	1%	-	2%	-	-	-	-	1%	-	-	*	-	-	-	2%	-	-	-	1%	1%	-	1%	1%	*
On-line video rental services downloaded or streamed	1	1	-	1	*	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	1	*	-	1
	*	1%	-	1%	*	-	-	-	-	1%	-	-	1%	-	-	-	-	-	-	-	-	-	1%	1%	-	1%
Paid Video On-demand content available through your subscription service provider	*	-	*	-	-	-	-	*	-	-	-	*	-	-	-	-	-	-	*	-	-	-	*	-	-	*
	*	-	*	-	-	-	-	2%	-	-	-	2%	-	-	-	-	-	-	12%	-	-	-	1%	-	-	*
Video content you have paid for on digital or on-line stores	*	*	-	-	*	-	-	-	-	*	-	-	*	-	-	-	-	-	-	-	-	-	-	*	-	*
	*	*	-	-	*	-	-	-	-	*	-	-	*	-	-	-	-	-	-	-	-	-	-	1%	-	*
Video content that can be downloaded from the internet through your gaming console	*	*	-	-	*	-	-	-	-	*	-	-	*	-	-	-	-	-	-	-	-	-	-	*	-	*
	*	*	-	-	*	-	-	-	-	*	-	-	*	-	-	-	-	-	-	-	-	-	-	1%	-	*
Don't know	7	2	4	2	1	1	2	1	-	3	3	1	2	-	1	-	1	3	1	-	2	4	1	-	6	1
	2%	1%	4%	2%	1%	2%	6%	6%	-	1%	3%	4%	1%	-	4%	-	2%	9%	15%	-	2%	4%	2%	-	3%	1%
Not stated	279	184	96	96	81	53	24	18	7	178	77	25	113	52	15	4	65	25	2	3	90	93	56	41	183	97
	92%	95%	88%	95%	93%	90%	85%	88%	88%	94%	88%	88%	94%	95%	94%	100%	94%	78%	63%	77%	92%	90%	92%	98%	91%	94%
Net: Any YouTube	10	5	5	2	3	2	*	1	1	5	2	2	3	1	*	-	1	2	1	1	4	4	1	1	7	2
	3%	2%	4%	2%	4%	3%	2%	6%	12%	3%	3%	8%	3%	1%	3%	-	2%	5%	22%	23%	4%	4%	2%	2%	4%	2%

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

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 98

Q15a - Other

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	328	246	80	189	130	1	15	39	31	27	37	15	20	49	62	295	16	8	9	85	64	146
Base	303	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Effective Base	221	165	54	133	83	1	8	31	23	20	34	10	18	44	52	205	10	7	6	58	50	98
YouTube videos uploaded by friends, family or other YouTube users	8	6	3	4	3	-	-	2	*	2	-	-	*	2	-	7	*	1	-	3	2	3
	3%	3%	3%	3%	2%	-	-	6%	1%	7%	-	-	2%	5%	-	3%	3%	17%	-	3%	3%	2%
TV catch up services	6	4	2	3	2	-	-	2	1	-	1	1	-	1	1	6	*	-	-	2	1	3
	2%	2%	3%	2%	2%	-	-	4%	3%	-	3%	2%	-	3%	2%	2%	3%	-	-	3%	1%	2%
Official YouTube channels from brands/ organisations you are familiar with	5	2	3	2	2	-	-	1	*	1	1	-	-	1	-	4	1	-	-	1	2	1
	2%	1%	3%	1%	2%	-	-	1%	1%	5%	3%	-	-	2%	-	1%	6%	-	-	1%	4%	1%
Video content posted on social networking sites other than YouTube	3	3	1	3	1	-	-	*	*	1	-	-	*	-	-	2	*	1	-	1	1	*
	1%	1%	1%	2%	1%	-	-	1%	1%	4%	-	-	2%	-	-	1%	3%	17%	-	1%	2%	*
Other TV or video channels available on-line	3	2	1	2	1	-	-	1	*	1	-	-	-	-	-	2	*	-	-	2	1	-
	1%	1%	1%	1%	1%	-	-	4%	1%	2%	-	-	-	-	-	1%	3%	-	-	2%	1%	-
Free Video On-demand content available through your subscription service provider	2	1	1	1	1	-	-	1	*	1	-	-	-	-	-	2	1	-	-	1	1	-
	1%	1%	1%	1%	1%	-	-	1%	1%	2%	-	-	-	-	-	1%	6%	-	-	1%	1%	-
Video content on news websites	2	2	-	-	2	-	-	1	*	-	-	-	-	-	-	1	-	-	1	1	-	-
	1%	1%	-	-	1%	-	-	1%	1%	-	-	-	-	-	-	*	-	-	6%	1%	-	-
On-line video rental services downloaded or streamed	1	1	-	1	*	-	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-	-
	*	1%	-	1%	*	-	-	-	5%	-	-	-	-	-	-	*	-	-	-	2%	-	-
Paid Video On-demand content available through your subscription service provider	*	-	*	*	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-
	*	-	1%	*	-	-	-	-	-	-	-	-	-	-	-	-	3%	-	-	-	-	-
Video content you have paid for on digital or on-line stores	*	*	-	-	*	-	-	-	*	-	-	-	-	-	-	*	-	-	-	*	-	-
	*	*	-	-	*	-	-	-	1%	-	-	-	-	-	-	*	-	-	-	*	-	-
Video content that can be downloaded from the internet through your gaming console	*	*	-	-	*	-	-	-	*	-	-	-	-	-	-	*	-	-	-	*	-	-
	*	*	-	-	*	-	-	-	1%	-	-	-	-	-	-	*	-	-	-	*	-	-
Don't know	7	6	1	6	1	-	-	-	3	1	1	-	-	2	1	7	-	-	-	3	2	3
	2%	3%	1%	3%	1%	-	-	-	10%	2%	4%	-	-	5%	1%	3%	-	-	-	3%	3%	2%
Not stated	279	205	72	150	122	*	18	33	22	25	27	28	19	37	38	248	14	4	14	73	51	123
	92%	91%	94%	90%	95%	100%	100%	89%	84%	87%	93%	98%	98%	88%	97%	92%	94%	83%	94%	90%	90%	94%
Net: Any YouTube	10	6	3	5	4	-	-	2	*	2	1	-	*	2	-	8	1	1	-	3	3	3
	3%	3%	4%	3%	3%	-	-	6%	1%	7%	3%	-	2%	5%	-	3%	6%	17%	-	3%	5%	2%

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

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 98

Q15a - Other

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**328**	250	251	265	168	237	174	195	149	110	247	176	212	159	113	325	3	317	319	325
Base	**303**	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Effective Base	**221**	183	179	192	135	169	124	154	105	91	177	126	166	113	91	219	3	214	226	219
YouTube videos uploaded by friends, family or other YouTube users	**8**	8	6	7	5	5	6	6	4	3	6	6	7	4	3	8	-	8	8	8
	3%	*4%*	*3%*	*3%*	*4%*	*2%*	*4%*	*3%*	*3%*	*3%*	*3%*	*4%*	*4%*	*3%*	*3%*	*3%*	-	*3%*	*3%*	*3%*
TV catch up services	**6**	5	5	3	2	5	2	1	-	3	5	2	1	-	3	6	-	6	5	6
	2%	*2%*	*2%*	*1%*	*1%*	*2%*	*1%*	*1%*	-	*3%*	*2%*	*1%*	*1%*	-	*3%*	*2%*	-	*2%*	*2%*	*2%*
Official YouTube channels from brands/ organisations you are familiar with	**5**	5	4	3	3	4	4	3	2	1	4	4	3	2	1	5	-	5	5	5
	2%	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*1%*	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*	*1%*	*2%*	-	*2%*	*2%*	*2%*
Video content posted on social networking sites other than YouTube	**3**	2	3	3	3	2	2	2	1	1	3	2	3	1	1	3	-	3	3	3
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Other TV or video channels available on-line	**3**	3	3	2	2	2	2	2	1	2	3	2	2	1	2	3	-	3	3	3
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	*2%*	*1%*	-	*1%*	*1%*	*1%*
Free Video On-demand content available through your subscription service provider	**2**	2	2	2	1	2	2	2	-	1	2	2	2	-	1	2	-	2	2	2
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	-	*1%*	*1%*	*1%*
Video content on news websites	**2**	2	2	1	1	2	1	1	-	-	2	1	1	-	-	2	-	2	2	2
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	-	-	*1%*	*1%*	*	-	-	*1%*	-	*1%*	*1%*	*1%*
On-line video rental services downloaded or streamed	**1**	1	*	1	*	*	1	1	-	-	*	1	1	-	-	1	-	1	1	1
	*	*1%*	*	*	*	*	*1%*	*1%*	-	-	*	*1%*	*	-	-	*	-	*	*	*
Paid Video On-demand content available through your subscription service provider	*	*	*	*	*	*	*	*	-	-	*	*	*	-	-	*	-	*	*	*
	*	*	*	*	*	*	*	*	-	-	*	*	*	-	-	*	-	*	*	*
Video content you have paid for on digital or on-line stores	*	*	*	-	*	*	*	-	-	-	*	*	-	-	-	*	-	*	*	*
	*	*	*	-	*	*	*	-	-	-	*	*	-	-	-	*	-	*	*	*
Video content that can be downloaded from the internet through your gaming console	*	*	*	-	*	*	*	-	-	-	*	*	-	-	-	*	-	*	*	*
	*	*	*	-	*	*	*	-	-	-	*	*	-	-	-	*	-	*	*	*
Don't know	**7**	6	6	6	3	4	4	3	2	2	6	5	4	3	2	7	-	6	7	7
	2%	*3%*	*2%*	*2%*	*2%*	*2%*	*3%*	*2%*	*2%*	*2%*	*3%*	*3%*	*2%*	*2%*	*2%*	*2%*	-	*2%*	*2%*	*2%*
Not stated	**279**	196	206	225	132	198	134	164	136	86	201	135	174	142	89	273	6	266	265	273
	92%	*90%*	*92%*	*92%*	*92%*	*93%*	*90%*	*94%*	*95%*	*91%*	*91%*	*90%*	*93%*	*95%*	*91%*	*92%*	*100%*	*92%*	*92%*	*92%*

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

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Absolutes/col percents

Table 98

Q15a - Other

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	303	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Net: Any YouTube	10	9	7	8	6	6	7	6	4	3	7	7	7	4	3	10	-	10	10	10
	3%	*4%*	*3%*	*3%*	*4%*	*3%*	*5%*	*3%*	*3%*	*3%*	*3%*	*5%*	*4%*	*3%*	*3%*	*3%*	-	*3%*	*3%*	*3%*

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

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Table 98

Q15a - Other

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	328	225	55	86	211	135	193	107	48	10	41	167	118	285	54	67	157	64	221	210
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Effective Base	221	183	29	62	140	108	114	88	36	9	22	106	98	202	37	48	108	55	161	149
YouTube videos uploaded by friends, family or other YouTube users	8	6	*	-	8	2	7	1	1	-	1	6	1	7	1	1	4	2	6	6
	3%	3%	1%	-	4%	1%	4%	1%	2%	-	2%	4%	1%	3%	2%	1%	3%	4%	3%	3%
TV catch up services	6	3	2	1	5	-	6	-	-	-	1	4	1	5	2	2	2	1	3	2
	2%	2%	4%	1%	3%	-	4%	-	-	-	3%	3%	1%	2%	3%	3%	2%	1%	2%	1%
Official YouTube channels from brands/ organisations you are familiar with	5	3	1	-	5	-	5	-	-	-	1	4	-	4	-	-	2	2	4	3
	2%	2%	1%	-	3%	-	3%	-	-	-	2%	3%	-	2%	-	-	1%	4%	2%	2%
Video content posted on social networking sites other than YouTube	3	2	-	-	2	1	3	-	1	-	-	2	1	3	*	*	3	-	3	3
	1%	1%	-	-	1%	1%	2%	-	2%	-	-	1%	1%	1%	1%	1%	2%	-	1%	2%
Other TV or video channels available on-line	3	2	-	-	3	1	2	1	1	-	-	2	1	3	-	-	1	1	2	2
	1%	1%	-	-	2%	1%	1%	1%	2%	-	-	1%	1%	1%	-	-	1%	2%	1%	1%
Free Video On-demand content available through your subscription service provider	2	1	-	-	2	-	2	-	-	-	-	2	-	2	-	-	*	1	1	2
	1%	1%	-	-	1%	-	1%	-	-	-	-	2%	-	1%	-	-	*	2%	1%	1%
Video content on news websites	2	1	-	-	2	-	2	-	-	-	-	2	-	2	-	-	1	-	1	1
	1%	1%	-	-	1%	-	1%	-	-	-	-	1%	-	1%	-	-	1%	-	1%	1%
On-line video rental services downloaded or streamed	1	1	-	-	1	-	1	-	-	-	-	*	1	1	-	-	*	-	*	1
	*	1%	-	-	1%	-	1%	-	-	-	-	*	1%	*	-	-	*	-	*	1%
Paid Video On-demand content available through your subscription service provider	*	*	-	-	*	-	*	-	-	-	-	*	-	*	-	-	-	-	-	*
	*	*	-	-	*	-	*	-	-	-	-	*	-	*	-	-	-	-	-	*
Video content you have paid for on digital or on-line stores	*	*	-	-	*	-	*	-	-	-	-	*	-	*	-	-	*	-	*	*
	*	*	-	-	*	-	*	-	-	-	-	*	-	*	-	-	*	-	*	*
Video content that can be downloaded from the internet through your gaming console	*	*	-	-	*	-	*	-	-	-	-	*	-	*	-	-	*	-	*	*
	*	*	-	-	*	-	*	-	-	-	-	*	-	*	-	-	*	-	*	*
Don't know	7	5	1	-	6	2	5	2	1	-	1	4	1	6	1	2	2	2	5	6
	2%	3%	2%	-	3%	1%	3%	2%	3%	-	3%	3%	1%	2%	1%	4%	1%	5%	2%	3%
Not stated	279	180	61	85	166	132	147	100	45	10	40	131	108	239	50	59	127	48	175	163
	92%	92%	94%	99%ad	89%	97%f	88%	96%	94%	100%	92%	90%	94%	92%	94%	93%	92%	89%	91%	91%

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

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 98

Q15a - Other

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Net: Any YouTube	10	6	1	-	9	2	8	1	1	-	1	7	1	8	1	1	5	3	8	6
	3%	3%	2%	-	5%	1%	5%	1%	2%	-	2%	5%	1%	3%	2%	1%	4%	5%	4%	3%

Prepared by BDRC Continental

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

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Base: All who have seen something of concern on any on-line or on-demand service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**328**	328	-	-	258	70	270	58	67	181	40
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Effective Base	**221**	221	-	-	170	53	180	42	47	123	22
YouTube videos uploaded by friends, family or other YouTube users	**8**	8	-	-	6	3	5	3	-	6	1
	3%	*3%*	-	-	*2%*	*4%*	*2%*	*6%*	-	*4%*	*3%*
TV catch up services	**6**	6	-	-	3	3	2	4	1	3	2
	2%	*2%*	-	-	*1%*	*6%d*	*1%*	*8%d*	*1%*	*2%*	*6%*
Official YouTube channels from brands/ organisations you are familiar with	**5**	5	-	-	1	3	2	3	-	3	1
	2%	*2%*	-	-	*1%*	*6%d*	*1%*	*6%d*	-	*1%*	*3%*
Video content posted on social networking sites other than YouTube	**3**	3	-	-	3	1	3	1	-	3	*
	1%	*1%*	-	-	*1%*	*1%*	*1%*	*2%*	-	*1%*	*1%*
Other TV or video channels available on-line	**3**	3	-	-	1	2	1	2	-	2	-
	1%	*1%*	-	-	*	*4%d*	*	*5%d*	-	*1%*	-
Free Video On-demand content available through your subscription service provider	**2**	2	-	-	1	2	1	2	-	1	*
	1%	*1%*	-	-	*	*3%d*	*	*4%d*	-	*1%*	*1%*
Video content on news websites	**2**	2	-	-	1	*	1	*	1	1	-
	1%	*1%*	-	-	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-
On-line video rental services downloaded or streamed	**1**	1	-	-	1	*	1	*	-	1	-
	*	*	-	-	*	*1%*	*	*1%*	-	*1%*	-
Paid Video On-demand content available through your subscription service provider	*	*	-	-	-	*	-	*	-	-	*
	*	*	-	-	-	*1%*	-	*1%*	-	-	*1%*
Video content you have paid for on digital or on-line stores	*	*	-	-	-	*	-	*	-	*	-
	*	*	-	-	-	*1%*	-	*1%*	-	*	-
Video content that can be downloaded from the internet through your gaming console	*	*	-	-	-	*	-	*	-	*	-
	*	*	-	-	-	*1%*	-	*1%*	-	*	-
Don't know	**7**	7	-	-	1	6	1	6	-	3	-
	2%	*2%*	-	-	*	*10%d*	*	*12%d*	-	*2%*	-
Not stated	**279**	279	-	-	233	47	244	35	64	159	36
	92%	*92%*	-	-	*95%d*	*79%*	*96%d*	*72%*	*98%*	*92%*	*92%*

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

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Absolutes/col percents

Table 98

Q15a - Other

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All who have seen something of concern on any on-line or on-demand service

		Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
	Total	Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Net: Any YouTube	**10**	10	-	-	6	4	5	4	-	7	1
	3%	*3%*	-	-	*2%*	*7%*	*2%*	*9%*	-	*4%*	*3%*

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

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Table 99

Q15a - TV catch up services

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All users of service

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	1959	930	1029	388	445	380	321	221	204	833	701	425	348	337	119	126	485	364	102	78	556	708	318	377	1264	695
Base	1577	765	812	363	313	308	297	150	146	677	605	295	289	301	83	91	387	304	66*	55*	432	549	281	315	981	596
Effective Base	1621	783	838	335	375	317	268	184	166	698	583	349	300	285	100	103	398	298	84	63	463	587	259	317	1050	575
Bad language	23	13	11	10	7	2	3	1	*	18	5	1	10	2	1	*	8	3	-	-	6	7	3	6	14	10
	1%	2%	1%	3%ejk	2%jk	1%	1%	*	*	3%ejk	1%	*	3%m	1%	1%	*	2%	1%	-	-	1%	1%	1%	2%	1%	2%
Sex/sexually explicit content	23	13	10	12	6	3	1	1	*	18	4	1	10	2	1	*	8	2	-	-	7	8	3	4	16	7
	1%	2%	1%	3%efghjk	2%ijk	1%	*	*	*	3%fjk	1%	*	3%m	1%	1%	*	2%	1%	-	-	2%	2%	1%	1%	2%	1%
Violence (in general)	22	15	7	8	6	1	6	1	1	13	7	2	8	5	1	1	5	2	-	-	5	10	3	3	16	6
	1%	2%b	1%	2%	2%	*	2%	*	1%	2%	1%	1%	3%	2%	1%	1%	1%	1%	-	-	1%	2%	1%	1%	2%	1%
Accuracy of medical/health claims	20	16	4	5	8	4	2	-	-	14	6	-	11	5	-	-	2	1	-	-	5	7	5	3	12	8
	1%	2%b	*	1%k	3%ghjk	1%k	1%	-	-	2%k	1%	-	4%o	2%	-	-	1%	*	-	-	1%	1%	2%	1%	1%	1%
Racism	16	9	6	7	4	1	3	-	-	11	4	-	7	3	-	-	5	2	-	-	3	6	3	4	9	7
	1%	1%	1%	2%k	1%k	*	1%	-	-	2%k	1%	-	2%	1%	-	-	1%	1%	-	-	1%	1%	1%	1%	1%	1%
Drugs/drug use	16	8	8	9	4	1	1	1	*	13	2	1	5	2	1	*	8	-	-	-	2	6	3	4	8	7
	1%	1%	1%	2%efjk	1%	*	*	*	*	2%ejk	*	*	2%	1%	1%	*	2%o	-	-	-	1%	1%	1%	1%	1%	1%
Welfare of children or young people	15	5	10	10	3	1	1	-	-	13	2	-	5	-	-	-	8	2	-	-	3	8	3	2	11	5
	1%	1%	1%	3%efghjk	1%	*	*	-	-	2%ejk	*	-	2%m	-	-	-	2%	1%	-	-	1%	1%	1%	1%	1%	1%
Bullying/victimising	13	9	4	7	*	3	4	-	-	7	6	-	4	5	-	-	2	2	-	-	4	5	4	1	9	5
	1%	1%	*	2%dk	*	1%	1%	-	-	1%	1%	-	2%	2%	-	-	1%	1%	-	-	1%	1%	1%	*	1%	1%
Pornography	11	6	5	7	1	-	2	-	*	8	2	*	3	2	-	*	5	-	-	-	2	4	2	2	7	4
	1%	1%	1%	2%ejk	*	-	1%	-	*	1%e	*	*	1%	1%	-	*	1%o	-	-	-	1%	1%	1%	1%	1%	1%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	10	6	5	3	4	1	2	*	-	7	3	*	4	2	*	-	3	1	-	-	2	4	1	3	6	4
	1%	1%	1%	1%	1%	*	1%	*	-	1%	*	*	1%	1%	1%	-	1%	*	-	-	*	1%	*	1%	1%	1%
Misleading advertising	10	4	6	6	4	*	-	-	-	10	*	-	4	-	-	-	6	*	-	-	2	5	2	2	7	4
	1%	1%	1%	2%efjk	1%jk	*	-	-	-	1%fjk	*	-	1%m	-	-	-	1%	*	-	-	1%	1%	1%	1%	1%	1%
Offence of religion	10	7	3	6	1	1	2	*	-	7	2	*	5	2	*	-	2	1	-	-	2	5	1	1	7	3
	1%	1%	*	2%	*	*	1%	*	-	1%	*	*	2%	1%	1%	-	*	*	-	-	*	1%	*	*	1%	*
Content harmful to self-esteem (e.g. self-abuse)	9	7	3	6	3	1	-	-	-	9	1	-	6	1	-	-	3	-	-	-	4	2	2	2	6	4
	1%	1%	*	2%jk	1%j	*	-	-	-	1%jk	*	-	2%m	*	-	-	1%	-	-	-	1%	*	1%	*	1%	1%
Eating disorders	9	1	8	6	3	1	-	-	-	8	1	-	1	-	-	-	7	1	-	-	1	4	2	2	5	4
	1%	*	1%a	2%fjk	1%	*	-	-	-	1%jk	*	-	*	-	-	-	2%	*	-	-	*	1%	1%	1%	1%	1%
Suicide	9	5	4	6	1	1	1	-	-	7	2	-	5	1	-	-	2	2	-	-	2	1	4	3	2	7
	1%	1%	*	2%jk	*	*	*	-	-	1%	*	-	2%	*	-	-	1%	1%	-	-	*	*	1%ux	1%	*	1%ux
Inaccurate information	9	4	5	4	2	2	-	1	-	6	2	1	3	-	1	-	3	2	-	-	4	4	1	-	8	1
	1%	1%	1%	1%	1%	1%	-	1%	-	1%	*	*	1%	-	1%m	-	1%	1%	-	-	1%	1%	*	-	1%	*

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

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Q15a - TV catch up services

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All users of service

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	1577	765	812	363	313	308	297	150	146	677	605	295	289	301	83	91	387	304	66*	55*	432	549	281	315	981	596
Dangerous behaviour	8	8	1	3	5	1	-	-	-	8	1	-	7	1	-	-	1	-	-	-	1	4	2	2	4	4
	1%	1%b	*	1%	1%dj	*	-	-	-	1%j	*	-	2%m	*	-	-	*	-	-	-	*	1%	1%	1%	*	1%
Nakedness/naked bodies/body parts	8	1	6	4	2	1	1	-	-	6	2	-	1	1	-	-	5	1	-	-	1	5	1	1	6	2
	*	*	1%	1%	1%	*	*	-	-	1%	*	-	*	*	-	-	1%	*	-	-	*	1%	*	*	1%	*
Incitement to crime	7	6	1	2	2	1	2	-	-	4	3	-	4	3	-	-	1	-	-	-	-	4	3	-	4	3
	*	1%b	*	1%	1%	*	1%	-	-	1%	*	-	1%	1%	-	-	*	-	-	-	-	1%	1%i	-	*	1%
Illegal child sexual abuse material	7	3	4	4	2	1	1	-	-	6	1	-	3	-	-	-	3	1	-	-	1	4	2	1	5	2
	*	*	1%	1%	1%	*	*	-	-	1%	*	-	1%	-	-	-	1%	*	-	-	*	1%	1%	*	*	*
Incitement to hatred	7	5	2	2	2	1	2	-	-	5	2	-	3	2	-	-	1	1	-	-	1	4	2	1	5	2
	*	1%	*	1%	1%	*	1%	-	-	1%	*	-	1%	1%	-	-	*	*	-	-	*	1%	1%	*	*	*
Other (please type in)	6	3	3	2	1	1	2	*	-	3	3	*	2	1	-	-	1	2	*	-	2	1	2	*	4	3
	*	*	*	*	*	*	1%	*	-	*	*	*	1%	*	-	-	*	1%	1%	-	1%	*	1%	*	*	*
Infringing someone's privacy	5	2	2	3	2	-	-	-	-	5	-	-	2	-	-	-	2	-	-	-	-	4	1	*	4	1
	*	*	*	1%j	1%j	-	-	-	-	1%j	-	-	1%	-	-	-	1%	-	-	-	-	1%	*	*	*	*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	5	3	2	2	2	2	-	-	-	3	2	-	2	1	-	-	1	1	-	-	1	3	1	-	4	1
	*	*	*	*	1%	1%	-	-	-	*	*	-	1%	*	-	-	*	*	-	-	*	1%	*	-	*	*
Defamation/smearing of others	4	4	-	2	1	-	1	-	-	3	1	-	3	1	-	-	-	-	-	-	-	2	2	-	2	2
	*	1%b	-	1%	*	-	*	-	-	*	*	-	1%	*	-	-	-	-	-	-	-	*	1%	-	*	*
Exorcism/the paranormal	3	2	1	3	-	-	-	-	-	3	-	-	2	-	-	-	1	-	-	-	1	1	1	-	2	1
	*	*	*	1%j	-	-	-	-	-	*	-	-	1%	-	-	-	*	-	-	-	*	*	*	-	*	*
Discrimination based on religious beliefs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gender discrimination (e.g. sexism)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Age discrimination	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Malicious views	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on non-religious beliefs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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Q15a - TV catch up services

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All users of service

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	1959	1188	761	1231	668	31	94	214	195	140	185	110	194	290	229	1651	137	49	122	503	325	823
Base	1577	986	583	987	544	23**	66*	167	131	117	130	142*	213	227	122	1314	91	30*	141	364	246	703
Effective Base	1621	981	634	1011	559	26	83	191	171	126	164	95	169	260	208	1371	122	45	107	444	288	660
Bad language	23	18	4	14	9	-	1	3	3	3	3	-	1	5	3	23	1	-	-	7	6	10
	1%	2%b	1%	1%	2%	-	1%	2%	2%	2%	2%	-	1%	2%	3%l	2%	1%	-	-	2%	2%	1%
Sex/sexually explicit content	23	17	4	10	12	-	-	1	2	4	4	-	3	2	4	20	1	1	2	3	8	9
	1%	2%	1%	1%	2%	-	-	*	2%	3%g	3%gkm	-	1%	1%	4%gkm	1%	1%	4%	1%	1%	3%su	1%
Violence (in general)	22	16	6	15	6	-	1	4	1	-	1	-	1	5	5	17	2	-	2	6	1	10
	1%	2%	1%	2%	1%	-	1%	3%	*	-	1%	-	*	2%	4%hijkl	1%	3%	-	2%	2%	*	1%
Accuracy of medical/health claims	20	20	-	10	10	-	2	2	3	-	3	-	-	4	3	17	1	1	2	7	3	7
	1%	2%b	-	1%	2%	-	3%kl	1%	2%l	-	3%l	-	-	2%	3%l	1%	1%	2%	1%	2%	1%	1%
Racism	16	11	3	11	5	*	2	-	-	2	1	1	1	2	3	12	1	1	2	2	3	7
	1%	1%	*	1%	1%	2%	3%gh	-	-	2%	1%	1%	1%	1%	2%gh	1%	1%	2%	2%	*	1%	1%
Drugs/drug use	16	11	4	7	7	-	2	2	2	1	3	-	1	1	3	14	-	-	1	6	3	5
	1%	1%	1%	1%	1%	-	3%	1%	1%	*	2%	-	1%	*	3%m	1%	-	-	1%	2%	1%	1%
Welfare of children or young people	15	12	3	7	8	-	-	-	1	-	4	-	1	2	4	12	2	1	1	1	4	7
	1%	1%	1%	1%	2%	-	-	-	1%	-	3%gil	-	*	1%	4%ghiklm	1%	2%	2%	1%	*	2%q	1%
Bullying/victimising	13	9	3	9	4	*	-	3	-	1	2	-	-	3	3	12	-	-	1	3	3	6
	1%	1%	*	1%	1%	2%	-	2%	-	1%	2%	-	-	1%	2%hl	1%	-	-	1%	1%	1%	1%
Pornography	11	5	4	7	4	-	1	-	*	-	2	-	1	1	4	9	-	-	1	1	2	6
	1%	1%	1%	1%	1%	-	1%	-	*	-	1%	-	1%	*	3%ghiklm	1%	-	-	1%	*	1%	1%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	10	8	2	5	5	-	1	3	-	-	-	-	-	-	4	8	1	-	1	4	-	4
	1%	1%	*	1%	1%	-	1%n	2%lm	-	-	-	-	-	-	3%hijklm	1%	1%	-	1%	1%	-	1%
Misleading advertising	10	8	2	5	6	-	-	4	*	*	1	-	-	1	2	8	-	-	2	4	1	3
	1%	1%	*	*	1%	-	-	2%l	*	*	*	-	-	*	2%l	1%	-	-	2%	1%	*	*
Offence of religion	10	8	1	7	2	-	1	1	1	-	3	-	-	1	2	9	1	-	-	3	3	3
	1%	1%	*	1%	*	-	1%	1%	1%	-	2%	-	-	*	1%	1%	1%	-	-	1%	1%	*
Content harmful to self-esteem (e.g. self-abuse)	9	9	1	9	1	-	-	1	-	-	2	1	-	-	4	9	-	-	-	1	2	6
	1%	1%	*	1%	*	-	-	1%	-	-	2%lm	1%	-	-	4%hilm	1%	-	-	-	*	1%	1%
Eating disorders	9	6	3	4	5	-	-	1	1	-	2	-	1	1	3	9	-	-	-	2	2	5
	1%	1%	1%	*	1%	-	-	1%	1%	-	2%	-	*	1%	2%	1%	-	-	-	1%	1%	1%
Suicide	9	4	4	5	4	-	-	-	1	1	-	2	1	1	3	8	1	-	-	1	1	7
	1%	*	1%	1%	1%	-	-	-	1%	1%	-	2%	*	*	2%gjm	1%	1%	-	-	*	*	1%
Inaccurate information	9	9	-	4	5	-	1	1	1	-	-	-	1	2	2	7	-	-	2	2	-	5
	1%	1%b	-	*	1%	-	1%	*	*	-	-	-	1%	1%	1%	1%	-	-	1%	1%	-	1%

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

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

bdrc continental
providing intelligence

20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 99

Q15a - TV catch up services

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All users of service

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	1577	986	583	987	544	23**	66*	167	131	117	130	142*	213	227	122	1314	91	30*	141	364	246	703
Dangerous behaviour	8	8	1	5	3	-	-	3	-	-	2	-	-	1	2	8	-	-	1	3	2	3
	1%	*1%*	*	*1%*	*1%*	-	-	*2%*	-	-	*1%*	-	-	*	2%	*1%*	-	-	*1%*	*1%*	*1%*	*
Nakedness/naked bodies/body parts	8	6	1	4	4	-	-	1	-	1	2	-	-	1	3	7	1	1	-	1	3	4
	*	*1%*	*	*	*1%*	-	-	*	-	*1%*	*1%*	-	-	*	2%hlm	*1%*	*1%*	*2%*	-	*	*1%*	*1%*
Incitement to crime	7	6	1	5	2	-	-	2	1	-	-	1	1	1	2	7	-	-	-	3	-	5
	*	*1%*	*	*	*	-	-	*1%*	*1%*	-	-	*1%*	*	*	*1%*	*1%*	-	-	-	*1%*	-	*1%*
Illegal child sexual abuse material	7	3	4	4	3	-	-	-	-	-	2	-	-	2	2	6	-	-	1	-	2	4
	*	*	*1%*	*	*1%*	-	-	-	-	-	*1%*	-	-	*1%*	2%gl	*	-	-	*1%*	-	*1%*	*1%*
Incitement to hatred	7	6	1	4	3	-	-	2	-	-	-	-	1	1	2	6	-	-	1	2	-	4
	*	*1%*	*	*	*1%*	-	-	*1%*	-	-	-	-	*	*	2%hm	*	-	-	*1%*	*1%*	-	*1%*
Other (please type in)	6	4	2	3	2	-	-	2	1	-	1	1	-	1	1	6	*	-	-	2	1	3
	*	*	*	*	*	-	-	*1%*	*1%*	-	*1%*	*	-	*	*1%*	*	*1%*	-	-	*1%*	*	*
Infringing someone's privacy	5	5	-	2	3	-	-	-	-	-	-	-	2	1	1	4	-	-	1	-	-	4
	*	*	-	*	*1%*	-	-	-	-	-	-	-	*1%*	*	*1%*	*	-	-	*1%*	-	-	*1%*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	5	4	1	3	1	-	-	-	-	-	-	-	-	2	2	4	-	-	1	-	-	4
	*	*	*	*	*	-	-	-	-	-	-	-	-	*1%*	*1%*	*	-	-	*1%*	-	-	*1%*
Defamation/smearing of others	4	4	-	4	-	-	-	1	-	-	-	-	-	1	1	3	-	-	1	1	-	2
	*	*	-	*	-	-	-	*1%*	-	-	-	-	-	*	*1%*	*	-	-	*1%*	*	-	*
Exorcism/the paranormal	3	3	-	2	1	-	-	-	-	-	-	-	1	-	2	3	-	-	-	-	-	3
	*	*	-	*	*	-	-	-	-	-	-	-	*1%*	-	1%m	*	-	-	-	-	-	*
Discrimination based on religious beliefs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gender discrimination (e.g. sexism)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Age discrimination	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Malicious views	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on non-religious beliefs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

bdrc continental providing intelligence

20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 99

Q15a - TV catch up services

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All users of service

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	1959	1542	1587	1419	835	1220	890	745	558	539	1470	993	912	679	599	1883	76	1768	1718	1883
Base	1577	1244	1266	1157	681	965	739	622	457	436	1160	817	749	546	479	1513	64*	1419	1357	1513
Effective Base	1621	1281	1311	1183	698	1031	746	638	475	457	1223	826	772	572	506	1564	58	1480	1434	1564
Bad language	23	16	17	19	12	17	8	16	12	11	17	8	18	12	11	23	-	23	23	23
	1%	1%	1%	2%	2%	2%	1%	3%f	3%f	3%	1%	1%	2%k	2%	2%k	2%	-	2%	2%	2%
Sex/sexually explicit content	23	16	17	19	9	17	9	17	9	8	17	9	17	10	8	23	-	22	22	23
	1%	1%	1%	2%	1%	2%	1%	3%f	2%	2%	1%	1%	2%	2%	2%	2%	-	2%	2%	2%
Violence (in general)	22	17	15	19	13	15	13	12	10	10	15	13	14	10	10	22	-	22	21	22
	1%	1%	1%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	1%	-	2%	2%	1%
Accuracy of medical/health claims	20	14	16	18	10	15	12	13	8	5	15	12	13	9	5	20	-	20	20	20
	1%	1%	1%	2%	1%	2%	2%	2%	2%	1%	1%	2%	2%	2%	1%	1%	-	1%	1%	1%
Racism	16	9	15	14	9	15	7	13	10	5	15	7	13	10	5	16	-	16	16	16
	1%	1%	1%	1%	1%	2%	1%	2%	2%	1%	1%	1%	2%	2%	1%	1%	-	1%	1%	1%
Drugs/drug use	16	13	11	13	7	11	9	12	8	8	11	9	12	8	8	16	-	16	16	16
	1%	1%	1%	1%	1%	1%	1%	2%	2%	2%	1%	1%	2%	2%	2%	1%	-	1%	1%	1%
Welfare of children or young people	15	14	13	13	9	13	11	12	7	6	13	11	12	9	6	15	-	15	15	15
	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	2%	2%	1%	1%	-	1%	1%	1%
Bullying/victimising	13	10	12	11	6	12	9	10	5	4	12	9	10	6	4	13	-	13	13	13
	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%
Pornography	11	8	9	10	7	9	6	9	6	4	9	6	9	6	4	11	-	11	11	11
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	10	7	8	8	4	8	4	7	4	4	8	4	7	6	4	10	-	10	10	10
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%
Misleading advertising	10	6	7	9	5	7	2	6	5	3	7	2	6	6	3	10	-	10	10	10
	1%	*	1%	1%	1%	1%	*	1%	1%	1%	1%	*	1%	1%	1%	1%	-	1%	1%	1%
Offence of religion	10	7	7	6	4	7	5	5	3	2	7	5	5	4	2	10	-	10	10	10
	1%	1%	1%	*	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	*	1%	-	1%	1%	1%
Content harmful to self-esteem (e.g. self-abuse)	9	9	6	8	5	6	6	8	5	5	6	6	8	5	5	9	-	9	9	9
	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	-	1%	1%	1%
Eating disorders	9	9	8	7	5	8	7	7	6	4	8	7	7	6	4	9	-	9	9	9
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%
Suicide	9	8	7	8	3	7	2	6	3	6	7	2	6	4	6	7	2	7	7	7
	1%	1%	1%	1%	*	1%	*	1%	1%	1%d	1%	*	1%	1%	1%d	*	3%c	*	*	*

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

* small base

bdrc continental
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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 99

Q15a - TV catch up services

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All users of service

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**1577**	1244	1266	1157	681	965	739	622	457	436	1160	817	749	546	479	1513	64*	1419	1357	1513
Inaccurate information	**9**	5	8	7	6	7	3	4	6	2	7	3	4	6	2	9	-	9	9	9
	1%	*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*	*1%*	*	*1%*	*1%*	*	*1%*	-	*1%*	*1%*	*1%*
Dangerous behaviour	**8**	6	6	6	2	6	5	5	4	4	6	5	5	6	4	8	-	8	8	8
	1%	*1%*	*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Nakedness/naked bodies/body parts	**8**	6	6	5	4	6	3	5	2	3	6	3	5	3	3	8	-	8	7	8
	*	*	*	*	*1%*	*1%*	*	*1%*	*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Incitement to crime	**7**	5	6	6	3	6	3	5	3	4	6	3	5	3	4	7	-	7	7	7
	*	*	*	*1%*	*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*	-	*1%*	*1%*	*
Illegal child sexual abuse material	**7**	6	6	6	4	6	5	6	2	4	6	5	6	2	4	7	-	7	7	7
	*	*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*	-	*	*1%*	*
Incitement to hatred	**7**	5	5	6	3	5	4	5	4	2	5	4	5	5	2	7	-	7	7	7
	*	*	*	*1%*	*	*1%*	*	*1%*	*1%*	*	*	*	*1%*	*1%*	*	*	-	*	*1%*	*
Other (please type in)	**6**	5	5	3	2	5	2	1	-	3	5	2	1	-	3	6	-	6	5	6
	*	*	*	*	*	*1%*	*	*	-	*1%*	*	*	*	-	*1%*	*	-	*	*	*
Infringing someone's privacy	**5**	3	4	4	3	4	2	4	4	1	4	2	4	4	1	5	-	5	5	5
	*	*	*	*	*	*	*	*1%*	*1%*	*	*	*	*1%*	*1%*	*	*	-	*	*	*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	**5**	3	4	4	2	4	1	4	4	2	4	1	4	4	2	5	-	5	5	5
	*	*	*	*	*	*	*	*1%*	*1%*	*1%*	*	*	*1%*	*1%*	*1%*	*	-	*	*	*
Defamation/smearing of others	**4**	2	3	2	1	3	1	2	1	1	3	1	2	1	1	4	-	4	4	4
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	-	*	*	*
Exorcism/the paranormal	**3**	2	1	2	2	1	1	2	2	1	1	1	2	2	1	3	-	3	3	3
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	-	*	*	*
Discrimination based on religious beliefs	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gender discrimination (e.g. sexism)	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Age discrimination	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Malicious views	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on non-religious beliefs	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

* small base

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 99

Q15a - TV catch up services

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All users of service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	1959	1125	356	199	1539	583	1376	401	252	50	326	1048	578	1626	505	544	838	384	1222	1141
Base	1577	917	286	170	1227	566	1011	379	247	50*	278	783	511	1294	392	423	682	315	996	930
Effective Base	1621	942	287	168	1273	497	1149	341	215	45	273	862	488	1343	413	448	686	326	1012	947
Bad language	23	13	7	8	16	13	11	9	4	4	5	3	16	19	4	4	10	4	15	13
	1%	1%	2%	5%ad	1%	2%	1%	2%	2%	8%gh	2%k	*	3%km	1%k	1%	1%	2%	1%	1%	1%
Sex/sexually explicit content	23	16	5	4	18	14	9	11	3	2	6	7	9	16	5	6	8	4	13	13
	1%	2%	2%	3%	2%	2%f	1%	3%	1%	3%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%
Violence (in general)	22	13	6	8	14	11	11	8	4	2	4	7	10	17	3	4	7	7	15	14
	1%	1%	2%	4%ad	1%	2%	1%	2%	2%	3%	1%	1%	2%	1%	1%	1%	1%	2%	1%	2%
Accuracy of medical/health claims	20	15	2	10	9	11	9	7	2	1	2	11	6	18	3	4	10	3	14	13
	1%	2%d	1%	6%abd	1%	2%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
Racism	16	11	3	3	12	6	10	5	2	3	2	5	9	13	3	5	5	1	6	6
	1%	1%	1%	2%	1%	1%	1%	1%	1%	5%h	1%	1%	2%	1%	1%	1%	1%	*	1%	1%
Drugs/drug use	16	11	3	3	12	8	8	3	5	2	3	5	6	11	1	2	5	8	13	12
	1%	1%	1%	2%	1%	1%	1%	1%	2%	3%	1%	1%	1%	1%	*	1%	1%	2%nop	1%	1%
Welfare of children or young people	15	12	2	8	8	8	7	7	2	1	3	8	4	12	2	2	10	3	13	12
	1%	1%	1%	4%abd	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	*	*	1%	1%	1%	1%
Bullying/victimising	13	10	1	2	11	7	6	6	2	1	3	4	5	9	1	1	7	3	10	9
	1%	1%	*	1%	1%	1%	1%	2%	1%	1%	1%	*	1%	1%	*	*	1%	1%	1%	1%
Pornography	11	8	3	2	9	5	6	2	2	1	3	3	4	7	1	2	4	3	7	7
	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	*	1%	1%	*	1%	1%	1%	1%	1%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	10	7	2	5	6	5	5	4	2	2	3	3	4	7	2	3	3	3	6	6
	1%	1%	1%	3%ad	*	1%	1%	1%	1%	3%	1%	*	1%	1%	1%	1%	*	1%	1%	1%
Misleading advertising	10	9	1	2	7	1	10	1	-	-	3	7	1	8	2	3	4	1	5	4
	1%	1%	*	1%	1%	*	1%e	*	-	-	1%	1%	*	1%	*	1%	1%	*	*	*
Offence of religion	10	7	1	2	7	4	6	4	1	1	2	2	6	8	2	2	3	3	6	5
	1%	1%	*	1%	1%	1%	1%	1%	*	1%	1%	*	1%	1%	*	*	*	1%	1%	1%
Content harmful to self-esteem (e.g. self-abuse)	9	8	1	4	5	7	3	5	2	-	2	3	4	7	3	3	5	2	7	6
	1%	1%	*	2%d	*	1%f	*	1%	1%	-	1%	*	1%	1%	1%	1%	1%	1%	1%	1%
Eating disorders	9	7	-	2	6	5	5	4	1	-	2	4	4	7	1	1	5	2	7	7
	1%	1%	-	1%	1%	1%	*	1%	*	-	1%	*	1%	1%	*	*	1%	1%	1%	1%
Suicide	9	4	3	2	7	4	4	4	2	2	2	1	6	7	1	1	4	2	6	3
	1%	*	1%	1%	1%	1%	*	1%	1%	3%	1%k	*	1%k	1%	*	*	1%	1%	1%	*
Inaccurate information	9	7	1	1	8	3	6	2	2	1	2	2	4	7	2	2	4	1	5	5
	1%	1%	*	*	1%	*	1%	*	1%	2%	1%	*	1%	1%	*	*	1%	*	*	1%

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 99

Q15a - TV catch up services

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All users of service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	1577	917	286	170	1227	566	1011	379	247	50*	278	783	511	1294	392	423	682	315	996	930
Dangerous behaviour	8	6	2	3	5	3	6	2	1	-	3	2	2	5	-	1	3	3	6	6
	1%	1%	1%	2%d	*	*	1%	*	*	-	1%	*	*	*	-	*	*	1%	1%	1%
Nakedness/naked bodies/body parts	8	5	1	1	6	2	6	2	-	-	3	2	2	5	1	1	3	2	4	4
	*	1%	*	1%	1%	*	1%	1%	-	-	1%	*	*	*	*	*	*	1%	*	*
Incitement to crime	7	6	1	3	4	3	4	2	1	-	3	2	1	3	1	1	1	3	5	5
	*	1%	*	2%d	*	1%	*	1%	*	-	1%klm	*	*	*	*	*	*	1%	1%	1%
Illegal child sexual abuse material	7	5	1	2	5	4	3	3	2	1	1	4	1	5	-	-	4	3	7	6
	*	1%	*	1%	*	1%	*	1%	1%	1%	*	*	*	*	-	-	1%	1%	1%	1%
Incitement to hatred	7	6	-	2	5	2	5	2	2	1	3	2	2	4	-	-	4	1	5	5
	*	1%	-	1%b	*	*	1%	*	1%	1%	1%	*	*	*	-	-	1%	*	*	*
Other (please type in)	6	3	2	1	5	-	6	-	-	-	1	4	1	5	2	2	2	1	3	2
	*	*	1%	1%	*	-	1%	-	-	-	*	1%	*	*	*	*	*	*	*	*
Infringing someone's privacy	5	4	-	1	4	-	5	-	-	-	1	2	2	4	-	-	3	1	4	4
	*	*	-	*	*	-	*	-	-	-	*	*	*	*	-	-	*	*	*	*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	5	4	1	2	3	1	4	1	-	-	2	2	1	2	1	1	2	1	3	2
	*	*	*	1%	*	*	*	*	-	-	1%	*	*	*	*	*	*	*	*	*
Defamation/smearing of others	4	3	-	1	3	3	2	3	-	-	1	1	3	3	1	1	1	1	2	2
	*	*	-	*	*	*	*	1%	-	-	*	*	*	*	*	*	*	*	*	*
Exorcism/the paranormal	3	3	-	2	1	1	2	1	1	-	1	-	2	2	-	-	2	1	3	3
	*	*	-	1%d	*	*	*	*	*	-	*	-	*	*	-	-	*	*	*	*
Discrimination based on religious beliefs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gender discrimination (e.g. sexism)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Age discrimination	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Malicious views	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on non-religious beliefs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

* small base

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Absolutes/col percents

Table 99

Q15a - TV catch up services

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All users of service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	1959	313	1544	102	244	69	256	57	66	792	334
Base	1577	254	1246	77*	199	55*	210	44*	60*	639	260
Effective Base	1621	271	1265	86	211	60	223	49	57	660	282
Bad language	23	23	-	-	23	1	23	1	5	15	3
	1%	9%bc	-	-	11%e	1%	11%g	2%	9%	2%	1%
Sex/sexually explicit content	23	23	-	-	19	4	21	2	7	12	3
	1%	9%bc	-	-	10%	7%	10%	5%	11%	2%	1%
Violence (in general)	22	22	-	-	22	*	22	*	5	12	3
	1%	9%bc	-	-	11%e	1%	10%g	1%	8%	2%	1%
Accuracy of medical/health claims	20	20	-	-	18	2	19	1	8	14	1
	1%	8%bc	-	-	9%	4%	9%	2%	13%	2%i	*
Racism	16	16	-	-	16	-	16	-	3	10	2
	1%	6%bc	-	-	8%e	-	7%	-	5%	2%	1%
Drugs/drug use	16	16	-	-	15	1	16	-	5	8	2
	1%	6%bc	-	-	7%	1%	7%	-	9%	1%	1%
Welfare of children or young people	15	15	-	-	14	1	15	1	5	9	3
	1%	6%bc	-	-	7%	2%	7%	1%	9%	1%	1%
Bullying/victimising	13	13	-	-	13	-	13	-	5	10	1
	1%	5%bc	-	-	7%e	-	6%	-	8%	2%	*
Pornography	11	11	-	-	10	1	11	-	5	6	2
	1%	4%b	-	-	5%	1%	5%	-	8%	1%	1%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	10	10	-	-	9	1	10	-	4	8	2
	1%	4%b	-	-	5%	2%	5%	-	7%	1%	1%
Misleading advertising	10	10	-	-	9	1	10	*	4	5	1
	1%	4%b	-	-	5%	2%	5%	1%	7%	1%	1%
Offence of religion	10	10	-	-	10	-	10	-	3	5	1
	1%	4%b	-	-	5%	-	5%	-	4%	1%	1%
Content harmful to self-esteem (e.g. self-abuse)	9	9	-	-	8	2	9	-	6	5	2
	1%	4%b	-	-	4%	3%	5%	-	10%	1%	1%
Eating disorders	9	9	-	-	7	2	8	1	2	4	1
	1%	4%b	-	-	3%	4%	4%	3%	3%	1%	*
Suicide	9	9	-	-	8	1	9	-	5	2	5
	1%	4%b	-	-	4%	1%	4%	-	9%	*	2%h
Inaccurate information	9	9	-	-	9	-	8	1	2	5	1
	1%	3%b	-	-	4%	-	4%	1%	4%	1%	*

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

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Absolutes/col percents

Table 99

Q15a - TV catch up services

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All users of service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	1577	254	1246	77*	199	55*	210	44*	60*	639	260
Dangerous behaviour	8	8	-	-	7	1	8	-	5	4	2
	1%	3%b	-	-	*4%*	*2%*	*4%*	-	*9%*	*1%*	*1%*
Nakedness/naked bodies/body parts	8	8	-	-	8	-	8	-	1	4	1
	*	3%b	-	-	*4%*	-	*4%*	-	*1%*	*1%*	*1%*
Incitement to crime	7	7	-	-	7	-	7	-	4	4	1
	*	3%b	-	-	*4%*	-	*3%*	-	*6%*	*1%*	*
Illegal child sexual abuse material	7	7	-	-	6	1	7	-	4	4	1
	*	3%b	-	-	*3%*	*2%*	*3%*	-	*6%*	*1%*	*
Incitement to hatred	7	7	-	-	7	-	7	-	3	5	-
	*	3%b	-	-	*3%*	-	*3%*	-	*5%*	*1%*	-
Other (please type in)	6	6	-	-	3	3	2	4	1	3	2
	*	2%b	-	-	*1%*	6%d	*1%*	9%	*1%*	*	*1%*
Infringing someone's privacy	5	5	-	-	5	-	5	-	2	3	-
	*	2%b	-	-	*2%*	-	*2%*	-	*3%*	*1%*	-
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	5	5	-	-	5	-	5	-	2	2	1
	*	2%b	-	-	*2%*	-	*2%*	-	*3%*	*	*
Defamation/smearing of others	4	4	-	-	4	-	4	-	2	3	-
	*	2%b	-	-	*2%*	-	*2%*	-	*3%*	*1%*	-
Exorcism/the paranormal	3	3	-	-	3	-	3	-	2	3	-
	*	1%b	-	-	*2%*	-	*1%*	-	*3%*	*	-
Discrimination based on religious beliefs	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Gender discrimination (e.g. sexism)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Age discrimination	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Malicious views	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on non-religious beliefs	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

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

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Absolutes/col percents

Table 100

Q15a - On-line video rental services
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All users of service

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	781	369	412	253	262	139	69	39	19	515	208	58	221	109	24	15	294	99	15	4	233	298	128	122	531	250
Base	683	333	350	243	188	125*	63*	41**	22**	431	188	64**	186	101*	31**	14**	245	87*	10**	8**	194	246	128*	116*	440	243
Effective Base	513	248	266	215	195	79	54	14	9	407	130	22	190	83	9	7	219	51	12	2	173	188	78	83	359	160
Sex/sexually explicit content	12 2%	6 2%	6 2%	5 2%	4 2%	2 2%	1 1%	- -	- -	9 2%	3 2%	- -	5 3%	1 1%	- -	- -	4 2%	2 2%	- -	- -	3 1%	4 2%	4 4%	1 1%	7 1%	6 2%
Bad language	10 1%	6 2%	4 1%	5 2%	3 2%	2 1%	- -	- -	- -	8 2%	2 1%	- -	5 3%	1 1%	- -	- -	3 1%	1 1%	- -	- -	4 2%y	6 2%y	- -	- -	10 2%y	- -
Eating disorders	9 1%	5 2%	4 1%	2 1%	6 3%c	1 1%	1 1%	- -	- -	8 2%	1 1%	- -	5 3%	1 1%	- -	- -	3 1%	1 1%	- -	- -	5 2%	1 1%	2 2%	1 1%	6 1%	3 1%
Dangerous behaviour	8 1%	7 2%	1 *	5 2%	2 1%	1 1%	1 1%	- -	- -	7 2%	1 1%	- -	6 3%	1 1%	- -	- -	1 *	1 1%	- -	- -	4 2%	3 1%	- -	1 1%	7 2%	1 1%
Bullying/victimising	8 1%	6 2%	2 1%	3 1%	3 2%	2 1%	- -	- -	- -	6 1%	2 1%	- -	4 2%	2 2%	- -	- -	2 1%	- -	- -	- -	3 1%	2 1%	2 2%	1 1%	4 1%	3 1%
Violence (in general)	8 1%	7 2%	1 *	1 *	1 1%	1 1%	1 1%	4 9%	- -	2 1%	2 1%	4 6%	2 1%	1 1%	4 12%	- -	- -	1 1%	- -	- -	1 1%	5 2%	1 1%	1 1%	6 1%	1 1%
Racism	7 1%	6 2%	2 *	6 2%	1 1%	1 *	- -	- -	- -	7 2%	1 *	- -	5 3%	1 1%	- -	- -	2 1%	- -	- -	- -	2 1%	2 1%	3 3%	- -	4 1%	3 1%
Content harmful to self-esteem (e.g. self-abuse)	6 1%	5 1%	2 *	3 1%	3 2%	- -	- -	- -	- -	6 2%	- -	- -	5 3%	- -	- -	- -	2 1%	- -	- -	- -	2 1%	- -	3 2%d	1 1%	2 *	4 2%
Infringing someone's privacy	6 1%	4 1%	2 1%	1 1%	2 1%	2 2%	1 1%	- -	- -	3 1%	3 2%	- -	2 1%	2 2%	- -	- -	1 1%	1 1%	- -	- -	1 *	6 2%y	- -	- -	6 1%	- -
Inaccurate information	6 1%	5 1%	1 *	4 2%	1 1%	1 1%	- -	- -	- -	5 1%	1 1%	- -	4 2%	1 1%	- -	- -	1 1%	- -	- -	- -	2 1%	3 1%	1 1%	- -	5 1%	1 *
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	6 1%	4 1%	2 1%	3 1%	3 2%	- -	- -	- -	- -	6 1%	- -	- -	4 2%	- -	- -	- -	2 1%	- -	- -	- -	1 1%	3 1%	2 1%	- -	4 1%	2 1%
Pornography	6 1%	4 1%	2 1%	3 1%	1 1%	1 1%	1 1%	- -	- -	5 1%	1 1%	- -	3 2%	1 1%	- -	- -	2 1%	1 1%	- -	- -	1 *	3 1%	1 1%	1 1%	4 1%	2 1%
Drugs/drug use	6 1%	6 2%b	- -	1 *	4 2%	1 1%	- -	- -	- -	5 1%	1 1%	- -	5 3%	1 1%	- -	- -	- -	- -	- -	- -	2 1%	2 1%	2 1%	- -	4 1%	2 1%
Accuracy of medical/health claims	6 1%	5 1%	1 *	1 *	4 2%	1 1%	- -	- -	- -	5 1%	1 *	- -	4 2%	1 1%	- -	- -	1 *	- -	- -	- -	2 1%	2 1%	1 1%	- -	4 1%	1 1%
Misleading advertising	5 1%	4 1%	2 1%	3 1%	1 1%	- -	1 1%	- -	- -	5 1%	1 *	- -	4 2%	- -	- -	- -	1 *	1 1%	- -	- -	3 2%	1 *	- -	1 1%	4 1%	1 1%
Defamation/smearing of others	5 1%	4 1%	1 *	1 1%	3 2%	- -	- -	- -	- -	5 1%	- -	- -	4 2%	- -	- -	- -	1 *	- -	- -	- -	1 *	2 1%	1 1%	1 1%	3 1%	2 1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 100

Q15a - On-line video rental services
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All users of service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	683	333	350	243	188	125*	63*	41**	22**	431	188	64**	186	101*	31**	14**	245	87*	10**	8**	194	246	128*	116*	440	243
Welfare of children or young people	5 1%	4 1%	1 *	3 1%	1 *	1 1%	1 1%	- -	- -	4 1%	1 1%	- -	3 1%	1 1%	- -	- -	1 *	- -	- -	- -	1 1%	2 1%	- -	1 1%	3 1%	1 1%
Nakedness/naked bodies/body parts	4 1%	2 *	2 1%	2 1%	2 1%	- -	- -	- -	- -	4 1%	- -	- -	2 1%	- -	- -	- -	2 1%	- -	- -	- -	2 1%	1 *	- -	1 1%	3 1%	1 *
Incitement to crime	3 *	2 1%	1 *	1 *	1 *	1 *	1 1%	- -	- -	2 *	1 1%	- -	2 1%	1 1%	- -	- -	- -	1 1%	- -	- -	1 *	1 *	1 1%	1 1%	1 *	1 1%
Illegal child sexual abuse material	3 *	3 1%	- -	2 1%	1 *	1 1%	- -	- -	- -	2 *	1 *	- -	2 1%	1 1%	- -	- -	- -	- -	- -	- -	1 *	1 1%	1 1%	- -	2 *	1 *
Exorcism/the paranormal	3 *	1 *	1 *	1 1%	1 1%	- -	- -	- -	- -	3 1%	- -	- -	1 1%	- -	- -	- -	1 1%	- -	- -	- -	1 *	1 1%	1 1%	- -	2 *	1 *
Suicide	2 *	2 1%	- -	1 *	1 *	1 1%	- -	- -	- -	2 *	1 *	- -	2 1%	1 1%	- -	- -	- -	- -	- -	- -	2 1%	- -	- -	- -	2 1%	- -
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	2 *	2 1%	- -	1 *	1 1%	- -	- -	- -	- -	2 1%	- -	- -	2 1%	- -	- -	- -	- -	- -	- -	- -	1 *	2 1%	- -	- -	2 1%	- -
Incitement to hatred	2 *	2 1%	- -	1 *	1 1%	- -	- -	- -	- -	2 *	- -	- -	2 1%	- -	- -	- -	- -	- -	- -	- -	1 1%	1 *	- -	- -	2 *	- -
Offence of religion	1 *	1 *	1 *	1 *	1 *	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	1 *	1 *	- -	- -	1 *	- -
Other (please type in)	1 *	1 *	- -	1 *	* *	- -	- -	- -	- -	1 *	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	* *	- -	1 1%
Discrimination based on religious beliefs	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Gender discrimination (e.g. sexism)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Age discrimination	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Malicious views	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Discrimination based on non-religious beliefs	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Base: All users of service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	781	553	225	450	296	16	43	92	82	44	93	37	67	116	124	698	39	17	27	217	137	344
Base	683	483	196	399	256	12**	34**	80*	65*	41*	69*	58**	85*	100	71*	602	30**	11**	40**	179	110	314
Effective Base	513	359	151	275	215	13	29	69	61	34	80	22	43	101	90	463	30	16	18	159	111	207
Sex/sexually explicit content	12	10	3	8	5	-	1	-	1	1	1	1	1	2	4	11	1	1	-	2	2	8
	2%	2%	1%	2%	2%	-	2%	-	1%	2%	1%	2%	2%	2%	5%g	2%	2%	6%	-	1%	1%	3%
Bad language	10	9	1	7	3	-	-	1	1	-	2	-	1	1	4	10	-	-	-	3	2	6
	1%	2%	1%	2%	1%	-	-	2%	2%	-	2%	-	2%	1%	5%m	2%	-	-	-	1%	1%	2%
Eating disorders	9	8	1	6	3	*	-	2	-	-	2	-	-	1	4	9	-	-	-	2	2	5
	1%	2%	*	1%	1%	3%	-	3%	-	-	2%	-	-	1%	5%	1%	-	-	-	1%	2%	2%
Dangerous behaviour	8	7	2	7	2	-	-	3	2	-	-	-	-	1	3	8	-	-	-	5	-	4
	1%	1%	1%	2%	1%	-	-	4%	3%	-	-	-	-	1%	4%	1%	-	-	-	3%	-	1%
Bullying/victimising	8	7	1	4	3	*	-	2	-	2	-	-	-	1	2	8	-	-	-	2	2	4
	1%	1%	*	1%	1%	3%	-	3%	-	4%	-	-	-	1%	4%	1%	-	-	-	1%	1%	1%
Violence (in general)	8	6	2	7	1	-	-	1	-	4	-	-	-	1	3	8	-	-	-	1	4	3
	1%	1%	1%	2%	*	-	-	1%	-	9%ghjlm	-	-	-	1%	4%	1%	-	-	-	*	3%a	1%
Racism	7	5	2	3	4	*	-	-	-	-	-	2	1	-	1	5	2	1	-	-	-	5
	1%	1%	1%	1%	2%	3%	-	-	-	-	-	4%	2%	-	2%	1%	6%	6%	-	-	-	2%
Content harmful to self-esteem (e.g. self-abuse)	6	6	-	4	2	-	-	1	2	1	2	-	-	1	-	6	-	-	-	3	2	1
	1%	1%	-	1%	1%	-	-	2%	3%	1%	2%	-	-	1%	-	1%	-	-	-	2%	2%	*
Infringing someone's privacy	6	6	-	3	3	-	1	-	-	-	-	-	1	1	1	4	-	-	3	1	-	3
	1%	1%	-	1%	1%	-	2%	-	-	-	-	-	2%	1%	1%	1%	-	-	6%	*	-	1%
Inaccurate information	6	6	-	3	3	-	-	1	-	-	1	-	1	2	2	6	-	-	-	1	1	4
	1%	1%	-	1%	1%	-	-	1%	-	-	1%	-	2%	2%	2%	1%	-	-	-	1%	1%	1%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	6	6	-	3	2	-	-	3	*	1	-	-	-	-	2	6	-	-	-	3	1	2
	1%	1%	-	1%	1%	-	-	4%	1%	2%	-	-	-	-	2%	1%	-	-	-	2%	1%	1%
Pornography	6	3	3	2	4	-	-	1	-	1	-	-	3	-	2	6	-	-	-	1	1	5
	1%	1%	1%	*	1%	-	-	1%	-	1%	-	-	3%	-	3%	1%	-	-	-	1%	*	1%
Drugs/drug use	6	5	1	3	3	-	-	2	1	-	2	-	-	1	2	6	-	-	-	2	2	2
	1%	1%	*	1%	1%	-	-	2%	1%	-	2%	-	-	1%	2%	1%	-	-	-	1%	2%	1%
Accuracy of medical/health claims	6	6	-	3	3	-	-	-	1	1	-	1	-	-	2	5	-	1	-	1	1	3
	1%	1%	-	1%	1%	-	-	-	1%	2%	-	2%	-	-	3%	1%	-	6%	-	*	1%	1%
Misleading advertising	5	4	1	4	2	-	-	-	1	-	1	-	-	1	2	5	-	-	-	1	1	3
	1%	1%	1%	1%	1%	-	-	-	1%	-	2%	-	-	1%	3%	1%	-	-	-	*	1%	1%
Defamation/smearing of others	5	5	-	3	1	-	-	1	-	-	1	1	-	1	1	5	-	-	-	1	1	3
	1%	1%	-	1%	1%	-	-	2%	-	-	1%	2%	-	1%	1%	1%	-	-	-	1%	1%	1%

Prepared by BDRC Continental

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

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	683	483	196	399	256	12**	34**	80*	65*	41*	69*	58**	85*	100	71*	602	30**	11**	40**	179	110	314
Welfare of children or young people	5 *1%*	5 *1%*	-	3 *1%*	-	-	-	2 *3%*	-	-	1 *2%*	-	-	1 *1%*	1 *1%*	5 *1%*	-	-	-	2 *1%*	1 *1%*	1 *
Nakedness/naked bodies/body parts	4 *1%*	3 *1%*	1 *	1 *	2 *1%*	-	-	-	-	-	1 *1%*	-	-	2 *2%*	1 *2%*	4 *1%*	-	-	-	-	1 *1%*	3 *1%*
Incitement to crime	3 *	1 *	2 *1%*	2 *	1 *1%*	-	-	-	1 *2%*	-	-	-	-	-	2 *2%*	3 *	-	-	-	1 *1%*	-	2 *
Illegal child sexual abuse material	3 *	2 *	1 *	1 *	2 *1%*	-	-	-	-	-	-	-	-	1 *1%*	2 *3%*	3 *	-	-	-	-	-	3 *1%*
Exorcism/the paranormal	3 *	3 *1%*	-	1 *	2 *1%*	-	-	-	-	-	1 *1%*	-	1 *2%*	1 *1%*	-	3 *	-	-	-	-	1 *1%*	2 *1%*
Suicide	2 *	2 *	-	2 *1%*	-	-	-	1 *1%*	-	-	1 *1%*	-	-	-	1 *1%*	2 *	-	-	-	1 *	1 *1%*	1 *
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	2 *	2 *	-	2 *	1 *	-	-	-	-	-	1 *1%*	-	-	1 *1%*	1 *1%*	2 *	-	-	-	-	1 *1%*	2 *
Incitement to hatred	2 *	2 *	-	1 *	1 *	-	-	-	1 *1%*	-	-	-	-	1 *1%*	-	2 *	-	-	-	1 *	-	1 *
Offence of religion	1 *	1 *	1 *	1 *	1 *	-	-	-	1 *1%*	-	-	-	-	-	1 *1%*	1 *	-	-	-	1 *	-	1 *
Other (please type in)	1 *	1 *	-	1 *	* *	-	-	-	1 *2%*	-	-	-	-	-	-	1 *	-	-	-	1 *1%*	-	-
Discrimination based on religious beliefs	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gender discrimination (e.g. sexism)	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Age discrimination	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Malicious views	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on non-religious beliefs	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Base: All users of service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**781**	612	631	674	449	565	417	462	345	250	613	432	525	385	263	772	9	750	749	772
Base	**683**	532	537	595	384	473	344	401	295	230	516	364	454	328	240	659	25**	633	635	659
Effective Base	**513**	401	433	466	317	397	333	349	282	163	423	302	375	274	172	575	4	569	557	575
Sex/sexually explicit content	**12**	9	10	12	8	10	7	12	8	4	10	7	12	9	4	12	-	12	12	12
	2%	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*3%*	*3%*	*2%*	*2%*	*2%*	*3%*	*3%*	*2%*	*2%*	-	*2%*	*2%*	*2%*
Bad language	**10**	7	7	8	7	6	7	7	6	3	7	7	8	6	3	10	-	10	10	10
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*2%*	*2%*	*1%*	*1%*	*2%*	*2%*	*2%*	*1%*	*1%*	-	*2%*	*2%*	*1%*
Eating disorders	**9**	7	7	8	7	7	5	8	6	4	7	5	8	7	4	9	-	9	9	9
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*2%*	*2%*	*2%*	*1%*	*1%*	*2%*	*2%*	*2%*	*1%*	-	*1%*	*1%*	*1%*
Dangerous behaviour	**8**	7	6	8	6	6	6	8	4	5	6	6	8	5	5	8	-	8	8	8
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*1%*	-	*1%*	*1%*	*1%*
Bullying/victimising	**8**	7	7	8	2	7	6	7	4	4	7	6	7	4	4	8	-	8	8	8
	1%	*1%*	*1%*	*1%*	*1%*	*2%*	*2%*	*2%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	*2%*	*1%*	-	*1%*	*1%*	*1%*
Violence (in general)	**8**	6	3	4	2	3	6	3	3	1	3	6	4	3	1	8	-	8	8	8
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Racism	**7**	5	6	7	4	6	2	3	4	2	6	2	3	4	2	5	2	5	5	5
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*9%*	*1%*	*1%*	*1%*
Content harmful to self-esteem (e.g. self-abuse)	**6**	6	5	6	-	5	4	5	2	3	5	4	5	2	3	6	-	6	6	6
	1%	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Infringing someone's privacy	**6**	4	5	6	4	5	4	6	6	1	5	4	6	6	1	6	-	6	6	6
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*	*1%*	*1%*	*1%*	*2%*	*	*1%*	-	*1%*	*1%*	*1%*
Inaccurate information	**6**	4	4	6	6	4	3	4	5	2	4	3	4	5	2	6	-	6	6	6
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	**6**	6	4	6	6	4	5	6	6	3	4	5	6	6	3	6	-	6	6	6
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Pornography	**6**	4	6	5	5	6	3	5	3	1	6	4	5	4	1	6	-	6	6	6
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*	*1%*	-	*1%*	*1%*	*1%*
Drugs/drug use	**6**	5	5	5	5	5	4	5	3	3	5	4	5	3	3	6	-	6	6	6
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Accuracy of medical/health claims	**6**	2	5	6	3	5	1	6	2	1	5	1	6	2	1	6	-	6	6	6
	1%	*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Misleading advertising	**5**	4	3	5	5	3	4	4	3	1	3	4	4	3	1	5	-	5	5	5
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*	*1%*	-	*1%*	*1%*	*1%*

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 100

Q15a - On-line video rental services

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All users of service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	683	532	537	595	384	473	344	401	295	230	516	364	454	328	240	659	25**	633	635	659
Defamation/smearing of others	5 1%	4 1%	4 1%	5 1%	1 *	4 1%	3 1%	5 1%	2 1%	2 1%	4 1%	3 1%	5 1%	2 1%	2 1%	5 1%	- -	5 1%	5 1%	5 1%
Welfare of children or young people	5 1%	4 1%	3 1%	5 1%	4 1%	3 1%	4 1%	5 1%	5 2%	3 1%	3 1%	4 1%	5 1%	5 1%	3 1%	5 1%	- -	5 1%	5 1%	5 1%
Nakedness/naked bodies/body parts	4 1%	3 1%	3 1%	4 1%	3 1%	3 1%	3 1%	4 1%	2 1%	1 *	3 1%	3 1%	4 1%	2 1%	1 *	4 1%	- -	4 1%	4 1%	4 1%
Incitement to crime	3 *	2 *	3 1%	3 *	3 1%	3 1%	2 1%	3 1%	1 *	1 1%	3 1%	2 1%	3 1%	1 *	1 1%	3 *	- -	3 *	3 *	3 *
Illegal child sexual abuse material	3 *	3 1%	2 *	3 *	3 1%	2 *	2 1%	3 1%	2 1%	1 *	2 *	2 1%	3 1%	2 1%	1 *	3 *	- -	3 *	3 *	3 *
Exorcism/the paranormal	3 *	1 *	2 *	2 *	2 *	2 *	1 *	2 *	2 1%	1 *	2 *	1 *	2 *	2 1%	1 *	3 *	- -	3 *	3 *	3 *
Suicide	2 *	2 *	1 *	2 *	2 *	1 *	2 1%	2 1%	2 1%	1 *	1 *	2 *	2 1%	2 *	1 *	2 *	- -	2 *	2 *	2 *
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	2 *	2 *	2 *	2 *	2 1%	2 1%	2 1%	2 1%	2 1%	2 1%	2 *	2 1%	2 1%	2 *	2 1%	2 *	- -	2 *	2 *	2 *
Incitement to hatred	2 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	- -	1 *	1 *	1 *	1 *	- -	2 *	- -	2 *	2 *	2 *
Offence of religion	1 *	1 *	1 *	1 *	- -	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	- -	1 *	1 *	1 *
Other (please type in)	1 *	1 *	* *	1 *	* *	* *	1 *	1 *	- -	- -	* *	1 *	1 *	- -	- -	1 *	- -	1 *	1 *	1 *
Discrimination based on religious beliefs	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Gender discrimination (e.g. sexism)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Age discrimination	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Malicious views	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Discrimination based on non-religious beliefs	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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

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Base: All users of service

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	781	513	104	114	591	289	492	213	113	25	79	404	293	697	154	177	350	159	509	482
Base	683	425	105*	111*	500	304	379	219	111*	33**	68*	330	282	612	143*	165	297	138*	435	402
Effective Base	513	431	59	78	418	185	351	145	88	11	54	258	199	456	98	117	240	93	331	346
Sex/sexually explicit content	12 2%	9 2%	2 2%	3 2%	10 2%	6 2%	6 2%	5 2%	2 2%	1 2%	1 1%	4 1%	7 2%	11 2%	2 1%	4 2%	6 2%	1 1%	7 2%	9 2%
Bad language	10 1%	7 2%	1 1%	5 5%d	3 1%	5 2%	4 1%	5 2%	2 1%	- -	- -	6 2%	4 1%	10 2%	- -	- -	9 3%	1 1%	10 2%	8 2%
Eating disorders	9 1%	9 2%	- -	6 5%d	3 1%	6 2%	3 1%	6 3%	2 1%	1 2%	- -	5 1%	4 1%	9 1%	1 1%	1 1%	7 2%	1 1%	8 2%	8 2%
Dangerous behaviour	8 1%	7 2%	2 2%	5 5%d	3 1%	5 2%	3 1%	3 1%	4 3%	1 2%	1 1%	2 1%	5 2%	7 1%	1 1%	1 1%	4 2%	3 2%	7 2%	6 2%
Bullying/victimising	8 1%	6 1%	2 1%	2 2%	6 1%	5 2%	3 1%	2 1%	2 2%	- -	1 1%	5 1%	1 1%	6 1%	1 1%	1 1%	4 1%	2 2%	6 1%	6 2%
Violence (in general)	8 1%	2 1%	5 4%ad	5 4%ad	3 1%	6 2%	1 *	2 1%	6 5%d	1 2%	1 1%	5 1%	1 *	6 1%	4 3%	4 2%	3 1%	1 1%	4 1%	4 1%
Racism	7 1%	4 1%	1 1%	3 3%	4 1%	5 2%	2 1%	4 2%	1 1%	- -	- -	2 1%	5 2%	7 1%	2 1%	2 1%	4 1%	1 1%	5 1%	3 1%
Content harmful to self-esteem (e.g. self-abuse)	6 1%	5 1%	1 1%	4 3%d	3 1%	4 1%	2 1%	3 1%	- -	1 4%	1 1%	1 *	4 2%	6 1%	1 1%	1 1%	1 *	4 3%	6 1%	6 1%
Infringing someone's privacy	6 1%	6 1%	- -	2 1%	4 1%	3 1%	3 1%	2 1%	1 1%	- -	- -	4 1%	3 1%	6 1%	- -	- -	4 1%	1 1%	5 1%	5 1%
Inaccurate information	6 1%	6 1%	- -	2 2%	4 1%	3 1%	3 1%	2 1%	2 2%	- -	- -	3 1%	3 1%	6 1%	2 1%	2 1%	4 1%	- -	4 1%	4 1%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	6 1%	6 1%	* *	2 2%	4 1%	4 1%	2 1%	2 1%	2 2%	- -	* 1%	3 1%	3 1%	6 1%	- -	1 1%	2 1%	3 2%	5 1%	6 2%
Pornography	6 1%	4 1%	1 1%	1 1%	4 1%	3 1%	3 1%	2 1%	3 3%	1 2%	- -	1 *	4 1%	5 1%	- -	- -	3 1%	4 3%	6 1%	6 2%
Drugs/drug use	6 1%	5 1%	1 1%	4 3%d	2 *	5 2%	1 *	3 2%	2 1%	- -	- -	4 1%	2 1%	5 1%	1 1%	1 1%	3 1%	3 2%	5 1%	5 1%
Accuracy of medical/health claims	6 1%	6 1%	- -	4 3%d	2 *	5 2%	1 *	4 2%	1 1%	- -	- -	5 1%	1 *	6 1%	2 2%	2 2%	2 1%	1 1%	3 1%	3 1%
Misleading advertising	5 1%	5 1%	- -	2 2%	3 1%	3 1%	2 1%	3 1%	2 1%	1 2%	- -	3 1%	2 1%	5 1%	1 1%	1 1%	4 1%	1 1%	4 1%	4 1%
Defamation/smearing of others	5 1%	5 1%	- -	2 2%	3 1%	4 1%	1 *	3 2%	1 1%	- -	1 1%	3 1%	1 1%	4 1%	2 1%	2 1%	2 1%	1 1%	3 1%	2 1%

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Base: All users of service

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	683	425	105*	111*	500	304	379	219	111*	33**	68*	330	282	612	143*	165	297	138*	435	402
Welfare of children or young people	5 *1%*	5 *1%*	- -	2 *2%*	3 *1%*	4 *1%*	1 *	2 *1%*	2 *2%*	- -	- -	2 *1%*	3 *1%*	5 *1%*	- -	- -	3 *1%*	2 *1%*	5 *1%*	5 *1%*
Nakedness/naked bodies/body parts	4 *1%*	4 *1%*	- -	- -	4 *1%*	2 *1%*	2 *	2 *1%*	- -	- -	- -	3 *1%*	1 *	4 *1%*	- -	- -	4 *1%*	- -	4 *1%*	3 *1%*
Incitement to crime	3 *	2 *	1 *1%*	2 *2%d*	1 *	2 *1%*	1 *	1 *1%*	2 *1%*	1 *2%*	- -	1 *	1 *	2 *	- -	- -	1 *	2 *1%*	3 *1%*	3 *1%*
Illegal child sexual abuse material	3 *	1 *	2 *1%*	1 *1%*	2 *	2 *	1 *	- -	2 *1%*	- -	- -	1 *	1 *	2 *	- -	1 *	1 *	1 *1%*	2 *	3 *1%*
Exorcism/the paranormal	3 *	3 *1%*	- -	1 *1%*	2 *	1 *	2 *	1 *	- -	- -	- -	1 *	2 *1%*	3 *	1 *1%*	1 *1%*	2 *1%*	- -	2 *	2 *
Suicide	2 *	2 *1%*	- -	2 *2%d*	- -	2 *1%*	1 *	2 *1%*	1 *1%*	- -	- -	1 *	1 *	2 *	- -	- -	2 *1%*	- -	2 *1%*	2 *1%*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	2 *	2 *1%*	- -	2 *2%*	1 *	2 *1%*	1 *	2 *1%*	- -	- -	- -	2 *1%*	- -	2 *	- -	- -	2 *1%*	- -	2 *1%*	2 *1%*
Incitement to hatred	2 *	1 *	1 *1%*	1 *1%*	1 *	- -	2 *1%*	- -	- -	- -	- -	1 *	1 *	2 *	- -	- -	2 *1%*	- -	2 *	1 *
Offence of religion	1 *	1 *	1 *1%*	- -	1 *	1 *	1 *	1 *	- -	- -	- -	1 *	1 *	1 *	- -	- -	1 *	- -	1 *	1 *
Other (please type in)	1 *	1 *	- -	- -	1 *	- -	1 *	- -	- -	- -	- -	* *	1 *	1 *	- -	- -	* *	- -	* *	1 *
Discrimination based on religious beliefs	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Gender discrimination (e.g. sexism)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Age discrimination	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Malicious views	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Discrimination based on non-religious beliefs	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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Base: All users of service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**781**	219	522	40	182	37	185	34	52	327	126
Base	**683**	191	460	32*	162	30*	164	27**	49*	279	101*
Effective Base	**513**	171	319	33	140	31	143	29	45	257	93
Sex/sexually explicit content	**12**	12	-	-	12	-	12	*	3	7	2
	2%	6%b	-	-	*8%*	-	*7%*	*2%*	*5%*	*3%*	*2%*
Bad language	**10**	10	-	-	10	-	10	-	5	4	2
	1%	5%b	-	-	*6%*	-	*6%*	-	*9%*	*1%*	*2%*
Eating disorders	**9**	9	-	-	8	1	9	-	2	8	-
	1%	5%b	-	-	*5%*	*2%*	*5%*	-	*4%*	*3%*	-
Dangerous behaviour	**8**	8	-	-	8	-	8	-	3	5	3
	1%	4%b	-	-	*5%*	-	*5%*	-	*7%*	*2%*	*3%*
Bullying/victimising	**8**	8	-	-	8	-	8	-	3	6	1
	1%	4%b	-	-	*5%*	-	*5%*	-	*7%*	*2%*	*1%*
Violence (in general)	**8**	8	-	-	8	-	8	-	1	6	1
	1%	4%b	-	-	*5%*	-	*5%*	-	*2%*	*2%*	*1%*
Racism	**7**	7	-	-	7	-	7	-	2	4	3
	1%	4%b	-	-	*5%*	-	*4%*	-	*5%*	*1%*	*3%*
Content harmful to self-esteem (e.g. self-abuse)	**6**	6	-	-	6	-	6	-	4	6	-
	1%	3%b	-	-	*4%*	-	*4%*	-	*8%*	*2%*	-
Infringing someone's privacy	**6**	6	-	-	6	1	6	-	3	5	-
	1%	3%b	-	-	*4%*	*2%*	*4%*	-	*5%*	*2%*	-
Inaccurate information	**6**	6	-	-	6	-	6	-	3	5	-
	1%	3%b	-	-	*4%*	-	*4%*	-	*6%*	*2%*	-
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	**6**	6	-	-	6	-	6	*	-	6	-
	1%	3%b	-	-	*4%*	-	*4%*	*1%*	-	*2%*	-
Pornography	**6**	6	-	-	6	-	6	-	2	3	2
	1%	3%b	-	-	*4%*	-	*4%*	-	*3%*	*1%*	*2%*
Drugs/drug use	**6**	6	-	-	6	-	6	-	2	5	1
	1%	3%b	-	-	*4%*	-	*4%*	-	*5%*	*2%*	*1%*
Accuracy of medical/health claims	**6**	6	-	-	6	-	6	-	2	4	-
	1%	3%b	-	-	*3%*	-	*3%*	-	*4%*	*2%*	-
Misleading advertising	**5**	5	-	-	5	-	5	-	3	3	1
	1%	3%b	-	-	*3%*	-	*3%*	-	*5%*	*1%*	*1%*
Defamation/smearing of others	**5**	5	-	-	5	-	5	-	3	4	-
	1%	3%b	-	-	*3%*	-	*3%*	-	*6%*	*1%*	-

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

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

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Absolutes/col percents

Table 100

Q15a - On-line video rental services

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All users of service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	683	191	460	32*	162	30*	164	27**	49*	279	101*
Welfare of children or young people	5 1%	5 2%b	- -	- -	5 3%	- -	5 3%	- -	1 3%	4 1%	- -
Nakedness/naked bodies/body parts	4 1%	4 2%b	- -	- -	4 2%	- -	4 2%	- -	1 1%	3 1%	1 1%
Incitement to crime	3 *	3 2%b	- -	- -	3 2%	- -	3 2%	- -	1 3%	2 1%	1 1%
Illegal child sexual abuse material	3 *	3 1%b	- -	- -	2 1%	1 2%	3 2%	- -	2 3%	1 *	2 2%
Exorcism/the paranormal	3 *	3 1%b	- -	- -	2 1%	1 2%	3 2%	- -	- -	3 1%	- -
Suicide	2 *	2 1%b	- -	- -	2 1%	- -	2 1%	- -	2 4%	2 1%	- -
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	2 *	2 1%b	- -	- -	2 1%	- -	2 1%	- -	1 2%	2 1%	- -
Incitement to hatred	2 *	2 1%b	- -	- -	2 1%	- -	2 1%	- -	1 3%	1 *	1 1%
Offence of religion	1 *	1 1%	- -	- -	1 1%	- -	1 1%	- -	1 2%	1 *	1 1%
Other (please type in)	1 *	1 1%	- -	- -	1 1%	* 1%	1 1%	* 1%	- -	1 *	- -
Discrimination based on religious beliefs	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Gender discrimination (e.g. sexism)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Age discrimination	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Malicious views	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Discrimination based on non-religious beliefs	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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

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Absolutes/col percents

Table 101

Q15a - Free Video On-demand content available through your subscription service provider
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All users of service

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	1013	530	483	244	270	196	142	82	79	514	338	161	241	184	50	55	273	154	32	24	299	356	182	176	655	358
Base	909	475	435	244	203	177	158*	74*	54*	447	335	128*	208	185	43*	39*	239	150*	31**	15**	266	300	167	176	566	343
Effective Base	686	390	302	194	203	138	85	45	55	392	215	93	207	127	31	36	190	89	15	20	184	257	147	111	436	251
Sex/sexually explicit content	20 2%	13 3%	6 1%	9 4%	7 3%	3 2%	- -	- -	* 1%	16 4%	3 1%	* *	10 5%	3 2%	- -	* 1%	6 3%	- -	- -	- -	7 3%	10 3%y	2 1%	1 *	17 3%y	2 1%
Eating disorders	12 1%	9 2%	3 1%	3 1%	3 1%	2 1%	- -	4 5%l	- -	6 1%	2 *	4 3%	4 2%	2 1%	4 9%lm	- -	3 1%	- -	- -	- -	3 1%	7 2%y	1 1%	- -	10 2%	1 *
Misleading advertising	11 1%	8 2%	3 1%	3 1%	3 2%	5 3%	- -	- -	- -	6 1%	5 2%	- -	4 2%	4 2%	- -	- -	2 1%	1 1%	- -	- -	1 1%	1 *	7 4%ux	2 1%	3 *	8 2%x
Incitement to hatred	9 1%	7 1%	2 *	4 2%	1 *	4 2%	1 *	- -	- -	5 1%	4 1%	- -	4 2%	3 2%	- -	- -	1 *	2 1%	- -	- -	2 1%	1 *	6 4%ux	1 *	2 *	6 2%
Bad language	9 1%	6 1%	3 1%	3 1%	4 2%	- -	1 1%	- -	* 1%	7 2%	1 *	* *	5 2%	1 1%	- -	* 1%	3 1%	- -	- -	- -	1 1%	2 1%	2 1%	3 1%	4 1%	5 1%
Pornography	8 1%	5 1%	3 1%	6 2%	2 1%	- -	- -	- -	* 1%	8 2%	- -	* *	5 2%	- -	- -	* 1%	3 1%	- -	- -	- -	* *	3 1%	4 3%l	- -	4 1%	4 1%
Content harmful to self-esteem (e.g. self-abuse)	8 1%	4 1%	4 1%	5 2%	2 1%	1 *	- -	- -	- -	8 2%	1 *	- -	4 2%	1 *	- -	- -	4 2%	- -	- -	- -	3 1%	3 1%	1 1%	1 *	6 1%	2 1%
Inaccurate information	8 1%	4 1%	3 1%	2 1%	1 1%	4 2%	- -	1 1%	- -	3 1%	4 1%	1 1%	2 1%	3 2%	- -	- -	2 1%	1 1%	1 2%	- -	1 *	4 1%	3 2%	- -	5 1%	3 1%
Racism	7 1%	4 1%	2 1%	4 1%	1 1%	1 1%	1 *	- -	- -	5 1%	2 *	- -	3 2%	1 1%	- -	- -	2 1%	1 *	- -	- -	1 *	4 1%	- -	2 1%	5 1%	2 *
Welfare of children or young people	6 1%	4 1%	2 *	4 2%	- -	1 *	1 1%	- -	- -	4 1%	2 1%	- -	3 1%	1 1%	- -	- -	2 1%	1 *	- -	- -	1 *	1 *	3 2%x	2 1%	1 *	5 1%
Accuracy of medical/health claims	6 1%	6 1%	1 *	3 1%	2 1%	1 1%	- -	- -	- -	5 1%	1 *	- -	4 2%	1 1%	- -	- -	1 *	- -	- -	- -	3 1%	1 *	1 1%	1 1%	4 1%	3 1%
Violence (in general)	6 1%	4 1%	2 *	3 1%	3 1%	- -	- -	- -	- -	6 1%	- -	- -	4 2%	- -	- -	- -	2 1%	- -	- -	- -	2 1%	1 *	2 1%	* *	3 1%	3 1%
Drugs/drug use	6 1%	4 1%	2 *	1 *	3 2%	1 1%	- -	- -	* 1%	4 1%	1 *	* *	2 1%	1 1%	- -	* 1%	2 1%	- -	- -	- -	3 1%	1 *	1 *	1 *	4 1%	2 *
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	6 1%	3 1%	2 1%	1 *	4 2%	- -	1 *	- -	- -	5 1%	1 *	- -	3 2%	- -	- -	- -	2 1%	1 *	- -	- -	3 1%	2 1%	1 1%	1 *	4 1%	1 *
Dangerous behaviour	5 1%	4 1%	1 *	1 *	2 1%	1 *	1 1%	- -	- -	3 1%	2 *	- -	2 1%	2 1%	- -	- -	1 *	- -	- -	- -	- -	1 *	2 1%	2 1%	1 *	3 1%
Exorcism/the paranormal	4 *	3 1%	2 *	3 1%	1 1%	- -	- -	- -	- -	4 1%	- -	- -	3 1%	- -	- -	- -	2 1%	- -	- -	- -	2 1%	1 *	1 1%	- -	4 1%	1 *

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

Table 101

Q15a - Free Video On-demand content available through your subscription service provider
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All users of service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	909	475	435	244	203	177	158*	74*	54*	447	335	128*	208	185	43*	39*	239	150*	31**	15**	266	300	167	176	566	343
Nakedness/naked bodies/body parts	4 *	2 *	2 *1%*	1 *	2 *1%*	1 *	-	-	-	3 *1%*	1 *	-	1 *	1 *	-	-	2 *1%*	-	-	-	2 *1%*	1 *	-	1 *1%*	3 *	1 *
Infringing someone's privacy	4 *	2 *	2 *	2 *1%*	2 *1%*	-	-	-	-	4 *1%*	-	-	2 *1%*	-	-	-	2 *1%*	-	-	-	1 *1%*	2 *1%*	-	* *	3 *1%*	* *
Illegal child sexual abuse material	4 *	1 *	2 *1%*	1 *1%*	2 *1%*	-	1 *	-	-	3 *1%*	1 *	-	1 *1%*	-	-	-	2 *1%*	1 *	-	-	- -	1 *	1 *1%*	1 *1%*	1 *	2 *1%*
Incitement to crime	4 *	4 *1%*	- -	2 *1%*	- -	1 *1%*	-	-	-	2 *1%*	1 *	-	2 *1%*	1 *1%*	-	-	- -	-	-	-	3 *1%*	1 *	-	- -	4 *1%*	- -
Offence of religion	3 *	2 *	1 *	- -	2 *1%*	1 *	1 *	-	-	2 *1%*	1 *	-	2 *1%*	1 *	-	-	1 *	1 *	-	-	1 *	- -	1 *1%*	1 *1%*	1 *	3 *1%*
Defamation/smearing of others	2 *	1 *	2 *	1 *	1 *	-	1 *1%*	-	-	2 *	1 *	-	- -	1 *1%*	-	-	2 *1%*	-	-	-	- -	1 *	1 *1%*	1 *1%*	1 *	2 *1%*
Other (please type in)	2 *	1 *	1 *	- -	2 *1%*	-	-	1 *1%*	-	2 *	-	1 *1%*	1 *	-	* *1%*	-	1 *	-	* *2%*	-	- -	1 *	1 *1%*	1 *1%*	1 *	2 *1%*
Suicide	2 *	2 *	1 *	- -	1 *	1 *1%*	1 *	-	-	1 *	2 *	-	1 *	1 *1%*	-	-	- -	1 *	-	-	2 *1%*	-	-	1 *	2 *	1 *
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	2 *	2 *	- -	- -	1 *1%*	1 *	-	-	-	1 *	1 *	-	1 *1%*	1 *	-	-	- -	-	-	-	1 *	1 *	-	- -	2 *	- -
Bullying/victimising	1 *	1 *	1 *	- -	1 *	- -	1 *	-	-	1 *	1 *	-	1 *	-	-	-	- -	1 *	-	-	1 *	-	-	1 *	1 *	1 *
Discrimination based on religious beliefs	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gender discrimination (e.g. sexism)	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Age discrimination	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Malicious views	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on non-religious beliefs	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Base: All users of service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	1013	672	338	609	368	18	57	113	102	68	104	55	85	145	139	868	66	27	52	272	172	424
Base	909	598	307	528	348	19**	42*	98*	76*	67*	92*	84*	98*	128	84	767	52*	21**	69*	216	159	393
Effective Base	686	481	207	422	244	10	45	89	80	41	64	40	74	113	110	605	40	14	36	213	105	300
Sex/sexually explicit content	20	18	2	14	6	-	-	1	2	4	2	-	2	3	4	18	-	-	2	4	6	9
	2%	3%b	1%	3%	2%	-	-	1%	3%	6%	2%	-	2%	2%	4%	2%	-	-	2%	2%	4%	2%
Eating disorders	12	12	-	9	2	*	-	-	1	4	1	1	-	1	2	10	-	-	2	1	5	4
	1%	2%b	-	2%	1%	2%	-	-	2%	6%	1%	1%	-	1%	3%	1%	-	-	2%	1%	3%	1%
Misleading advertising	11	6	6	1	10	-	1	2	*	-	1	4	-	-	1	8	3	-	-	3	1	5
	1%	1%	2%	*	3%c	-	2%	2%	*	-	1%	5%	-	-	1%	1%	5%o	-	-	1%	*	1%
Incitement to hatred	9	3	6	2	6	-	-	1	-	-	1	2	-	1	2	6	3	-	-	1	1	5
	1%	1%	2%	*	2%	-	-	1%	-	-	1%	3%	-	1%	2%	1%	5%o	-	-	*	1%	1%
Bad language	9	7	1	3	4	-	1	1	1	1	2	2	1	1	-	9	-	-	-	2	3	4
	1%	1%	*	1%	1%	-	2%	1%	1%	2%	2%	2%	1%	1%	-	1%	-	-	-	1%	2%	1%
Pornography	8	5	3	4	4	-	-	1	*	-	1	2	1	2	-	8	-	-	-	2	1	5
	1%	1%	1%	1%	1%	-	-	1%	1%	-	1%	3%	1%	1%	-	1%	-	-	-	1%	1%	1%
Content harmful to self-esteem (e.g. self-abuse)	8	8	-	8	1	-	1	2	1	-	-	1	-	-	2	8	1	-	-	4	-	3
	1%	1%	-	1%	*	-	2%	2%	2%	-	-	1%	-	-	3%	1%	1%	-	-	2%	-	1%
Inaccurate information	8	4	3	1	7	-	-	1	-	-	-	-	1	2	1	5	3	-	-	1	-	4
	1%	1%	1%	*	2%c	-	-	1%	-	-	-	-	1%	2%	1%	1%	5%o	-	-	*	-	1%
Racism	7	6	1	3	2	*	-	1	-	-	-	1	2	-	2	7	-	-	-	1	-	5
	1%	1%	*	*	1%	2%	-	1%	-	-	-	1%	2%	-	2%	1%	-	-	-	1%	-	1%
Welfare of children or young people	6	6	1	6	-	-	-	1	-	2	1	-	1	-	1	6	-	-	-	1	3	2
	1%	1%	*	1%	-	-	-	1%	-	2%	1%	-	1%	-	1%	1%	-	-	-	1%	2%	1%
Accuracy of medical/health claims	6	6	-	2	4	-	-	3	1	-	-	-	-	1	1	6	-	-	-	5	-	2
	1%	1%	-	*	1%	-	-	3%	2%	-	-	-	-	1%	1%	1%	-	-	-	2%	-	*
Violence (in general)	6	4	2	2	2	-	-	1	-	1	-	-	-	2	1	6	-	-	-	1	1	3
	1%	1%	1%	*	1%	-	-	1%	-	2%	-	-	-	2%	1%	1%	-	-	-	1%	1%	1%
Drugs/drug use	6	5	1	4	2	-	-	-	2	1	2	-	-	1	1	6	-	-	-	2	3	1
	1%	1%	*	1%	*	-	-	-	2%	2%	2%	-	-	1%	1%	1%	-	-	-	1%	2%	*
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	6	5	1	6	-	-	-	2	-	-	2	-	-	-	2	6	-	-	-	2	2	2
	1%	1%	*	1%	-	-	-	2%	-	-	3%	-	-	-	2%	1%	-	-	-	1%	2%	*
Dangerous behaviour	5	5	-	3	2	-	1	1	-	1	1	-	-	1	-	5	-	-	-	2	2	1
	1%	1%	-	1%	1%	-	2%	1%	-	2%	2%	-	-	*	-	1%	-	-	-	1%	2%	*
Exorcism/the paranormal	4	4	-	2	2	-	-	-	2	-	-	-	1	-	2	4	-	-	-	2	-	3
	*	1%	-	*	1%	-	-	-	2%	-	-	-	1%	-	2%	1%	-	-	-	1%	-	1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	909	598	307	528	348	19**	42*	98*	76*	67*	92*	84*	98*	128	84	767	52*	21**	69*	216	159	393
Nakedness/naked bodies/body parts	4	3	1	2	2	-	1	1	-	-	1	-	1	-	1	4	-	-	-	1	1	2
	*	1%	*	*	*	-	2%	1%	-	-	1%	-	1%	-	2%	1%	-	-	-	1%	*	1%
Infringing someone's privacy	4	4	-	1	3	-	-	-	-	-	1	-	1	1	1	4	-	-	-	-	1	3
	*	1%	-	*	1%	-	-	-	-	-	1%	-	1%	*	1%	*	-	-	-	-	1%	1%
Illegal child sexual abuse material	4	3	1	2	-	-	1	2	-	-	-	-	-	-	1	4	-	-	-	3	-	1
	*	*	*	*	-	-	2%	2%	-	-	-	-	-	-	1%	*	-	-	-	1%	-	*
Incitement to crime	4	4	-	2	1	-	-	-	1	-	-	-	-	-	2	2	1	-	-	1	-	2
	*	1%	-	*	*	-	-	-	1%	-	-	-	-	-	2%	*	3%	-	-	*	-	*
Offence of religion	3	3	1	1	2	-	-	-	1	-	1	-	-	-	1	3	1	-	-	1	1	1
	*	*	*	*	1%	-	-	-	1%	-	1%	-	-	-	1%	*	1%	-	-	*	1%	*
Defamation/smearing of others	2	2	-	2	-	-	1	-	-	1	-	-	-	-	-	2	1	-	-	1	1	-
	*	*	-	*	-	-	2%	-	-	2%	-	-	-	-	-	*	1%	-	-	*	1%	-
Other (please type in)	2	1	1	1	1	-	-	1	*	1	-	-	-	-	-	2	1	-	-	1	1	-
	*	*	*	*	*	-	-	1%	*	1%	-	-	-	-	-	*	2%	-	-	*	*	-
Suicide	2	2	1	2	-	-	-	-	-	-	1	-	1	-	1	2	-	-	-	-	1	2
	*	*	*	*	-	-	-	-	-	-	1%	-	1%	-	1%	*	-	-	-	-	1%	*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	2	2	-	-	2	-	1	-	-	-	-	-	-	1	1	2	-	-	-	1	-	1
	*	*	-	-	1%	-	1%	-	-	-	-	-	-	*	1%	*	-	-	-	*	-	*
Bullying/victimising	1	1	1	1	1	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1
	*	*	*	*	*	-	-	-	-	-	-	-	-	-	1%	*	-	-	-	-	-	*
Discrimination based on religious beliefs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gender discrimination (e.g. sexism)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Age discrimination	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Malicious views	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on non-religious beliefs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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Absolutes/col percents

Table 101

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Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All users of service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	1013	873	808	790	506	643	715	493	362	226	739	769	578	420	246	989	24	944	912	989
Base	909	775	709	715	441	534	633	435	305	194	620	685	506	362	209	875	34**	819	790	875
Effective Base	686	602	563	542	393	491	493	390	284	176	557	522	435	294	193	693	11	689	656	693
Sex/sexually explicit content	20 2%	15 2%	14 2%	20 3%	8 2%	14 3%	13 2%	17 4%	11 4%	4 2%	14 2%	13 2%	18 4%	12 3%	4 2%	20 2%	-	20 2%	20 2%	20 2%
Eating disorders	12 1%	11 1%	6 1%	8 1%	3 1%	6 1%	8 1%	7 2%	7 2%	2 1%	6 1%	8 1%	7 1%	7 2%	2 1%	12 1%	-	12 1%	12 1%	12 1%
Misleading advertising	11 1%	10 1%	11 1%	11 2%	7 2%	11 2%	6 1%	4 1%	4 1%	4 2%	11 2%	6 1%	7 1%	5 1%	4 2%	9 1%	2 7%	9 1%	9 1%	9 1%
Incitement to hatred	9 1%	9 1%	8 1%	9 1%	6 1%	8 1%	6 1%	4 1%	3 1%	2 1%	8 1%	6 1%	7 1%	3 1%	2 1%	7 1%	2 7%	7 1%	7 1%	7 1%
Bad language	9 1%	7 1%	7 1%	8 1%	4 1%	7 1%	5 1%	5 1%	3 1%	2 1%	7 1%	5 1%	6 1%	4 1%	2 1%	9 1%	-	9 1%	9 1%	9 1%
Pornography	8 1%	7 1%	8 1%	8 1%	4 1%	8 1%	3 1%	4 1%	5 2%	5 3%f	8 1%	3 *	4 1%	5 1%	5 3%k	6 1%	2 7%	6 1%	6 1%	6 1%
Content harmful to self-esteem (e.g. self-abuse)	8 1%	8 1%	6 1%	8 1%	5 1%	6 1%	3 1%	8 2%	7 2%f	5 3%f	6 1%	3 1%	8 2%	7 2%k	5 3%k	8 1%	-	8 1%	8 1%	8 1%
Inaccurate information	8 1%	5 1%	8 1%	8 1%	7 1%	8 1%	5 1%	3 1%	4 1%	- -	8 1%	5 1%	6 1%	4 1%	- -	8 1%	-	8 1%	8 1%	8 1%
Racism	7 1%	5 1%	4 1%	7 1%	5 1%	4 1%	5 1%	6 1%	5 2%	3 1%	4 1%	5 1%	6 1%	6 2%	3 1%	7 1%	-	7 1%	7 1%	7 1%
Welfare of children or young people	6 1%	6 1%	6 1%	6 1%	5 1%	6 1%	5 1%	6 1%	3 1%	4 2%	6 1%	5 1%	6 1%	4 1%	4 2%	6 1%	-	6 1%	6 1%	6 1%
Accuracy of medical/health claims	6 1%	5 1%	5 1%	6 1%	3 1%	5 1%	3 *	5 1%	3 1%	2 1%	5 1%	3 *	5 1%	4 1%	2 1%	6 1%	-	6 1%	6 1%	6 1%
Violence (in general)	6 1%	5 1%	6 1%	5 1%	4 1%	6 1%	4 1%	3 1%	2 1%	3 1%	6 1%	4 1%	4 1%	3 1%	3 1%	6 1%	-	6 1%	6 1%	6 1%
Drugs/drug use	6 1%	6 1%	4 1%	5 1%	2 1%	4 1%	5 1%	4 1%	3 1%	4 2%	4 1%	5 1%	4 1%	3 1%	4 2%	6 1%	-	6 1%	6 1%	6 1%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	6 1%	5 1%	4 1%	6 1%	6 1%	4 1%	4 1%	5 1%	4 1%	3 1%	4 1%	4 1%	5 1%	5 1%	3 1%	6 1%	-	6 1%	6 1%	6 1%
Dangerous behaviour	5 1%	4 1%	3 *	4 1%	2 *	3 1%	4 1%	3 1%	3 1%	2 1%	3 1%	4 1%	3 1%	3 1%	2 1%	5 1%	-	5 1%	5 1%	5 1%

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

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Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All users of service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**909**	775	709	715	441	534	633	435	305	194	620	685	506	362	209	875	34**	819	790	875
Exorcism/the paranormal	**4**	2	3	4	4	3	2	4	3	-	3	2	4	3	-	4	-	4	4	4
	*	*	*	*1%*	*1%*	*1%*	*	*1%*	*1%*	-	*	*	*1%*	*1%*	-	*1%*	-	*1%*	*1%*	*1%*
Nakedness/naked bodies/body parts	**4**	4	3	4	2	3	4	4	1	2	3	4	4	1	2	4	-	4	4	4
	*	*1%*	*	*1%*	*1%*	*	*1%*	*1%*	*	*1%*	*	*1%*	*1%*	*	*1%*	*	-	*1%*	*1%*	*
Infringing someone's privacy	**4**	2	4	3	3	4	2	3	2	1	4	2	3	2	1	4	-	4	4	4
	*	*	*1%*	*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*	-	*	*	*
Illegal child sexual abuse material	**4**	4	2	4	4	2	3	4	2	2	2	3	4	3	2	4	-	4	4	4
	*	*	*	*1%*	*1%*	*	*	*1%*	*1%*	*1%*	*	*	*1%*	*1%*	*1%*	*	-	*	*	*
Incitement to crime	**4**	4	2	4	4	2	4	2	4	1	2	4	2	4	1	4	-	4	4	4
	*	*	*	*	*1%*	*	*1%*	*	*1%*	*	*	*1%*	*	*1%*	*	*	-	*	*	*
Offence of religion	**3**	2	2	3	1	2	1	3	-	1	2	1	3	1	1	3	-	3	3	3
	*	*	*	*	*	*	*	*1%*	-	*	*	*	*1%*	*	*	*	-	*	*	*
Defamation/smearing of others	**2**	2	2	2	2	2	2	2	2	-	2	2	2	2	-	2	-	2	2	2
	*	*	*	*	*	*	*	*1%*	*1%*	-	*	*	*	*1%*	-	*	-	*	*	*
Other (please type in)	**2**	2	2	2	1	2	2	2	-	1	2	2	2	-	1	2	-	2	2	2
	*	*	*	*	*	*	*	*	-	*	*	*	*	-	*	*	-	*	*	*
Suicide	**2**	2	1	2	1	1	2	2	-	2	1	2	2	1	2	2	-	2	2	2
	*	*	*	*	*	*	*	*1%*	-	*1%*	*	*	*	*	*1%*	*	-	*	*	*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	**2**	2	1	2	2	1	1	2	1	1	1	1	2	1	1	2	-	2	1	2
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	-	*	*	*
Bullying/victimising	**1**	1	1	1	1	1	1	1	-	-	1	1	1	1	-	1	-	1	1	1
	*	*	*	*	*	*	*	*	-	-	*	*	*	*	-	*	-	*	*	*
Discrimination based on religious beliefs	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gender discrimination (e.g. sexism)	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Age discrimination	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Malicious views	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on non-religious beliefs	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	1013	641	137	140	772	377	636	262	162	34	115	526	365	891	81	95	544	286	830	817
Base	909	557	135*	133*	685	391	518	261	168	39**	112*	439	353	792	81*	93*	490	247	737	726
Effective Base	686	492	84	98	539	282	405	190	132	28	74	351	258	608	56	67	355	208	559	550
Sex/sexually explicit content	20	16	1	7	11	11	9	11	2	-	3	9	8	17	2	3	13	2	14	16
	2%	3%	1%	6%d	2%	3%	2%	4%	1%	-	2%	2%	2%	2%	2%	3%	3%	1%	2%	2%
Eating disorders	12	5	6	7	4	9	3	4	4	1	-	10	2	12	5	6	5	1	6	5
	1%	1%	4%ad	5%ad	1%	2%f	*	2%	2%	3%	-	2%	1%	1%	6%pqrs	6%pqrs	1%	*	1%	1%
Misleading advertising	11	6	3	6	5	8	3	6	2	-	2	5	5	9	-	-	8	2	9	7
	1%	1%	2%	5%ad	1%	2%	1%	2%	1%	-	2%	1%	1%	1%	-	-	2%	1%	1%	1%
Incitement to hatred	9	3	3	4	4	7	1	7	2	1	-	4	5	9	-	-	7	-	7	5
	1%	1%	2%	3%ad	1%	2%f	*	3%	1%	2%	-	1%	1%	1%	-	-	2%	-	1%	1%
Bad language	9	4	3	1	7	4	5	3	1	1	1	4	4	8	2	3	5	1	6	6
	1%	1%	2%	1%	1%	1%	1%	1%	*	2%	1%	1%	1%	1%	2%	3%	1%	*	1%	1%
Pornography	8	5	-	2	5	6	3	6	1	-	-	*	8	8	-	1	5	2	7	6
	1%	1%	-	2%	1%	1%	*	2%	*	-	-	*	2%d	1%	-	1%	1%	1%	1%	1%
Content harmful to self-esteem (e.g. self-abuse)	8	7	1	5	3	7	1	5	2	1	-	4	4	8	2	2	3	3	6	6
	1%	1%	1%	4%d	*	2%	*	2%	1%	3%	-	1%	1%	1%	3%	2%	1%	1%	1%	1%
Inaccurate information	8	4	3	3	4	4	4	4	1	-	1	5	2	7	1	1	6	-	6	6
	1%	1%	2%	3%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	-	1%	1%
Racism	7	6	1	3	4	3	4	2	2	1	-	2	4	7	1	1	4	1	6	5
	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%
Welfare of children or young people	6	5	-	5	1	5	1	5	1	1	-	4	3	6	2	2	2	2	4	5
	1%	1%	-	4%ad	*	1%	*	2%	1%	2%	-	1%	1%	1%	2%	2%	*	1%	1%	1%
Accuracy of medical/health claims	6	6	-	4	2	2	4	1	1	-	1	3	2	5	-	-	2	2	4	4
	1%	1%	-	3%d	*	1%	1%	1%	*	-	1%	1%	1%	1%	-	-	*	1%	1%	*
Violence (in general)	6	3	2	1	4	3	3	3	1	-	*	2	3	5	-	-	3	3	6	5
	1%	1%	1%	1%	1%	1%	*	1%	*	-	*	1%	1%	1%	-	-	1%	1%	1%	1%
Drugs/drug use	6	4	1	3	3	5	*	4	1	1	-	3	3	6	-	-	4	2	6	6
	1%	1%	1%	2%	*	1%f	*	2%	*	3%	-	1%	1%	1%	-	-	1%	1%	1%	1%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	6	5	-	5	1	6	-	6	2	1	-	2	4	6	-	-	5	1	6	5
	1%	1%	-	4%ad	*	1%f	-	2%	1%	2%	-	*	1%	1%	-	-	1%	*	1%	1%
Dangerous behaviour	5	3	2	2	2	3	2	2	-	1	1	2	3	4	1	3	1	1	2	4
	1%	*	1%	1%	*	1%	*	1%	-	2%	1%	*	1%	1%	1%	3%pr	*	*	*	1%
Exorcism/the paranormal	4	4	-	2	2	2	2	2	1	-	-	1	4	4	-	-	3	2	4	4
	*	1%	-	2%	*	1%	*	1%	1%	-	-	*	1%	1%	-	-	1%	1%	1%	1%

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Base: All users of service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	909	557	135*	133*	685	391	518	261	168	39**	112*	439	353	792	81*	93*	490	247	737	726
Nakedness/naked bodies/body parts	4	3	-	2	2	3	1	3	2	-	-	2	2	4	-	-	3	-	3	4
	*	1%	-	1%	*	1%	*	1%	1%	-	-	1%	*	1%	-	-	1%	-	*	*
Infringing someone's privacy	4	2	1	1	2	1	3	1	-	-	*	2	1	3	-	-	3	1	4	3
	*	*	*	1%	*	*	1%	*	-	-	*	*	*	*	-	-	1%	*	1%	*
Illegal child sexual abuse material	4	4	-	2	1	4	-	2	3	1	-	-	4	4	-	-	2	1	4	4
	*	1%	-	2%d	*	1%	-	1%	2%	2%	-	-	1%	*	-	-	*	1%	*	*
Incitement to crime	4	3	1	4	-	3	1	1	2	-	-	3	1	4	1	1	1	1	3	3
	*	*	1%	3%ad	-	1%	*	*	1%	-	-	1%	*	*	1%	1%	*	1%	*	*
Offence of religion	3	3	1	3	1	3	1	3	1	1	-	2	1	3	-	-	2	1	3	3
	*	1%	*	2%d	*	1%	*	1%	*	2%	-	*	*	*	-	-	*	*	*	*
Defamation/smearing of others	2	2	1	1	1	1	1	1	-	1	-	2	1	2	-	2	1	-	1	2
	*	*	1%	1%	*	*	*	*	-	2%	-	*	*	*	-	2%pqr	*	-	*	*
Other (please type in)	2	1	-	-	2	-	2	-	-	-	-	2	-	2	-	-	*	1	1	2
	*	*	-	-	*	-	*	-	-	-	-	1%	-	*	-	-	*	*	*	*
Suicide	2	1	1	2	-	1	1	1	1	1	-	2	1	2	-	-	2	-	2	1
	*	*	1%	2%d	-	*	*	1%	*	2%	-	*	*	*	-	-	*	-	*	*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	2	2	-	1	1	1	1	-	1	-	-	2	-	2	-	-	2	-	2	2
	*	*	-	1%	*	*	*	-	*	-	-	*	-	*	-	-	*	-	*	*
Bullying/victimising	1	1	-	1	-	1	-	1	1	1	-	1	1	1	1	1	1	-	1	1
	*	*	-	1%d	-	*	-	*	1%	2%	-	*	*	*	1%	1%	*	-	*	*
Discrimination based on religious beliefs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gender discrimination (e.g. sexism)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Age discrimination	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Malicious views	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on non-religious beliefs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 101

Q15a - Free Video On-demand content available through your subscription service provider
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All users of service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	1013	237	731	45	184	53	192	45	51	437	172
Base	909	205	667	37*	164	41*	171	34*	53*	403	151
Effective Base	686	179	478	36	135	46	143	38	36	291	115
Sex/sexually explicit content	20	20	-	-	17	3	18	1	5	14	2
	2%	10%b	-	-	10%	6%	11%	4%	9%	3%	1%
Eating disorders	12	12	-	-	12	-	12	-	4	9	1
	1%	6%b	-	-	7%	-	7%	-	8%	2%	*
Misleading advertising	11	11	-	-	9	2	10	1	5	6	3
	1%	5%b	-	-	6%	4%	6%	2%	10%	2%	2%
Incitement to hatred	9	9	-	-	9	-	9	-	4	6	2
	1%	4%b	-	-	5%	-	5%	-	8%	1%	1%
Bad language	9	9	-	-	6	2	6	2	3	4	-
	1%	4%b	-	-	4%	6%	4%	7%	6%	1%	-
Pornography	8	8	-	-	7	1	7	1	5	5	2
	1%	4%b	-	-	4%	3%	4%	4%	9%	1%	1%
Content harmful to self-esteem (e.g. self-abuse)	8	8	-	-	8	-	8	-	6	6	-
	1%	4%b	-	-	5%	-	5%	-	12%	2%	-
Inaccurate information	8	8	-	-	7	1	7	1	-	7	-
	1%	4%b	-	-	4%	2%	4%	2%	-	2%	-
Racism	7	7	-	-	7	-	7	-	-	6	-
	1%	3%b	-	-	4%	-	4%	-	-	1%	-
Welfare of children or young people	6	6	-	-	5	1	6	-	4	5	-
	1%	3%b	-	-	3%	2%	4%	-	8%	1%	-
Accuracy of medical/health claims	6	6	-	-	5	1	6	-	5	5	-
	1%	3%b	-	-	3%	3%	4%	-	9%	1%	-
Violence (in general)	6	6	-	-	6	-	6	-	2	3	2
	1%	3%b	-	-	4%	-	3%	-	4%	1%	1%
Drugs/drug use	6	6	-	-	6	-	6	-	4	4	-
	1%	3%b	-	-	4%	-	3%	-	7%	1%	-
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	6	6	-	-	6	-	6	-	3	6	-
	1%	3%b	-	-	3%	-	3%	-	5%	1%	-
Dangerous behaviour	5	5	-	-	5	-	4	1	1	3	-
	1%	2%b	-	-	3%	-	3%	2%	2%	1%	-
Exorcism/the paranormal	4	4	-	-	4	-	4	-	2	3	-
	*	2%b	-	-	3%	-	3%	-	3%	1%	-

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

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Absolutes/col percents

Table 101

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Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All users of service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**909**	205	667	37*	164	41*	171	34*	53*	403	151
Nakedness/naked bodies/body parts	**4**	4	-	-	3	1	4	-	2	2	1
	*	2%b	-	-	2%	2%	2%	-	3%	1%	*
Infringing someone's privacy	**4**	4	-	-	3	1	4	-	1	3	1
	*	2%b	-	-	2%	1%	2%	-	3%	1%	*
Illegal child sexual abuse material	**4**	4	-	-	4	-	4	-	1	3	-
	*	2%b	-	-	2%	-	2%	-	1%	1%	-
Incitement to crime	**4**	4	-	-	4	-	4	-	1	3	1
	*	2%b	-	-	2%	-	2%	-	2%	1%	1%
Offence of religion	**3**	3	-	-	3	-	3	-	1	2	-
	*	2%b	-	-	2%	-	2%	-	2%	1%	-
Defamation/smearing of others	**2**	2	-	-	2	-	2	-	-	2	-
	*	1%b	-	-	2%	-	1%	-	-	1%	-
Other (please type in)	**2**	2	-	-	1	2	1	2	-	1	*
	*	1%b	-	-	*	5%d	*	6%d	-	*	*
Suicide	**2**	2	-	-	2	-	2	-	1	1	-
	*	1%b	-	-	1%	-	1%	-	2%	*	-
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	**2**	2	-	-	2	-	2	-	1	1	-
	*	1%b	-	-	1%	-	1%	-	2%	*	-
Bullying/victimising	**1**	1	-	-	1	-	1	-	-	1	-
	*	1%	-	-	1%	-	1%	-	-	*	-
Discrimination based on religious beliefs	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Gender discrimination (e.g. sexism)	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Age discrimination	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Malicious views	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on non-religious beliefs	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

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

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Absolutes/col percents

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Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All users of service

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	638	344	294	172	189	130	78	37	32	361	208	69	183	118	21	22	178	90	16	10	199	227	115	97	426	212
Base	571	322	249	167	139	119*	93*	31**	23**	306	212	54*	162	125*	21**	13**	143	86*	11**	9**	172	197	108*	94*	369	202
Effective Base	434	228	208	152	148	94	41	17	22	299	125	36	147	73	9	15	154	52	12	8	131	146	96	64	278	157
Misleading advertising	10	7	4	6	-	3	1	-	-	6	4	-	3	3	-	-	3	1	-	-	4	-	6	1	4	6
	2%	2%	1%	4%c	-	3%	1%	-	-	2%	2%	-	2%	3%	-	-	2%	1%	-	-	2%	-	5%uv	1%	1%	3%w
Violence (in general)	8	7	1	2	4	-	1	-	-	6	1	-	6	1	-	-	-	1	-	-	1	5	1	1	6	1
	1%	2%	*	1%	3%	-	2%	-	-	2%	1%	-	4%	1%	-	-	-	1%	-	-	1%	2%	1%	1%	2%	1%
Bad language	8	6	1	5	1	-	1	-	*	6	1	*	5	1	-	*	1	-	-	-	4	1	1	1	5	2
	1%	2%	1%	3%	1%	-	1%	-	2%	2%	*	1%	3%	1%	-	3%	1%	-	-	-	2%	1%	1%	1%	1%	1%
Inaccurate information	7	4	4	4	1	3	-	-	-	5	3	-	1	3	-	-	4	-	-	-	1	3	3	-	5	3
	1%	1%	1%	2%	*	2%	-	-	-	1%	1%	-	1%	2%	-	-	2%	-	-	-	1%	2%	3%	-	1%	1%
Sex/sexually explicit content	7	4	3	4	1	1	1	-	*	5	2	*	2	1	-	*	3	1	-	-	2	4	-	1	6	1
	1%	1%	1%	2%	*	1%	1%	-	2%	2%	1%	1%	1%	1%	-	3%	2%	1%	-	-	1%	2%	-	1%	2%	*
Pornography	6	4	2	4	-	-	2	-	*	4	2	*	3	1	-	*	1	1	-	-	3	1	-	2	4	2
	1%	1%	1%	2%	-	-	2%	-	2%	1%	1%	1%	2%	1%	-	3%	1%	1%	-	-	2%	1%	-	2%	1%	1%
Eating disorders	6	2	3	4	1	-	1	-	-	5	1	-	2	-	-	-	3	1	-	-	3	1	1	1	3	2
	1%	1%	1%	3%	1%	-	1%	-	-	2%	*	-	1%	-	-	-	2%	1%	-	-	2%	*	1%	1%	1%	1%
Content harmful to self-esteem (e.g. self-abuse)	5	5	1	4	2	-	-	-	-	5	-	-	5	-	-	-	1	-	-	-	4	2	-	-	5	-
	1%	1%	*	2%	1%	-	-	-	-	2%	-	-	3%	-	-	-	*	-	-	-	2%	1%	-	-	1%	-
Nakedness/naked bodies/body parts	5	5	1	5	1	-	-	-	-	5	-	-	5	-	-	-	1	-	-	-	3	1	1	-	4	1
	1%	1%	*	3%c	*	-	-	-	-	2%	-	-	3%	-	-	-	*	-	-	-	2%	*	1%	-	1%	1%
Incitement to crime	5	4	1	2	2	-	1	-	-	4	1	-	4	-	-	-	-	1	-	-	-	1	3	1	1	4
	1%	1%	*	1%	2%	-	1%	-	-	1%	*	-	3%	-	-	-	-	1%	-	-	-	1%	3%tx	1%	*	2%
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	5	4	1	2	1	2	-	-	-	2	2	-	2	2	-	-	1	-	-	-	2	3	-	-	5	-
	1%	1%	*	1%	*	2%	-	-	-	1%	1%	-	1%	2%	-	-	*	-	-	-	1%	1%	-	-	1%	-
Accuracy of medical/health claims	4	4	-	-	2	2	-	-	-	2	2	-	2	2	-	-	-	-	-	-	1	2	1	-	3	1
	1%	1%	-	-	1%	2%	-	-	-	1%	1%	-	1%	2%	-	-	-	-	-	-	1%	1%	1%	-	1%	*
Racism	4	2	2	1	2	1	-	-	-	4	1	-	2	1	-	-	2	-	-	-	1	3	1	-	4	1
	1%	1%	1%	1%	2%	*	-	-	-	1%	*	-	1%	*	-	-	1%	-	-	-	*	2%	*	-	1%	*
Illegal child sexual abuse material	4	2	2	2	2	-	-	-	-	4	-	-	2	-	-	-	2	-	-	-	-	-	4	-	-	4
	1%	1%	1%	1%	1%	-	-	-	-	1%	-	-	1%	-	-	-	1%	-	-	-	-	-	4%tux	-	-	2%w
Bullying/victimising	3	3	1	2	1	1	-	-	-	3	1	-	2	1	-	-	1	-	-	-	1	1	1	-	2	1
	1%	1%	*	1%	1%	*	-	-	-	1%	*	-	1%	*	-	-	*	-	-	-	1%	*	1%	-	1%	1%
Exorcism/the paranormal	3	2	1	2	1	1	-	-	-	3	1	-	1	1	-	-	1	-	-	-	2	2	-	-	3	-
	1%	1%	1%	1%	*	1%	-	-	-	1%	*	-	1%	1%	-	-	1%	-	-	-	1%	1%	-	-	1%	-

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

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Base: All users of service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	571	322	249	167	139	119*	93*	31**	23**	306	212	54*	162	125*	21**	13**	143	86*	11**	9**	172	197	108*	94*	369	202
Incitement to hatred	3	3	-	-	-	3	-	-	-	-	3	-	-	3	-	-	-	-	-	-	-	-	3	-	-	3
	*	1%	-	-	-	2%	-	-	-	-	1%	-	-	2%	-	-	-	-	-	-	-	-	3%ux	-	-	1%
Drugs/drug use	3	2	1	1	1	1	-	-	*	2	1	*	2	-	-	*	-	1	-	-	2	1	-	-	3	-
	*	1%	*	1%	*	1%	-	-	2%	1%	*	1%	1%	-	-	3%	-	1%	-	-	1%	*	-	-	1%	-
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	3	3	-	1	2	-	-	-	-	3	-	-	3	-	-	-	-	-	-	-	1	2	-	-	3	-
	*	1%	-	*	2%	-	-	-	-	1%	-	-	2%	-	-	-	-	-	-	-	*	1%	-	-	1%	-
Infringing someone's privacy	3	1	1	2	1	-	-	-	-	3	-	-	1	-	-	-	1	-	-	-	1	2	-	-	3	-
	*	*	1%	1%	*	-	-	-	-	1%	-	-	1%	-	-	-	1%	-	-	-	*	1%	-	-	1%	-
Dangerous behaviour	2	2	1	1	1	-	1	-	-	2	1	-	2	-	-	-	-	1	-	-	2	-	-	1	2	1
	*	1%	*	1%	1%	-	1%	-	-	1%	*	-	1%	-	-	-	-	1%	-	-	1%	-	-	1%	*	*
Welfare of children or young people	2	1	1	1	1	-	-	-	-	2	-	-	1	-	-	-	1	-	-	-	-	-	1	1	-	2
	*	*	*	1%	1%	-	-	-	-	1%	-	-	1%	-	-	-	1%	-	-	-	-	-	1%	1%	-	1%
Suicide	2	2	-	-	1	1	-	-	-	1	1	-	1	1	-	-	-	-	-	-	-	2	-	-	2	-
	*	1%	-	-	1%	1%	-	-	-	*	*	-	1%	1%	-	-	-	-	-	-	-	1%	-	-	1%	-
Defamation/smearing of others	1	1	-	-	1	1	-	-	-	1	1	-	1	1	-	-	-	-	-	-	1	-	-	-	1	-
	*	*	-	-	1%	1%	-	-	-	*	*	-	1%	1%	-	-	-	-	-	-	1%	-	-	-	*	-
Offence of religion	1	1	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	1	-	-	-	1	-
	*	*	-	*	-	-	-	-	-	*	-	-	*	-	-	-	-	-	-	-	*	-	-	-	*	-
Other (please type in)	*	-	*	-	-	-	-	*	-	-	-	*	-	-	-	-	-	-	*	-	-	-	*	-	-	*
	*	-	*	-	-	-	-	2%	-	-	-	1%	-	-	-	-	-	-	4%	-	-	-	*	-	-	*
Discrimination based on religious beliefs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gender discrimination (e.g. sexism)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Age discrimination	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Malicious views	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on non-religious beliefs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 102

Q15a - Paid Video On-demand content available through your subscription service provider
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All users of service

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	638	452	183	392	223	12	33	77	57	46	75	40	46	87	99	560	35	17	26	167	121	272
Base	571	407	160	350	201	9**	23*	69*	43*	42*	62*	72**	53*	77*	56*	498	31**	13**	29**	135	104*	259
Effective Base	434	329	106	271	145	10	31	56	47	41	59	25	43	68	92	384	18	13	22	129	100	169
Misleading advertising	10	7	3	7	3	-	-	2	1	2	-	-	-	-	3	7	3	-	-	3	2	3
	2%	2%	2%	2%	2%	-	-	3%	2%	4%	-	-	-	-	5%m	2%	9%	-	-	2%	1%	1%
Violence (in general)	8	7	1	6	-	-	-	5	-	-	2	-	-	-	1	8	-	-	-	5	2	1
	1%	2%	*	2%	-	-	-	7%m	-	-	3%	-	-	-	2%	2%	-	-	-	4%d	2%	*
Bad language	8	7	*	4	3	-	-	4	*	-	1	-	1	-	1	8	-	-	-	4	1	3
	1%	2%	*	1%	2%	-	-	6%	1%	-	1%	-	2%	-	2%	2%	-	-	-	3%	1%	1%
Inaccurate information	7	5	3	2	5	-	-	2	-	-	-	-	1	1	1	5	3	-	-	2	-	3
	1%	1%	2%	1%	2%	-	-	3%	-	-	-	-	2%	1%	1%	1%	9%	-	-	1%	-	1%
Sex/sexually explicit content	7	6	1	4	2	-	-	2	*	-	-	-	1	1	2	7	-	-	-	3	-	4
	1%	1%	1%	1%	1%	-	-	3%	1%	-	-	-	2%	1%	4%	1%	-	-	-	2%	-	2%
Pornography	6	5	1	3	3	-	1	-	*	2	-	-	1	-	2	6	-	-	-	1	2	3
	1%	1%	1%	1%	1%	-	4%m	-	1%	4%	-	-	2%	-	3%	1%	-	-	-	1%	2%	1%
Eating disorders	6	5	1	6	-	-	-	1	1	-	1	-	-	-	2	6	-	-	-	3	1	2
	1%	1%	*	2%	-	-	-	2%	3%	-	1%	-	-	-	4%	1%	-	-	-	2%	1%	1%
Content harmful to self-esteem (e.g. self-abuse)	5	5	-	5	-	-	-	1	1	-	-	1	-	-	1	4	1	-	-	2	-	2
	1%	1%	-	2%	-	-	-	2%	2%	-	-	2%	-	-	1%	1%	4%	-	-	2%	-	1%
Nakedness/naked bodies/body parts	5	5	-	3	2	-	-	1	-	-	-	-	-	2	2	5	-	-	-	1	-	4
	1%	1%	-	1%	1%	-	-	2%	-	-	-	-	-	2%	4%	1%	-	-	-	1%	-	1%
Incitement to crime	5	4	1	4	1	-	-	-	2	-	2	-	-	1	1	5	-	-	-	2	2	1
	1%	1%	*	1%	1%	-	-	-	4%	-	3%	-	-	1%	1%	1%	-	-	-	1%	2%	*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	5	5	-	2	2	-	-	-	-	-	-	-	-	2	1	3	-	-	2	-	-	3
	1%	1%	-	1%	1%	-	-	-	-	-	-	-	-	2%	2%	1%	-	-	5%	-	-	1%
Accuracy of medical/health claims	4	4	-	2	2	-	-	-	1	-	-	-	-	-	1	3	-	-	2	1	-	1
	1%	1%	-	1%	1%	-	-	-	3%	-	-	-	-	-	2%	1%	-	-	5%	1%	-	*
Racism	4	4	-	2	2	-	-	-	-	-	-	1	1	-	1	4	1	-	-	-	-	4
	1%	1%	-	1%	1%	-	-	-	-	-	-	2%	2%	-	2%	1%	2%	-	-	-	-	1%
Illegal child sexual abuse material	4	2	2	1	3	-	-	1	-	-	-	2	-	1	-	4	-	-	-	1	-	3
	1%	*	1%	*	2%	-	-	1%	-	-	-	3%	-	1%	-	1%	-	-	-	1%	-	1%
Bullying/victimising	3	3	-	3	1	-	-	1	1	-	1	-	-	-	-	3	-	-	-	2	1	-
	1%	1%	-	1%	*	-	-	2%	1%	-	2%	-	-	-	-	1%	-	-	-	1%	1%	-
Exorcism/the paranormal	3	3	-	1	2	-	1	-	1	-	-	-	1	-	1	3	-	-	-	1	-	2
	1%	1%	-	*	1%	-	2%	-	2%	-	-	-	2%	-	1%	1%	-	-	-	1%	-	1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 102

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Base: All users of service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	571	407	160	350	201	9**	23*	69*	43*	42*	62*	72**	53*	77*	56*	498	31**	13**	29**	135	104*	259
Incitement to hatred	3	-	3	-	3	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-	-
	*	-	2%	-	1%	-	-	-	-	-	-	-	-	-	-	-	9%	-	-	-	-	-
Drugs/drug use	3	2	*	2	1	-	1	-	*	-	-	-	-	1	1	3	-	-	-	1	-	2
	*	1%	*	1%	*	-	3%	-	1%	-	-	-	-	1%	2%	1%	-	-	-	1%	-	1%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	3	3	-	1	2	-	-	1	-	-	-	1	-	-	1	3	-	-	-	1	-	2
	*	1%	-	*	1%	-	-	1%	-	-	-	2%	-	-	1%	1%	-	-	-	1%	-	1%
Infringing someone's privacy	3	3	-	-	3	-	-	-	-	-	-	-	1	1	1	3	-	-	-	-	-	3
	*	1%	-	-	1%	-	-	-	-	-	-	-	2%	1%	1%	1%	-	-	-	-	-	1%
Dangerous behaviour	2	2	1	2	-	-	-	-	-	-	1	-	-	-	2	2	-	-	-	-	1	2
	*	*	*	1%	-	-	-	-	-	-	1%	-	-	-	3%	*	-	-	-	-	1%	1%
Welfare of children or young people	2	2	-	1	1	-	-	-	-	-	1	-	-	1	-	2	-	-	-	-	1	1
	*	1%	-	*	*	-	-	-	-	-	2%	-	-	1%	-	*	-	-	-	-	1%	*
Suicide	2	2	-	1	1	-	-	-	-	-	-	1	-	1	-	2	-	-	-	-	-	2
	*	1%	-	*	*	-	-	-	-	-	-	2%	-	1%	-	*	-	-	-	-	-	1%
Defamation/smearing of others	1	1	-	1	1	-	-	-	-	-	1	-	-	-	1	1	-	-	-	-	1	1
	*	*	-	*	*	-	-	-	-	-	1%	-	-	-	1%	*	-	-	-	-	1%	*
Offence of religion	1	-	1	1	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1
	*	-	*	*	-	-	-	-	-	-	-	-	-	-	1%	*	-	-	-	-	-	*
Other (please type in)	*	-	*	*	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-
	*	-	*	*	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-
Discrimination based on religious beliefs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gender discrimination (e.g. sexism)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Age discrimination	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Malicious views	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on non-religious beliefs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	638	545	503	518	352	430	445	365	268	181	474	471	410	297	190	627	11	604	595	627
Base	571	489	443	464	307	361	384	318	221	161	399	419	353	247	167	549	22**	521	513	549
Effective Base	434	362	342	367	277	340	312	309	234	143	365	304	340	246	150	458	5	450	446	458
Misleading advertising	10	10	7	10	9	7	8	7	4	2	7	8	9	4	2	10	-	10	10	10
	2%	2%	2%	2%	3%	2%	2%	2%	2%	1%	2%	2%	3%	2%	1%	2%	-	2%	2%	2%
Violence (in general)	8	4	6	3	3	6	4	3	1	1	6	4	3	2	1	8	-	8	8	8
	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	2%	1%
Bad language	8	5	6	7	6	6	2	6	6	3	6	2	6	6	3	8	-	8	8	8
	1%	1%	1%	1%	2%	2%	1%	2%	3%A	2%	2%	1%	2%	2%	2%	1%	-	1%	1%	1%
Inaccurate information	7	5	6	7	6	6	3	3	4	2	6	3	5	4	2	7	-	7	7	7
	1%	1%	1%	2%	2%	2%	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%	-	1%	1%	1%
Sex/sexually explicit content	7	5	4	7	6	4	4	6	6	2	4	4	6	6	2	7	-	7	7	7
	1%	1%	1%	2%	2%	1%	1%	2%	2%	1%	1%	1%	2%	2%	1%	1%	-	1%	1%	1%
Pornography	6	3	5	6	3	5	3	6	4	-	5	3	6	4	-	6	-	6	6	6
	1%	1%	1%	1%	1%	1%	1%	2%	2%	-	1%	1%	2%	2%	-	1%	-	1%	1%	1%
Eating disorders	6	6	4	6	4	4	3	6	5	3	4	3	6	6	3	6	-	6	6	6
	1%	1%	1%	1%	1%	1%	1%	2%	2%	2%	1%	1%	2%	2%	2%	1%	-	1%	1%	1%
Content harmful to self-esteem (e.g. self-abuse)	5	5	3	5	3	3	2	4	5	3	3	2	4	5	3	5	-	5	5	5
	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	2%	2%	1%	-	1%	1%	1%
Nakedness/naked bodies/body parts	5	5	4	5	4	4	3	5	4	1	4	3	5	4	1	5	-	5	5	5
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%
Incitement to crime	5	4	3	5	2	3	4	4	2	1	3	4	4	2	1	5	-	5	5	5
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	5	3	3	4	-	3	3	4	3	1	3	3	4	3	1	5	-	5	5	5
	1%	1%	1%	1%	-	1%	1%	1%	1%	*	1%	1%	1%	1%	*	1%	-	1%	1%	1%
Accuracy of medical/health claims	4	3	2	4	3	2	3	4	2	-	2	3	4	2	-	4	-	4	4	4
	1%	1%	*	1%	1%	1%	1%	1%	1%	-	*	1%	1%	1%	-	1%	-	1%	1%	1%
Racism	4	2	4	4	2	4	1	4	3	2	4	1	4	3	2	4	-	4	4	4
	1%	*	1%	1%	1%	1%	*	1%	1%	1%	1%	*	1%	1%	1%	1%	-	1%	1%	1%
Illegal child sexual abuse material	4	4	4	4	2	4	1	2	1	3	4	1	2	1	3	2	2	2	2	2
	1%	1%	1%	1%	1%	1%	*	1%	*	2%	1%	*	*	*	2%A	*	10%	*	*	*
Bullying/victimising	3	3	3	3	3	3	1	3	2	3	3	1	3	2	3	3	-	3	3	3
	1%	1%	1%	1%	1%	1%	*	1%	1%	2%	1%	*	1%	1%	2%	1%	-	1%	1%	1%

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
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		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	571	489	443	464	307	361	384	318	221	161	399	419	353	247	167	549	22**	521	513	549
Exorcism/the paranormal	3 1%	2 *	2 *	3 1%	2 1%	2 1%	2 *	3 1%	2 1%	1 *	2 *	2 *	3 1%	2 1%	1 *	3 1%	- -	3 1%	3 1%	3 1%
Incitement to hatred	3 *	3 1%	3 1%	3 1%	3 1%	3 1%	3 1%	- -	- -	- -	3 1%	3 1%	3 1%	- -	- -	3 1%	- -	3 1%	3 1%	3 1%
Drugs/drug use	3 *	3 1%	2 1%	3 1%	2 1%	2 1%	3 1%	2 *	3 1%	1 1%	2 1%	3 1%	2 *	3 1%	1 1%	3 1%	- -	3 1%	3 1%	3 1%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	3 *	2 *	3 1%	2 *	1 *	3 1%	1 *	2 1%	2 1%	2 1%	3 1%	1 *	2 1%	2 1%	2 1%	3 1%	- -	3 1%	3 1%	3 1%
Infringing someone's privacy	3 *	1 *	3 1%	2 *	2 1%	3 1%	1 *	2 1%	2 1%	- -	3 1%	1 *	2 1%	2 1%	- -	3 *	- -	3 *	3 *	3 *
Dangerous behaviour	2 *	2 *	1 *	2 1%	2 1%	1 *	2 1%	2 1%	1 *	1 1%	1 *	2 1%	2 1%	2 1%	1 *	2 *	- -	2 *	2 *	2 *
Welfare of children or young people	2 *	2 *	2 *	2 *	2 1%	2 1%	2 1%	2 1%	1 1%	1 1%	2 1%	2 1%	2 1%	1 1%	1 1%	2 *	- -	2 *	2 *	2 *
Suicide	2 *	1 *	2 *	2 *	- -	2 1%	- -	2 1%	2 1%	1 1%	2 1%	- -	2 1%	2 1%	1 1%	2 *	- -	2 *	2 *	2 *
Defamation/smearing of others	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 1%	1 *	1 *	1 *	1 *	1 *	1 *	- -	1 *	1 *	1 *
Offence of religion	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	- -	- -	1 *	1 *	1 *	- -	- -	1 *	- -	1 *	1 *	1 *
Other (please type in)	* *	* *	* *	* *	* *	* *	* *	* *	- -	- -	* *	* *	* *	- -	- -	* *	- -	* *	* *	* *
Discrimination based on religious beliefs	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Gender discrimination (e.g. sexism)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Age discrimination	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Malicious views	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Discrimination based on non-religious beliefs	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 102

Q15a - Paid Video On-demand content available through your subscription service provider
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All users of service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	638	426	77	105	471	266	372	194	110	21	58	321	255	576	56	68	358	161	519	505
Base	571	366	76*	93*	426	275	296	198	108*	23**	50*	276	239	515	55*	65*	330	135	465	452
Effective Base	434	332	42	88	317	199	237	137	95	20	46	202	187	388	44	54	221	127	340	329
Misleading advertising	10	7	3	8	2	8	2	7	2	1	-	6	5	10	2	2	6	2	8	9
	2%	2%	4%	9%ad	1%	3%	1%	4%	2%	3%	-	2%	2%	2%	3%	4%	2%	2%	2%	2%
Violence (in general)	8	7	-	1	6	7	1	5	3	1	-	6	2	8	-	-	5	2	7	7
	1%	2%	-	2%	1%	3%d	*	2%	3%	3%	-	2%	1%	2%	-	-	1%	2%	2%	2%
Bad language	8	6	1	3	3	4	3	2	3	-	1	2	5	7	2	2	4	1	6	5
	1%	2%	1%	4%d	1%	2%	1%	1%	3%	-	1%	1%	2%	1%	4%	3%	1%	1%	1%	1%
Inaccurate information	7	5	3	3	4	3	4	3	-	-	-	5	3	7	2	3	5	-	5	5
	1%	1%	4%	4%	1%	1%	1%	2%	-	-	-	2%	1%	1%	3%	4%q	1%	-	1%	1%
Sex/sexually explicit content	7	7	-	2	5	3	4	1	2	1	1	2	5	6	-	1	4	2	6	6
	1%	2%	-	3%	1%	1%	1%	1%	2%	3%	2%	1%	2%	1%	-	1%	1%	1%	1%	1%
Pornography	6	5	1	2	4	4	2	3	2	2	2	*	4	4	-	1	5	-	5	6
	1%	1%	1%	2%	1%	2%	1%	2%	1%	7%	3%k	*	2%	1%	-	1%	2%	-	1%	1%
Eating disorders	6	4	1	5	1	5	1	4	2	2	-	1	4	6	-	-	3	3	6	5
	1%	1%	2%	5%ad	*	2%	*	2%	1%	8%	-	*	2%	1%	-	-	1%	2%	1%	1%
Content harmful to self-esteem (e.g. self-abuse)	5	5	-	3	2	5	1	2	3	-	-	3	3	5	3	3	1	2	3	3
	1%	1%	-	4%d	*	2%	*	1%	3%	-	-	1%	1%	1%	5%prs	4%prs	*	2%	1%	1%
Nakedness/naked bodies/body parts	5	4	1	2	2	2	3	2	1	-	-	3	2	5	-	-	3	2	5	4
	1%	1%	1%	3%	1%	1%	1%	1%	1%	-	-	1%	1%	1%	-	-	1%	2%	1%	1%
Incitement to crime	5	4	1	4	1	4	2	2	2	1	-	4	1	5	-	-	3	1	4	4
	1%	1%	1%	4%d	*	1%	1%	1%	2%	3%	-	1%	1%	1%	-	-	1%	1%	1%	1%
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	5	4	1	3	2	2	2	2	1	-	1	3	1	4	-	-	5	-	5	2
	1%	1%	1%	3%d	*	1%	1%	1%	1%	-	2%	1%	*	1%	-	-	1%	-	1%	*
Accuracy of medical/health claims	4	4	1	4	-	4	1	2	1	-	-	4	-	4	1	1	3	1	4	3
	1%	1%	1%	4%d	-	1%	*	1%	1%	-	-	2%	-	1%	1%	1%	1%	1%	1%	1%
Racism	4	4	1	1	4	2	2	2	-	-	-	3	1	4	1	1	2	-	2	2
	1%	1%	1%	1%	1%	1%	1%	1%	-	-	-	1%	1%	1%	2%	2%	1%	-	1%	1%
Illegal child sexual abuse material	4	2	-	1	3	4	-	4	-	-	-	1	3	4	-	-	3	1	4	2
	1%	*	-	1%	1%	1%	-	2%	-	-	-	*	1%	1%	-	-	1%	1%	1%	*
Bullying/victimising	3	3	-	3	-	2	1	2	-	-	-	2	1	3	-	-	2	1	3	3
	1%	1%	-	4%d	-	1%	*	1%	-	-	-	1%	1%	1%	-	-	1%	1%	1%	1%
Exorcism/the paranormal	3	3	-	1	2	1	3	-	1	-	-	1	2	3	-	-	2	1	3	3
	1%	1%	-	1%	1%	*	1%	-	1%	-	-	*	1%	1%	-	-	1%	1%	1%	1%

Prepared by BDRC Continental

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

Table 102

Q15a - Paid Video On-demand content available through your subscription service provider
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All users of service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	571	366	76*	93*	426	275	296	198	108*	23**	50*	276	239	515	55*	65*	330	135	465	452
Incitement to hatred	3	-	3	3	-	3	-	3	-	-	-	3	-	3	-	-	3	-	3	3
	*	-	4%ad	3%ad	-	1%	-	1%	-	-	-	1%	-	1%	-	-	1%	-	1%	1%
Drugs/drug use	3	3	-	1	2	2	1	2	-	-	-	2	1	3	-	-	3	-	3	3
	*	1%	-	1%	*	1%	*	1%	-	-	-	1%	*	1%	-	-	1%	-	1%	1%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	3	2	1	-	3	2	1	2	1	-	-	2	1	3	1	1	1	1	2	1
	*	1%	1%	-	1%	1%	*	1%	1%	-	-	1%	*	1%	2%	2%	*	1%	*	*
Infringing someone's privacy	3	1	1	-	2	-	3	-	-	-	-	1	1	3	-	-	2	1	3	2
	*	*	1%	-	*	-	1%	-	-	-	-	*	1%	*	-	-	1%	*	1%	*
Dangerous behaviour	2	2	-	2	-	2	-	2	2	1	-	1	2	2	-	-	2	-	2	2
	*	1%	-	3%d	-	1%	-	1%	1%	3%	-	*	1%	*	-	-	1%	-	1%	1%
Welfare of children or young people	2	2	-	1	1	2	-	2	-	-	-	2	-	2	-	-	1	1	2	2
	*	1%	-	1%	*	1%	-	1%	-	-	-	1%	-	*	-	-	*	1%	*	*
Suicide	2	2	-	1	1	1	1	1	-	-	1	1	-	1	1	1	1	-	1	-
	*	1%	-	1%	*	*	*	1%	-	-	2%	*	-	*	2%rs	2%d	*	-	*	-
Defamation/smearing of others	1	1	-	1	-	1	-	1	1	-	-	1	-	1	-	-	1	-	1	1
	*	*	-	2%d	-	1%	-	*	1%	-	-	1%	-	*	-	-	*	-	*	*
Offence of religion	1	1	-	-	1	-	1	-	-	-	-	-	1	1	-	-	1	-	1	1
	*	*	-	-	*	-	*	-	-	-	-	-	*	*	-	-	*	-	*	*
Other (please type in)	*	*	-	-	*	-	*	-	-	-	-	*	-	*	-	-	-	-	-	*
	*	*	-	-	*	-	*	-	-	-	-	*	-	*	-	-	-	-	-	*
Discrimination based on religious beliefs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gender discrimination (e.g. sexism)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Age discrimination	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Malicious views	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on non-religious beliefs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**638**	194	410	34	161	33	165	29	44	293	101
Base	**571**	172	371	27**	146	26**	150	22**	42*	271	87*
Effective Base	**434**	144	267	26	118	28	122	24	39	194	74
Misleading advertising	**10**	10	-	-	10	-	10	-	5	9	-
	2%	6%b	-	-	*7%*	-	*7%*	-	*13%*	*3%*	-
Violence (in general)	**8**	8	-	-	8	-	8	-	1	7	-
	1%	4%b	-	-	*5%*	-	*5%*	-	*2%*	*3%*	-
Bad language	**8**	8	-	-	7	1	7	1	2	5	1
	1%	4%b	-	-	*5%*	*3%*	*5%*	*3%*	*5%*	*2%*	*1%*
Inaccurate information	**7**	7	-	-	7	-	7	-	-	5	-
	1%	4%b	-	-	*5%*	-	*5%*	-	-	*2%*	-
Sex/sexually explicit content	**7**	7	-	-	7	-	7	*	1	6	-
	1%	4%b	-	-	*5%*	-	*4%*	*2%*	*2%*	*2%*	-
Pornography	**6**	6	-	-	6	-	6	-	1	4	-
	1%	3%b	-	-	*4%*	-	*4%*	-	*2%*	*2%*	-
Eating disorders	**6**	6	-	-	6	-	6	-	4	6	-
	1%	3%b	-	-	*4%*	-	*4%*	-	*10%*	*2%*	-
Content harmful to self-esteem (e.g. self-abuse)	**5**	5	-	-	5	-	5	-	2	3	-
	1%	3%b	-	-	*4%*	-	*4%*	-	*5%*	*1%*	-
Nakedness/naked bodies/body parts	**5**	5	-	-	5	1	5	-	3	5	1
	1%	3%b	-	-	*3%*	*2%*	*3%*	-	*7%*	*2%*	*1%*
Incitement to crime	**5**	5	-	-	5	-	5	-	2	2	-
	1%	3%b	-	-	*3%*	-	*3%*	-	*5%*	*1%*	-
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	**5**	5	-	-	5	-	5	-	2	4	1
	1%	3%b	-	-	*3%*	-	*3%*	-	*5%*	*1%*	*1%*
Accuracy of medical/health claims	**4**	4	-	-	4	-	4	-	3	4	-
	1%	2%b	-	-	*3%*	-	*3%*	-	*6%*	*1%*	-
Racism	**4**	4	-	-	4	-	4	-	1	2	-
	1%	2%b	-	-	*3%*	-	*3%*	-	*3%*	*1%*	-
Illegal child sexual abuse material	**4**	4	-	-	3	1	4	-	2	2	2
	1%	2%b	-	-	*2%*	*3%*	*3%*	-	*5%*	*1%*	*3%*
Bullying/victimising	**3**	3	-	-	3	1	3	1	3	3	-
	1%	2%b	-	-	*2%*	*3%*	*2%*	*3%*	*8%*	*1%*	-
Exorcism/the paranormal	**3**	3	-	-	3	-	3	-	2	2	-
	1%	2%b	-	-	*2%*	-	*2%*	-	*5%*	*1%*	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**571**	172	371	27**	146	26**	150	22**	42*	271	87*
Incitement to hatred	**3**	3	-	-	3	-	3	-	-	3	-
	*	2%b	-	-	2%	-	2%	-	-	1%	-
Drugs/drug use	**3**	3	-	-	2	1	3	-	-	3	-
	*	2%b	-	-	1%	2%	2%	-	-	1%	-
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	**3**	3	-	-	3	-	3	-	2	1	1
	*	2%b	-	-	2%	-	2%	-	4%	*	1%
Infringing someone's privacy	**3**	3	-	-	2	1	3	-	1	2	1
	*	1%b	-	-	1%	2%	2%	-	2%	1%	1%
Dangerous behaviour	**2**	2	-	-	2	-	2	-	2	2	-
	*	1%b	-	-	2%	-	2%	-	4%	1%	-
Welfare of children or young people	**2**	2	-	-	1	1	2	-	1	2	-
	*	1%	-	-	1%	3%	1%	-	3%	1%	-
Suicide	**2**	2	-	-	2	-	2	-	1	1	-
	*	1%	-	-	1%	-	1%	-	3%	*	-
Defamation/smearing of others	**1**	1	-	-	1	-	1	-	1	1	-
	*	1%	-	-	1%	-	1%	-	3%	1%	-
Offence of religion	**1**	1	-	-	-	1	-	1	1	-	-
	*	*	-	-	-	2%	-	3%	1%	-	-
Other (please type in)	*	*	-	-	-	*	-	*	-	-	*
	*	*	-	-	-	2%	-	2%	-	-	1%
Discrimination based on religious beliefs	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Gender discrimination (e.g. sexism)	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Age discrimination	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Malicious views	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on non-religious beliefs	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

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Table 103

Q15a - Official YouTube channels from brands/ organisations you are familiar with
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All users of service

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	1240	604	636	352	350	248	151	77	62	702	399	139	313	204	50	37	389	195	27	25	334	465	212	229	799	441
Base	1058	550	508	336	272	226	139*	48*	37*	607	365	85*	288	208	33*	20*	319	157	15**	17**	261	394	196	207	656	402
Effective Base	830	387	456	289	234	147	90	53	37	523	237	90	229	117	32	32	298	129	23	12	247	300	137	155	542	292
Violence (in general)	23	19	4	4	7	8	3	-	-	12	11	-	8	10	-	-	4	*	-	-	11	8	2	2	18	4
	2%	3%b	1%	1%	3%	4%	2%	-	-	2%	3%	-	3%	5%	-	-	1%	*	-	-	4%y	2%	1%	1%	3%	1%
Bad language	21	9	11	12	5	3	1	-	*	17	4	*	8	1	-	*	9	3	-	-	8	10	2	2	17	3
	2%	2%	2%	4%	2%	1%	1%	-	1%	3%	1%	*	3%	1%	-	2%	3%	2%	-	-	3%	3%	1%	1%	3%	1%
Sex/sexually explicit content	19	9	10	11	4	3	1	-	*	15	4	*	5	3	-	*	9	1	-	-	10	6	2	1	16	3
	2%	2%	2%	3%	1%	1%	1%	-	1%	2%	1%	*	2%	2%	-	2%	3%	*	-	-	4%wy	2%	1%	*	2%	1%
Inaccurate information	16	7	9	10	2	4	-	-	-	12	4	-	6	1	-	-	6	2	-	-	6	8	1	-	14	1
	1%	1%	2%	3%	1%	2%	-	-	-	2%	1%	-	2%	1%	-	-	2%	1%	-	-	2%wy	2%	1%	-	2%y	*
Bullying/victimising	14	8	6	6	4	2	2	-	-	10	4	-	6	2	-	-	5	1	-	-	8	3	1	2	11	3
	1%	1%	1%	2%	2%	1%	1%	-	-	2%	1%	-	2%	1%	-	-	1%	1%	-	-	3%y	1%	*	1%	2%	1%
Pornography	14	9	5	7	1	1	1	4	*	8	2	4	4	2	4	*	5	-	-	-	4	10	-	-	14	-
	1%	2%	1%	2%	*	*	1%	8%cdefil	1%	1%	*	5%defil	1%	1%	11%lm	2%	2%	-	-	-	2%y	3%wy	-	-	2%y	-
Welfare of children or young people	14	6	8	6	2	2	5	-	-	7	6	-	2	4	-	-	5	2	-	-	6	4	1	3	10	4
	1%	1%	2%	2%	1%	1%	3%	-	-	1%	2%	-	1%	2%	-	-	2%	1%	-	-	2%	1%	*	1%	2%	1%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	14	6	8	6	6	1	1	*	-	12	1	*	5	1	*	-	7	1	-	-	4	6	2	2	10	4
	1%	1%	2%	2%	2%	*	*	1%	-	2%	*	1%	2%	*	1%	-	2%	*	-	-	1%	1%	1%	1%	1%	1%
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	14	9	4	6	4	2	2	-	-	9	4	-	5	4	-	-	4	-	-	-	6	4	1	2	10	3
	1%	2%	1%	2%	1%	1%	1%	-	-	2%	1%	-	2%	2%	-	-	1%	-	-	-	2%	1%	1%	1%	2%	1%
Misleading advertising	11	6	6	6	4	1	-	-	-	10	1	-	5	1	-	-	5	1	-	-	6	2	1	2	8	3
	1%	1%	1%	2%	2%	1%	-	-	-	2%	*	-	2%	*	-	-	1%	*	-	-	2%	1%	1%	1%	1%	1%
Eating disorders	11	3	8	9	2	-	-	-	-	11	-	-	3	-	-	-	8	-	-	-	5	2	5	-	6	5
	1%	1%	2%	3%gl	1%	-	-	-	-	2%	-	-	1%	-	-	-	2%	-	-	-	2%	*	3%uw	-	1%	1%
Racism	11	7	4	5	1	2	3	-	-	6	5	-	4	3	-	-	2	1	-	-	3	3	2	3	6	5
	1%	1%	1%	1%	1%	1%	2%	-	-	1%	1%	-	1%	2%	-	-	1%	1%	-	-	1%	1%	1%	1%	1%	1%
Content harmful to self-esteem (e.g. self-abuse)	11	4	7	8	1	-	2	-	-	9	2	-	2	2	-	-	7	-	-	-	4	3	2	2	7	4
	1%	1%	1%	2%	*	-	1%	-	-	1%	1%	-	1%	1%	-	-	2%	-	-	-	2%	1%	1%	1%	1%	1%
Drugs/drug use	11	7	4	5	4	2	-	-	*	9	2	*	6	1	-	*	3	1	-	-	5	3	1	2	8	3
	1%	1%	1%	2%	1%	1%	-	-	1%	1%	*	*	2%	*	-	2%	1%	*	-	-	2%	1%	*	1%	1%	1%
Nakedness/naked bodies/body parts	11	5	5	8	2	1	-	-	-	10	1	-	5	1	-	-	5	-	-	-	5	5	-	1	10	1
	1%	1%	1%	2%	1%	*	-	-	-	2%	*	-	2%	*	-	-	2%	-	-	-	2%y	1%	-	*	2%	*
Accuracy of medical/health claims	10	4	6	3	4	2	1	-	-	7	3	-	2	2	-	-	5	1	-	-	4	2	2	2	6	4
	1%	1%	1%	1%	1%	1%	1%	-	-	1%	1%	-	1%	1%	-	-	1%	1%	-	-	1%	1%	1%	1%	1%	1%

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

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Base	**1058**	550	508	336	272	226	139*	48*	37*	607	365	85*	288	208	33*	20*	319	157	15**	17**	261	394	196	207	656	402
Incitement to crime	**9**	5	3	5	4	-	-	-	-	9	-	-	5	-	-	-	3	-	-	-	4	3	2	-	7	2
	1%	*1%*	*1%*	*1%*	*1%*	-	-	-	-	*1%*	-	-	*2%*	-	-	-	*1%*	-	-	-	*1%*	*1%*	*1%*	-	*1%*	*
Dangerous behaviour	**9**	4	4	3	3	2	-	-	-	6	2	-	4	1	-	-	3	2	-	-	5	3	-	1	8	1
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	-	-	-	*1%*	*1%*	-	*1%*	*	-	-	*1%*	*1%*	-	-	*2%*	*1%*	-	*	*1%*	*
Infringing someone's privacy	**8**	6	2	3	3	2	-	-	-	6	2	-	4	2	-	-	2	-	-	-	2	5	-	1	7	1
	1%	*1%*	*	*1%*	*1%*	*1%*	-	-	-	*1%*	*1%*	-	*1%*	*1%*	-	-	*1%*	-	-	-	*1%*	*1%*	-	*1%*	*1%*	*
Defamation/smearing of others	**8**	4	4	3	2	3	-	-	-	5	3	-	2	2	-	-	3	1	-	-	3	5	-	-	8	-
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	-	-	-	*1%*	*1%*	-	*1%*	*1%*	-	-	*1%*	*	-	-	*1%*	*1%*	-	-	*1%*	-
Illegal child sexual abuse material	**6**	2	4	3	2	1	1	-	-	5	1	-	1	1	-	-	4	1	-	-	3	1	1	1	4	2
	1%	*	*1%*	*1%*	*1%*	*	*	-	-	*1%*	*	-	*	*	-	-	*1%*	*	-	-	*1%*	*	*	*1%*	*1%*	*1%*
Offence of religion	**6**	4	2	2	1	2	1	*	-	3	2	*	2	2	*	-	2	1	-	-	-	4	-	1	4	1
	1%	*1%*	*	*1%*	*1%*	*1%*	*	*1%*	-	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*	*	-	-	-	*1%*	-	*1%*	*1%*	*
Suicide	**6**	4	2	2	1	1	2	-	-	4	2	-	2	2	-	-	1	1	-	-	2	3	-	1	5	1
	1%	*1%*	*	*1%*	*1%*	*	*1%*	-	-	*1%*	*1%*	-	*1%*	*1%*	-	-	*	*	-	-	*1%*	*1%*	-	*	*1%*	*
Incitement to hatred	**6**	2	4	2	3	-	1	-	-	5	1	-	2	-	-	-	3	1	-	-	3	2	1	1	4	1
	1%	*	*1%*	*1%*	*1%*	-	*	-	-	*1%*	*	-	*1%*	-	-	-	*1%*	*	-	-	*1%*	*	*	*	*1%*	*
Other (please type in)	**5**	3	2	2	2	1	-	1	-	3	1	1	3	-	*	-	1	1	*	-	2	1	1	1	3	2
	*	*1%*	*	*	*1%*	*	-	*2%*	-	*1%*	*	*1%*	*1%*	-	*1%*	-	*	*1%*	*3%*	-	*1%*	*	*	*	*	*
Exorcism/the paranormal	**3**	2	1	3	-	-	-	-	-	3	-	-	2	-	-	-	1	-	-	-	1	1	-	1	2	1
	*	*	*	*1%*	-	-	-	-	-	*	-	-	*1%*	-	-	-	*	-	-	-	*	*	-	*	*	*
Discrimination based on religious beliefs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gender discrimination (e.g. sexism)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Age discrimination	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Malicious views	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on non-religious beliefs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	1240	794	439	719	469	22	56	150	133	80	124	62	114	180	182	1081	63	36	60	339	204	538
Base	1058	683	369	574	441	18**	37*	124	94	75*	106*	91*	128*	150	107	912	44*	25**	77*	256	181	476
Effective Base	830	549	276	522	290	15	51	112	104	57	84	38	91	139	137	742	48	27	36	261	141	354
Violence (in general)	23	21	2	14	8	-	1	5	*	1	1	2	-	2	2	15	1	-	6	7	2	6
	2%	3%b	1%	3%	2%	-	3%	4%l	*	1%	1%	2%	-	2%	2%	2%	3%	-	8%no	3%	1%	1%
Bad language	21	16	4	15	6	-	-	3	1	2	6	2	1	2	3	20	*	-	-	4	7	9
	2%	2%	1%	3%	1%	-	-	3%	1%	2%	5%	2%	1%	1%	3%	2%	1%	-	-	2%	4%	2%
Sex/sexually explicit content	19	15	4	12	7	-	1	2	1	3	1	2	1	2	3	17	1	-	1	4	4	9
	2%	2%	1%	2%	2%	-	2%	2%	1%	4%	1%	2%	1%	2%	3%	2%	1%	-	2%	2%	2%	2%
Inaccurate information	16	16	-	8	7	-	1	4	*	-	1	3	1	3	2	16	-	-	-	5	1	10
	1%	2%b	-	1%	2%	-	2%	3%	*	-	1%	4%	1%	2%	2%	2%	-	-	-	2%	*	2%
Bullying/victimising	14	10	4	9	5	-	-	1	-	1	1	3	-	1	5	12	1	-	1	1	2	9
	1%	1%	1%	2%	1%	-	-	1%	-	1%	1%	4%	-	1%	4%hlm	1%	1%	-	2%	1%	1%	2%
Pornography	14	13	1	10	4	-	-	3	*	4	1	2	1	2	1	14	-	-	-	3	5	6
	1%	2%	*	2%	1%	-	-	2%	*	5%	1%	2%	1%	1%	1%	2%	-	-	-	1%	3%	1%
Welfare of children or young people	14	11	2	9	5	-	2	2	-	1	2	2	3	-	2	14	-	-	-	4	3	8
	1%	2%	1%	2%	1%	-	5%hm	1%	-	1%	2%	2%	2%	-	2%	1%	-	-	-	1%	1%	2%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	14	10	3	9	5	-	-	2	-	1	1	3	1	-	4	12	-	-	1	2	2	8
	1%	1%	1%	2%	1%	-	-	2%	-	1%	1%	4%	1%	-	4%hm	1%	-	-	2%	1%	1%	2%
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	14	12	1	8	6	-	1	2	-	1	-	2	-	2	3	11	-	-	3	3	1	7
	1%	2%	*	1%	1%	-	3%	2%	-	1%	-	2%	-	1%	3%	1%	-	-	3%	1%	1%	1%
Misleading advertising	11	8	2	7	4	-	1	2	1	-	2	2	-	1	2	10	-	-	1	3	2	5
	1%	1%	1%	1%	1%	-	2%	2%	1%	-	2%	2%	-	1%	2%	1%	-	-	1%	1%	1%	1%
Eating disorders	11	9	2	6	5	-	-	1	1	2	1	4	-	1	2	11	-	-	-	2	3	7
	1%	1%	1%	1%	1%	-	-	1%	1%	2%	1%	5%	-	*	2%	1%	-	-	-	1%	1%	1%
Racism	11	9	2	5	6	-	3	1	-	2	-	-	1	-	4	11	-	-	-	4	2	6
	1%	1%	1%	1%	1%	-	7%ghjklm	1%	-	3%	-	-	1%	-	4%hjm	1%	-	-	-	1%	1%	1%
Content harmful to self-esteem (e.g. self-abuse)	11	9	2	8	3	-	1	3	-	3	1	3	1	-	-	11	-	-	-	3	3	4
	1%	1%	*	1%	1%	-	2%	2%	-	3%m	1%	4%	1%	-	-	1%	-	-	-	1%	2%	1%
Drugs/drug use	11	8	2	7	3	-	2	1	*	2	1	3	-	1	1	11	-	-	-	3	3	5
	1%	1%	1%	1%	1%	-	5%lm	1%	*	3%	1%	4%	-	*	1%	1%	-	-	-	1%	2%	1%
Nakedness/naked bodies/body parts	11	9	1	4	5	-	-	2	1	3	1	2	-	1	2	10	*	-	-	3	3	4
	1%	1%	*	1%	1%	-	-	2%	1%	4%	1%	2%	-	*	1%	1%	1%	-	-	1%	2%	1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Base	1058	683	369	574	441	18**	37*	124	94	75*	106*	91*	128*	150	107	912	44*	25**	77*	256	181	476
Accuracy of medical/health claims	10	9	1	7	3	-	1	2	1	-	1	3	-	-	1	10	-	-	-	5	1	5
	1%	*1%*	*	*1%*	*1%*	-	4%lm	*2%*	*1%*	-	*1%*	*4%*	-	-	*1%*	*1%*	-	-	-	*2%*	*	*1%*
Incitement to crime	9	7	2	7	2	-	-	-	2	-	1	3	-	-	2	7	-	-	1	2	1	5
	1%	*1%*	*1%*	*1%*	*	-	-	-	*2%*	-	*1%*	*4%*	-	-	*1%*	*1%*	-	-	*2%*	*1%*	*	*1%*
Dangerous behaviour	9	8	1	7	2	-	1	1	-	1	2	2	-	-	1	7	1	-	1	2	3	3
	1%	*1%*	*	*1%*	*	-	2%lm	*1%*	-	*1%*	*2%*	*2%*	-	-	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*
Infringing someone's privacy	8	7	1	3	5	-	-	-	1	-	-	-	2	1	2	6	-	-	3	1	-	5
	1%	*1%*	*	*1%*	*1%*	-	-	-	*1%*	-	-	-	*2%*	*	*2%*	*1%*	-	-	*3%*	*	-	*1%*
Defamation/smearing of others	8	7	1	6	2	-	-	1	*	-	1	2	-	-	1	5	-	-	3	1	1	3
	1%	*1%*	*	*1%*	*	-	-	*1%*	*	-	*1%*	*2%*	-	-	*1%*	*1%*	-	-	*3%*	*	*1%*	*1%*
Illegal child sexual abuse material	6	4	2	5	1	-	1	1	-	-	-	2	-	-	2	6	-	-	-	2	-	4
	1%	*1%*	*	*1%*	*	-	*2%*	*1%*	-	-	-	*2%*	-	-	*2%*	*1%*	-	-	-	*1%*	-	*1%*
Offence of religion	6	5	1	4	2	-	1	*	-	-	2	-	-	-	1	4	-	-	2	1	2	1
	1%	*1%*	*	*1%*	*	-	2%lm	*	-	-	*2%*	-	-	-	*1%*	*	-	-	*2%*	*1%*	*1%*	*
Suicide	6	5	1	2	3	-	-	3	-	-	-	-	1	-	2	6	-	-	-	3	-	3
	1%	*1%*	*	*	*1%*	-	-	*3%*	-	-	-	-	*1%*	-	*2%*	*1%*	-	-	-	*1%*	-	*1%*
Incitement to hatred	6	5	1	4	1	-	-	1	-	-	-	2	-	1	1	5	-	-	1	1	-	4
	1%	*1%*	*	*1%*	*	-	-	*	-	-	-	*2%*	-	*	*1%*	*	-	-	*1%*	*	-	*1%*
Other (please type in)	5	2	3	2	2	-	-	1	*	1	1	-	-	1	-	4	1	-	-	1	2	1
	*	*	*1%*	*	*1%*	-	-	*	*	*2%*	*1%*	-	-	*	-	*	*2%*	-	-	*	*1%*	*
Exorcism/the paranormal	3	2	1	1	2	-	-	-	-	-	-	-	1	-	2	3	-	-	-	-	-	3
	*	*	*	*	*	-	-	-	-	-	-	-	*1%*	-	*1%*	*	-	-	-	-	-	*1%*
Discrimination based on religious beliefs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gender discrimination (e.g. sexism)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Age discrimination	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Malicious views	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on non-religious beliefs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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Absolutes/col percents

Table 103

Q15a - Official YouTube channels from brands/ organisations you are familiar with
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All users of service

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**1240**	953	1039	986	651	917	603	622	460	373	1004	633	731	522	397	1232	8	1181	1216	1232
Base	**1058**	785	881	858	547	779	493	552	386	318	844	520	637	432	333	1053	5**	978	1044	1053
Effective Base	**830**	677	690	667	501	631	449	460	347	277	682	449	532	388	295	826	4	832	815	826
Violence (in general)	**23**	11	21	17	8	21	11	11	16	2	21	11	11	16	2	23	-	23	23	23
	2%	*1%*	*2%*	*2%*	*1%*	*3%d*	*2%*	*2%*	*4%d*	*1%*	*2%gh*	*2%*	*2%*	*4%gh*	*1%*	*2%*	-	*2%*	*2%*	*2%*
Bad language	**21**	16	17	19	13	17	12	17	14	5	17	12	17	14	5	21	-	21	21	21
	2%	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*3%*	*4%*	*2%*	*2%*	*2%*	*3%*	*3%*	*2%*	*2%*	-	*2%*	*2%*	*2%*
Sex/sexually explicit content	**19**	15	16	19	13	16	13	16	11	6	16	13	17	11	6	19	-	19	19	19
	2%	*2%*	*2%*	*2%*	*2%*	*2%*	*3%*	*3%*	*3%*	*2%*	*2%*	*3%*	*3%*	*2%*	*2%*	*2%*	-	*2%*	*2%*	*2%*
Inaccurate information	**16**	13	15	16	12	14	7	13	14	5	15	7	13	14	5	16	-	16	16	16
	1%	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*4%*	*2%*	*2%*	*1%*	*2%*	*3%*	*2%*	*1%*	-	*2%*	*2%*	*1%*
Bullying/victimising	**14**	10	13	11	8	13	6	10	8	5	13	6	10	9	5	14	-	14	14	14
	1%	*1%*	*1%*	*1%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*1%*	*1%*	*2%*	*2%*	*1%*	-	*1%*	*1%*	*1%*
Pornography	**14**	11	9	9	8	9	8	7	8	4	9	8	8	8	4	14	-	14	14	14
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Welfare of children or young people	**14**	12	11	12	7	11	10	10	9	4	11	10	10	10	4	14	-	14	14	14
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*2%*	*2%*	*1%*	*1%*	*2%*	*2%*	*2%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	**14**	12	11	12	11	11	8	11	11	3	11	8	11	11	3	14	-	14	14	14
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*2%*	*3%*	*1%*	*1%*	*2%*	*2%*	*3%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	**14**	13	10	11	8	10	10	10	12	1	10	10	10	12	1	14	-	14	14	14
	1%	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*2%*	*3%d*	*	*1%*	*2%*	*2%*	*3%gh*	*	*1%*	-	*1%*	*1%*	*1%*
Misleading advertising	**11**	10	9	9	9	9	6	6	8	2	9	6	6	8	2	11	-	11	11	11
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*2%*	*	*1%*	*1%*	*1%*	*2%*	*	*1%*	-	*1%*	*1%*	*1%*
Eating disorders	**11**	10	11	10	6	11	6	8	6	4	11	6	8	6	4	9	2	9	9	9
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*42%*	*1%*	*1%*	*1%*
Racism	**11**	10	11	9	9	11	8	8	10	2	11	8	8	11	2	11	-	11	11	11
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*3%d*	*	*1%*	*2%*	*1%*	*2%gh*	*	*1%*	-	*1%*	*1%*	*1%*
Content harmful to self-esteem (e.g. self-abuse)	**11**	8	11	10	5	11	6	7	4	4	11	6	8	5	4	11	-	11	11	11
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Drugs/drug use	**11**	9	8	10	6	8	7	9	7	3	8	7	9	7	3	11	-	11	10	11
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Nakedness/naked bodies/body parts	**11**	7	7	10	7	7	6	10	6	1	7	6	10	6	1	11	-	11	11	11
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*	*1%*	-	*1%*	*1%*	*1%*

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

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Absolutes/col percents

Table 103

Q15a - Official YouTube channels from brands/ organisations you are familiar with
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All users of service

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	1058	785	881	858	547	779	493	552	386	318	844	520	637	432	333	1053	5**	978	1044	1053
Accuracy of medical/health claims	10 1%	9 1%	9 1%	9 1%	6 1%	9 1%	6 1%	8 1%	7 2%	2 1%	9 1%	6 1%	8 1%	7 2%	2 1%	10 1%	- -	10 1%	10 1%	10 1%
Incitement to crime	9 1%	7 1%	8 1%	8 1%	5 1%	8 1%	5 1%	7 1%	3 1%	4 1%	8 1%	5 1%	7 1%	3 1%	4 1%	9 1%	- -	9 1%	9 1%	9 1%
Dangerous behaviour	9 1%	8 1%	7 1%	8 1%	6 1%	7 1%	7 1%	6 1%	7 2%	3 1%	7 1%	7 1%	6 1%	7 2%	3 1%	9 1%	- -	9 1%	9 1%	9 1%
Infringing someone's privacy	8 1%	6 1%	5 1%	7 1%	5 1%	5 1%	4 1%	7 1%	7 2%	- -	5 1%	4 1%	7 1%	7 2%	- -	8 1%	- -	8 1%	8 1%	8 1%
Defamation/smearing of others	8 1%	6 1%	6 1%	8 1%	5 1%	6 1%	5 1%	8 1%	7 2%	1 *	6 1%	5 1%	8 1%	7 2%	1 *	8 1%	- -	8 1%	8 1%	8 1%
Illegal child sexual abuse material	6 1%	6 1%	5 1%	6 1%	6 1%	5 1%	5 1%	6 1%	4 1%	2 1%	5 1%	5 1%	6 1%	4 1%	2 1%	6 1%	- -	6 1%	6 1%	6 1%
Offence of religion	6 1%	5 1%	3 *	3 *	2 *	3 *	5 1%	3 1%	2 1%	- -	3 *	5 1%	3 *	3 1%	- -	6 1%	- -	6 1%	6 1%	6 1%
Suicide	6 1%	6 1%	3 *	5 1%	4 1%	3 *	5 1%	5 1%	5 1%	1 *	3 *	5 1%	5 1%	5 1%	1 *	6 1%	- -	6 1%	6 1%	6 1%
Incitement to hatred	6 1%	5 1%	6 1%	6 1%	3 1%	6 1%	4 1%	5 1%	4 1%	1 *	6 1%	4 1%	5 1%	5 1%	1 *	6 1%	- -	6 1%	6 1%	6 1%
Other (please type in)	5 *	5 1%	4 *	3 *	3 1%	4 1%	4 1%	3 *	2 *	1 *	4 *	4 1%	3 *	2 *	1 *	5 *	- -	5 *	5 *	5 *
Exorcism/the paranormal	3 *	2 *	2 *	3 *	3 1%	2 *	1 *	3 1%	2 1%	1 *	2 *	1 *	3 *	2 1%	1 *	3 *	- -	3 *	3 *	3 *
Discrimination based on religious beliefs	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Gender discrimination (e.g. sexism)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Age discrimination	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Malicious views	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Discrimination based on non-religious beliefs	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	1240	812	171	143	987	429	811	315	169	37	168	619	447	1066	282	317	559	234	793	739
Base	1058	673	146*	129	841	432	626	319	158	41**	150	489	413	901	249	279	471	183	654	604
Effective Base	830	603	91	108	648	293	551	205	137	28	105	404	321	724	178	204	379	186	559	538
Violence (in general)	23	13	9	1	22	14	9	10	4	1	6	10	5	16	-	1	10	5	14	15
	2%	2%	6%ac	1%	3%	3%	1%	3%	2%	2%	4%	2%	1%	2%	-	1%	2%	2%n	2%n	2%n
Bad language	21	18	2	6	14	13	8	11	3	-	1	7	13	20	2	2	12	2	14	13
	2%	3%	1%	5%d	2%	3%	1%	3%	2%	-	*	1%	3%	2%	1%	1%	3%	1%	2%	2%
Sex/sexually explicit content	19	15	2	4	15	10	10	9	4	-	1	8	9	18	-	2	13	3	16	15
	2%	2%	1%	3%	2%	2%	2%	3%	2%	-	*	2%	2%	2%	-	1%	3%n	2%	2%n	3%n
Inaccurate information	16	14	1	3	12	8	8	7	2	-	1	6	8	15	5	6	8	1	9	9
	1%	2%	1%	2%	1%	2%	1%	2%	1%	-	1%	1%	2%	2%	2%	2%	2%	1%	1%	2%
Bullying/victimising	14	12	2	4	11	10	5	7	4	1	-	6	7	13	3	3	9	2	11	7
	1%	2%	1%	3%	1%	2%	1%	2%	2%	2%	-	1%	2%	1%	1%	1%	2%	1%	2%	1%
Pornography	14	9	5	5	9	8	7	3	5	-	2	8	3	12	6	6	6	1	7	6
	1%	1%	3%	4%ad	1%	2%	1%	1%	3%	-	1%	2%	1%	1%	2%	2%	1%	*	1%	1%
Welfare of children or young people	14	10	3	3	11	10	4	8	4	2	1	4	9	13	1	3	9	1	10	10
	1%	1%	2%	2%	1%	2%f	1%	3%	3%	4%	*	1%	2%	1%	*	1%	2%	1%	2%	2%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	14	13	-	5	9	9	5	8	3	1	-	5	8	14	2	3	9	1	11	8
	1%	2%	-	4%bd	1%	2%	1%	3%	2%	2%	-	1%	2%	2%	1%	1%	2%	1%	2%	1%
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	14	12	1	3	10	6	7	4	2	1	-	8	5	14	-	3	9	1	10	9
	1%	2%	1%	2%	1%	1%	1%	1%	1%	2%	-	2%	1%	2%	-	1%	2%	*	1%	1%
Misleading advertising	11	11	-	-	11	5	7	5	-	-	-	4	7	11	1	2	7	-	7	6
	1%	2%	-	-	1%	1%	1%	2%	-	-	-	1%	2%	1%	*	1%	1%	-	1%	1%
Eating disorders	11	7	2	4	7	9	3	7	-	1	1	4	6	10	2	2	8	2	10	7
	1%	1%	1%	3%d	1%	2%f	*	2%	-	3%	1%	1%	2%	1%	1%	1%	2%	1%	2%	1%
Racism	11	10	1	3	8	5	6	3	3	2	1	4	7	11	-	2	9	1	9	9
	1%	2%	1%	2%	1%	1%	1%	1%	2%	4%	*	1%	2%	1%	-	1%	2%	*	1%	1%
Content harmful to self-esteem (e.g. self-abuse)	11	9	1	3	8	5	6	5	1	-	1	7	3	10	3	3	5	1	5	5
	1%	1%	1%	2%	1%	1%	1%	2%	*	-	*	1%	1%	1%	1%	1%	1%	*	1%	1%
Drugs/drug use	11	9	1	2	8	9	2	8	2	-	-	3	6	10	2	3	7	1	7	8
	1%	1%	1%	1%	1%	2%f	*	2%	1%	-	-	1%	2%	1%	1%	1%	1%	*	1%	1%
Nakedness/naked bodies/body parts	11	8	*	2	8	7	3	6	2	-	2	3	6	9	1	1	6	2	8	8
	1%	1%	*	1%	1%	2%	1%	2%	1%	-	1%	1%	1%	1%	*	*	1%	1%	1%	1%

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

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Absolutes/col percents

Table 103

Q15a - Official YouTube channels from brands/ organisations you are familiar with
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All users of service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	1058	673	146*	129	841	432	626	319	158	41**	150	489	413	901	249	279	471	183	654	604
Accuracy of medical/health claims	10 1%	7 1%	1 1%	4 3%d	6 1%	8 2%d	2 *	7 2%	1 *	1 2%	- -	6 1%	4 1%	10 1%	1 *	2 1%	5 1%	1 1%	6 1%	8 1%
Incitement to crime	9 1%	7 1%	1 1%	2 2%	6 1%	7 2%	2 *	6 2%	1 1%	- -	- -	5 1%	3 1%	8 1%	1 *	1 *	5 1%	2 1%	7 1%	6 1%
Dangerous behaviour	9 1%	8 1%	1 1%	1 1%	8 1%	8 2%d	1 *	7 2%	2 1%	- -	- -	1 *	6 2%	8 1%	- -	- -	5 1%	2 1%	7 1%	7 1%
Infringing someone's privacy	8 1%	7 1%	- -	2 2%	5 1%	2 1%	6 1%	2 *	1 *	- -	- -	4 1%	4 1%	8 1%	- -	- -	6 1%	1 1%	7 1%	6 1%
Defamation/smearing of others	8 1%	8 1%	- -	2 2%	6 1%	6 1%	2 *	5 1%	1 1%	- -	- -	4 1%	4 1%	8 1%	1 1%	1 *	4 1%	1 *	5 1%	5 1%
Illegal child sexual abuse material	6 1%	5 1%	1 1%	3 2%d	3 *	6 1%d	- -	4 1%	3 2%	1 2%	- -	1 *	4 1%	5 1%	- -	- -	5 1%	1 *	6 1%	6 1%
Offence of religion	6 1%	5 1%	- -	3 2%d	3 *	4 1%	2 *	4 1%	1 *	1 2%	1 1%	2 *	3 1%	5 1%	1 *	1 *	4 1%	1 1%	5 1%	5 1%
Suicide	6 1%	6 1%	- -	2 1%	4 *	5 1%d	1 *	2 1%	4 2%	1 2%	- -	2 *	4 1%	6 1%	- -	- -	4 1%	2 1%	6 1%	5 1%
Incitement to hatred	6 1%	4 1%	1 *	1 1%	4 1%	3 1%	2 *	3 1%	1 *	1 2%	- -	2 *	3 1%	6 1%	- -	- -	4 1%	- -	4 1%	4 1%
Other (please type in)	5 *	3 *	1 1%	- -	5 1%	- -	5 1%	- -	- -	- -	1 1%	4 1%	- -	4 *	- -	- -	2 *	2 1%	4 1%	3 *
Exorcism/the paranormal	3 *	2 *	1 *	1 1%	2 *	1 *	2 *	1 *	1 1%	- -	- -	1 *	2 1%	3 *	1 *	1 *	2 *	- -	2 *	2 *
Discrimination based on religious beliefs	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gender discrimination (e.g. sexism)	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Age discrimination	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Malicious views	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on non-religious beliefs	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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Base: All users of service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	1240	278	890	72	224	54	234	44	60	526	220
Base	1058	246	745	67*	204	42*	214	32*	59*	457	185
Effective Base	830	203	579	49	159	47	169	38	42	339	147
Violence (in general)	23	23	-	-	23	-	23	-	8	14	7
	2%	9%bc	-	-	11%e	-	11%g	-	13%	3%	4%
Bad language	21	21	-	-	20	1	20	1	6	14	-
	2%	8%bc	-	-	10%	2%	9%	2%	9%	3%	-
Sex/sexually explicit content	19	19	-	-	19	1	19	-	8	14	2
	2%	8%bc	-	-	9%	1%	9%	-	14%	3%	1%
Inaccurate information	16	16	-	-	16	-	16	-	3	11	1
	1%	6%b	-	-	8%	-	7%	-	4%	2%	1%
Bullying/victimising	14	14	-	-	14	-	14	-	6	11	3
	1%	6%b	-	-	7%	-	7%	-	10%	2%	2%
Pornography	14	14	-	-	14	-	14	-	2	11	1
	1%	6%b	-	-	7%	-	7%	-	4%	2%	*
Welfare of children or young people	14	14	-	-	13	1	14	-	2	11	1
	1%	6%b	-	-	6%	2%	6%	-	3%	2%	*
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	14	14	-	-	14	-	14	-	5	10	2
	1%	6%b	-	-	7%	-	6%	-	8%	2%	1%
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	14	14	-	-	13	1	14	-	3	10	1
	1%	5%b	-	-	6%	1%	6%	-	5%	2%	1%
Misleading advertising	11	11	-	-	10	1	10	1	1	5	2
	1%	5%b	-	-	5%	3%	5%	4%	2%	1%	1%
Eating disorders	11	11	-	-	11	-	11	-	6	9	3
	1%	5%b	-	-	6%	-	5%	-	9%	2%	2%
Racism	11	11	-	-	11	1	11	1	-	9	2
	1%	5%b	-	-	5%	1%	5%	2%	-	2%	1%
Content harmful to self-esteem (e.g. self-abuse)	11	11	-	-	9	2	10	1	4	7	-
	1%	4%b	-	-	5%	4%	5%	2%	7%	2%	-
Drugs/drug use	11	11	-	-	11	-	11	-	3	6	1
	1%	4%b	-	-	5%	-	5%	-	5%	1%	*
Nakedness/naked bodies/body parts	11	11	-	-	10	1	11	-	2	7	1
	1%	4%b	-	-	5%	1%	5%	-	3%	1%	*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

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Base: All users of service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	1058	246	745	67*	204	42*	214	32*	59*	457	185
Accuracy of medical/health claims	10	10	-	-	9	1	9	1	2	7	1
	1%	4%b	-	-	4%	2%	4%	2%	3%	2%	1%
Incitement to crime	9	9	-	-	9	-	9	-	4	6	1
	1%	4%b	-	-	4%	-	4%	-	7%	1%	*
Dangerous behaviour	9	9	-	-	9	-	9	-	3	6	1
	1%	4%b	-	-	4%	-	4%	-	5%	1%	*
Infringing someone's privacy	8	8	-	-	7	1	8	-	4	4	1
	1%	3%b	-	-	4%	1%	4%	-	7%	1%	1%
Defamation/smearing of others	8	8	-	-	8	-	8	-	3	6	*
	1%	3%b	-	-	4%	-	4%	-	4%	1%	*
Illegal child sexual abuse material	6	6	-	-	6	-	6	-	2	4	1
	1%	2%b	-	-	3%	-	3%	-	4%	1%	*
Offence of religion	6	6	-	-	6	-	6	-	2	5	*
	1%	2%b	-	-	3%	-	3%	-	4%	1%	*
Suicide	6	6	-	-	6	-	6	-	1	5	-
	1%	2%b	-	-	3%	-	3%	-	1%	1%	-
Incitement to hatred	6	6	-	-	6	-	6	-	1	3	-
	1%	2%b	-	-	3%	-	3%	-	2%	1%	-
Other (please type in)	5	5	-	-	1	3	2	3	-	3	1
	*	2%b	-	-	1%	8%d	1%	8%g	-	1%	1%
Exorcism/the paranormal	3	3	-	-	3	-	3	-	1	3	-
	*	1%b	-	-	1%	-	1%	-	2%	1%	-
Discrimination based on religious beliefs	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Gender discrimination (e.g. sexism)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Age discrimination	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Malicious views	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on non-religious beliefs	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Table 104

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Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All users of service

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**727**	357	370	260	241	118	64	29	15	501	182	44	228	100	18	11	273	82	11	4	212	258	128	129	470	257
Base	**613**	316	297	244	179	107*	54*	18**	11**	423	161	29*	200	97*	12**	7**	223	64*	5**	4**	175	206	116	116*	381	232
Effective Base	**547**	268	280	223	171	74	58	24	9	394	126	31	178	71	15	9	217	56	10	2	154	200	102	94	353	195
Bad language	**18**	11	7	5	10	3	-	-	-	15	3	-	10	2	-	-	5	1	-	-	2	8	6	1	10	8
	3%	*4%*	*2%*	*2%*	*6%*	*3%*	-	-	-	*4%*	*2%*	-	*5%*	*2%*	-	-	*2%*	*2%*	-	-	*1%*	*4%*	*5%*	*1%*	*3%*	*3%*
Misleading advertising	**12**	7	5	4	6	1	1	-	-	11	1	-	7	1	-	-	4	1	-	-	4	3	5	1	6	6
	2%	*2%*	*2%*	*2%*	*4%*	*1%*	*1%*	-	-	*3%*	*1%*	-	*3%*	*1%*	-	-	*2%*	*1%*	-	-	*2%*	*1%*	*4%*	*1%*	*2%*	*2%*
Violence (in general)	**11**	8	3	4	6	1	1	-	-	10	2	-	7	1	-	-	3	1	-	-	3	8	-	1	11	1
	2%	*3%*	*1%*	*1%*	*4%*	*1%*	*1%*	-	-	*2%*	*1%*	-	*4%*	*1%*	-	-	*1%*	*1%*	-	-	*2%*	*4%wy*	-	*1%*	*3%y*	*
Dangerous behaviour	**11**	7	3	3	6	1	1	-	-	9	1	-	7	-	-	-	2	1	-	-	2	2	4	2	4	6
	2%	*2%*	*1%*	*1%*	*3%*	*1%*	*1%*	-	-	*2%*	*1%*	-	*4%*	-	-	-	*1%*	*2%*	-	-	*1%*	*1%*	*3%*	*2%*	*1%*	*3%*
Sex/sexually explicit content	**10**	3	7	5	4	*	1	-	-	9	1	-	2	*	-	-	7	1	-	-	1	6	1	2	7	3
	2%	*1%*	*3%*	*2%*	*2%*	*	*1%*	-	-	*2%*	*1%*	-	*1%*	*	-	-	*3%*	*1%*	-	-	*	*3%*	*1%*	*2%*	*2%*	*1%*
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	**8**	4	3	3	4	2	-	-	-	6	2	-	3	2	-	-	3	-	-	-	2	5	1	-	7	1
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	-	-	-	*1%*	*1%*	-	*1%*	*2%*	-	-	*1%*	-	-	-	*1%*	*3%*	*1%*	-	*2%*	*
Accuracy of medical/health claims	**7**	5	3	1	4	1	1	-	-	5	2	-	3	2	-	-	3	-	-	-	1	4	1	1	5	2
	1%	*1%*	*1%*	*	*2%*	*1%*	*2%*	-	-	*1%*	*1%*	-	*1%*	*2%*	-	-	*1%*	-	-	-	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*
Content harmful to self-esteem (e.g. self-abuse)	**7**	3	4	5	2	-	-	-	-	7	-	-	3	-	-	-	4	-	-	-	3	3	-	-	7	-
	1%	*1%*	*1%*	*2%*	*1%*	-	-	-	-	*2%*	-	-	*1%*	-	-	-	*2%*	-	-	-	*2%*	*2%*	-	-	*2%*	-
Pornography	**6**	2	4	4	2	-	1	-	-	5	1	-	2	-	-	-	3	1	-	-	1	4	-	1	5	1
	1%	*1%*	*1%*	*1%*	*1%*	-	*1%*	-	-	*1%*	*	-	*1%*	-	-	-	*2%*	*1%*	-	-	*1%*	*2%*	-	*1%*	*1%*	*1%*
Bullying/victimising	**6**	4	2	3	1	2	-	-	-	4	2	-	3	2	-	-	2	-	-	-	3	3	-	-	6	-
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	-	-	-	*1%*	*1%*	-	*1%*	*2%*	-	-	*1%*	-	-	-	*2%*	*1%*	-	-	*2%*	-
Eating disorders	**6**	1	5	4	1	-	1	-	-	5	1	-	1	-	-	-	4	1	-	-	2	3	1	1	4	1
	1%	*	*2%*	*2%*	*	-	*1%*	-	-	*1%*	*	-	*	-	-	-	*2%*	*1%*	-	-	*1%*	*1%*	*	*1%*	*1%*	*1%*
Illegal child sexual abuse material	**5**	2	3	1	2	2	-	-	-	3	2	-	-	2	-	-	3	-	-	-	-	3	2	-	3	2
	1%	*	*1%*	*	*1%*	*1%*	-	-	-	*1%*	*1%*	-	-	*2%*	-	-	*1%*	-	-	-	-	*1%*	*1%*	-	*1%*	*1%*
Nakedness/naked bodies/body parts	**5**	1	3	3	2	-	-	-	-	5	-	-	1	-	-	-	3	-	-	-	3	2	-	-	5	-
	1%	*	*1%*	*1%*	*1%*	-	-	-	-	*1%*	-	-	*1%*	-	-	-	*1%*	-	-	-	*1%*	*1%*	-	-	*1%*	-
Defamation/smearing of others	**4**	1	3	1	3	-	-	-	-	4	-	-	1	-	-	-	3	-	-	-	1	3	1	-	3	1
	1%	*	*1%*	*	*2%*	-	-	-	-	*1%*	-	-	*	-	-	-	*1%*	-	-	-	*	*1%*	*1%*	-	*1%*	*
Racism	**4**	1	3	2	2	-	-	-	-	4	-	-	1	-	-	-	3	-	-	-	1	1	-	2	3	2
	1%	*	*1%*	*1%*	*1%*	-	-	-	-	*1%*	-	-	*1%*	-	-	-	*1%*	-	-	-	*1%*	*1%*	-	*1%*	*1%*	*1%*
Welfare of children or young people	**4**	1	2	2	1	1	-	-	-	3	1	-	1	-	-	-	2	1	-	-	-	1	2	1	1	3
	1%	*	*1%*	*1%*	*	*1%*	-	-	-	*1%*	*1%*	-	*1%*	-	-	-	*1%*	*1%*	-	-	-	*	*1%*	*1%*	*	*1%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Base: All users of service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	613	316	297	244	179	107*	54*	18**	11**	423	161	29*	200	97*	12**	7**	223	64*	5**	4**	175	206	116	116*	381	232
Drugs/drug use	4	-	4	3	1	-	-	-	-	4	-	-	-	-	-	-	4	-	-	-	1	2	-	1	3	1
	1%	-	1%	1%	*	-	-	-	-	1%	-	-	-	-	-	-	2%	-	-	-	1%	1%	-	*	1%	*
Inaccurate information	4	1	3	3	1	-	-	-	-	4	-	-	1	-	-	-	3	-	-	-	2	2	-	-	4	-
	1%	*	1%	1%	*	-	-	-	-	1%	-	-	*	-	-	-	1%	-	-	-	1%	1%	-	-	1%	-
Exorcism/the paranormal	3	1	3	3	1	-	-	-	-	3	-	-	1	-	-	-	3	-	-	-	-	3	1	-	3	1
	1%	*	1%	1%	*	-	-	-	-	1%	-	-	*	-	-	-	1%	-	-	-	-	1%	1%	-	1%	*
Suicide	3	2	1	3	-	1	-	-	-	3	1	-	2	1	-	-	1	-	-	-	1	2	1	-	3	1
	1%	1%	*	1%	-	*	-	-	-	1%	*	-	1%	1%	-	-	*	-	-	-	1%	1%	*	-	1%	*
Other (please type in)	3	2	1	-	2	1	-	*	-	2	1	*	1	1	*	-	1	-	-	-	-	1	*	1	1	1
	*	1%	*	-	1%	1%	-	3%	-	*	1%	2%	1%	1%	4%	-	*	-	-	-	-	1%	*	1%	*	1%
Infringing someone's privacy	3	1	2	3	-	-	-	-	-	3	-	-	1	-	-	-	2	-	-	-	-	3	-	-	3	-
	*	*	1%	1%	-	-	-	-	-	1%	-	-	*	-	-	-	1%	-	-	-	-	1%	-	-	1%	-
Incitement to hatred	3	1	1	1	1	1	-	-	-	2	1	-	1	1	-	-	1	-	-	-	1	1	-	-	3	-
	*	*	*	*	1%	1%	-	-	-	*	*	-	*	1%	-	-	1%	-	-	-	1%	1%	-	-	1%	-
Offence of religion	2	1	1	2	1	-	-	-	-	2	-	-	1	-	-	-	1	-	-	-	-	2	-	-	2	-
	*	*	*	1%	*	-	-	-	-	1%	-	-	1%	-	-	-	*	-	-	-	-	1%	-	-	1%	-
Incitement to crime	1	-	1	-	1	-	1	-	-	1	1	-	-	-	-	-	1	1	-	-	-	1	-	1	1	1
	*	-	*	-	*	-	1%	-	-	*	*	-	-	-	-	-	*	1%	-	-	-	*	-	1%	*	*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	1	-	1	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-
	*	-	*	*	-	-	-	-	-	*	-	-	-	-	-	-	*	-	-	-	*	-	-	-	*	-
Discrimination based on religious beliefs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gender discrimination (e.g. sexism)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Age discrimination	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Malicious views	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on non-religious beliefs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 104

Q15a - Other TV or video channels available on-line

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All users of service

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**727**	490	233	401	292	14	38	85	83	49	73	33	75	102	123	661	32	14	20	206	122	333
Base	**613**	414	195	326	261	10**	26*	72*	61*	44*	57*	45**	89*	89*	73*	556	21**	9**	27**	160	101*	295
Effective Base	**547**	371	172	336	196	11	35	66	67	38	57	27	63	81	100	505	29	13	14	165	95	249
Bad language	**18**	13	5	5	13	-	1	2	3	-	1	4	2	4	-	18	-	-	-	6	1	11
	3%	*3%*	*3%*	*2%*	5%c	-	5%m	*2%*	*4%*	-	*3%*	*9%*	*3%*	5%n	-	*3%*	-	-	-	*4%*	*1%*	*4%*
Misleading advertising	**12**	10	2	5	7	-	-	1	1	-	1	4	1	1	3	12	-	-	-	2	1	9
	2%	*2%*	*1%*	*2%*	*3%*	-	-	*2%*	*1%*	-	*1%*	*9%*	*1%*	*1%*	*4%*	*2%*	-	-	-	*1%*	*1%*	*3%*
Violence (in general)	**11**	8	4	7	4	-	-	4	2	-	1	1	1	2	1	11	-	*	-	6	1	5
	2%	*2%*	*2%*	*2%*	*2%*	-	-	*6%*	*2%*	-	*1%*	*3%*	*1%*	*2%*	*1%*	*2%*	-	*6%*	-	*3%*	*1%*	*2%*
Dangerous behaviour	**11**	9	2	5	6	-	2	-	-	1	-	5	1	-	2	11	-	-	-	2	1	8
	2%	*2%*	*1%*	*1%*	*2%*	-	6%ghjm	-	-	*2%*	-	*12%*	*1%*	-	*2%*	*2%*	-	-	-	*1%*	*1%*	*3%*
Sex/sexually explicit content	**10**	8	2	6	5	-	-	4	-	1	-	1	1	1	2	10	*	-	-	4	1	5
	2%	*2%*	*1%*	*2%*	*2%*	-	-	*6%*	-	*1%*	-	*3%*	*1%*	*1%*	*2%*	*2%*	*2%*	-	-	*3%*	*1%*	*2%*
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	**8**	5	3	4	4	-	-	2	1	-	-	1	1	-	1	6	-	-	1	3	-	4
	1%	*1%*	*1%*	*1%*	*1%*	-	-	*2%*	*1%*	-	-	*3%*	*1%*	-	*2%*	*1%*	-	-	*5%*	*2%*	-	*1%*
Accuracy of medical/health claims	**7**	6	1	5	2	-	1	1	1	-	-	1	1	-	1	7	-	-	-	3	-	4
	1%	*1%*	*1%*	*1%*	*1%*	-	6%jm	*2%*	*1%*	-	-	*3%*	*1%*	-	*2%*	*1%*	-	-	-	*2%*	-	*1%*
Content harmful to self-esteem (e.g. self-abuse)	**7**	5	1	6	1	-	-	-	3	-	1	1	1	-	1	7	-	-	-	3	1	3
	1%	*1%*	*1%*	*2%*	*	-	-	-	5%m	-	*1%*	*3%*	*1%*	-	*1%*	*1%*	-	-	-	*2%*	*1%*	*1%*
Pornography	**6**	4	2	2	3	-	-	1	-	1	1	-	1	1	2	5	*	-	-	1	1	4
	1%	*1%*	*1%*	*1%*	*1%*	-	-	*1%*	-	*1%*	*1%*	-	*1%*	*1%*	*2%*	*1%*	*2%*	-	-	*	*1%*	*1%*
Bullying/victimising	**6**	5	1	5	1	*	-	1	-	-	-	-	1	-	2	4	-	-	2	1	-	3
	1%	*1%*	*1%*	*1%*	*	*4%*	-	*2%*	-	-	-	-	*1%*	-	*2%*	*1%*	-	-	*6%*	*1%*	-	*1%*
Eating disorders	**6**	4	2	3	2	-	-	-	-	-	1	-	2	-	3	6	-	-	-	-	1	5
	1%	*1%*	*1%*	*1%*	*1%*	-	-	-	-	-	*2%*	-	*2%*	-	*4%*	*1%*	-	-	-	-	*1%*	*2%*
Illegal child sexual abuse material	**5**	4	1	2	2	-	-	1	-	-	1	-	-	1	-	3	-	-	2	1	1	1
	1%	*1%*	*	*1%*	*1%*	-	-	*2%*	-	-	*1%*	-	-	*1%*	-	*1%*	-	-	*6%*	*1%*	*1%*	*
Nakedness/naked bodies/body parts	**5**	4	*	3	2	-	-	1	-	-	1	-	-	1	2	4	*	-	-	1	1	3
	1%	*1%*	*	*1%*	*1%*	-	-	*1%*	-	-	*1%*	-	-	*1%*	*2%*	*1%*	*2%*	-	-	*	*1%*	*1%*
Defamation/smearing of others	**4**	3	1	2	2	-	-	1	-	-	1	-	-	1	1	4	-	-	-	1	1	2
	1%	*1%*	*	*1%*	*1%*	-	-	*1%*	-	-	*3%*	-	-	*1%*	*2%*	*1%*	-	-	-	*	*1%*	*1%*
Racism	**4**	4	-	1	3	*	-	1	-	1	-	1	1	-	*	4	-	-	-	1	1	3
	1%	*1%*	-	*	*1%*	*4%*	-	*1%*	-	*1%*	-	*2%*	*1%*	-	*1%*	*1%*	-	-	-	*1%*	*1%*	*1%*
Welfare of children or young people	**4**	4	-	1	2	-	-	-	-	-	1	-	1	1	-	3	1	-	-	-	1	2
	1%	*1%*	-	*	*1%*	-	-	-	-	-	*2%*	-	*1%*	*1%*	-	*1%*	*4%*	-	-	-	*1%*	*1%*

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

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

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Absolutes/col percents

Table 104

Q15a - Other TV or video channels available on-line
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All users of service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	613	414	195	326	261	10**	26*	72*	61*	44*	57*	45**	89*	89*	73*	556	21**	9**	27**	160	101*	295
Drugs/drug use	4	3	1	2	1	-	-	-	2	1	-	-	1	-	-	4	-	-	-	2	1	1
	1%	1%	1%	1%	1%	-	-	-	3%	1%	-	-	1%	-	-	1%	-	-	-	1%	1%	*
Inaccurate information	4	4	-	2	2	-	-	1	-	-	-	-	1	-	1	4	-	-	-	1	-	2
	1%	1%	-	1%	1%	-	-	2%	-	-	-	-	1%	-	1%	1%	-	-	-	1%	-	1%
Exorcism/the paranormal	3	3	1	1	3	-	-	-	2	-	-	-	1	-	1	3	-	-	-	2	-	2
	1%	1%	*	*	1%	-	-	-	3%	-	-	-	1%	-	1%	1%	-	-	-	1%	-	1%
Suicide	3	3	-	2	1	-	-	1	-	-	-	-	1	-	1	3	1	-	-	1	-	2
	1%	1%	-	1%	*	-	-	1%	-	-	-	-	1%	-	1%	*	2%	-	-	1%	-	1%
Other (please type in)	3	2	1	2	1	-	-	1	*	1	-	-	-	-	-	2	*	-	-	2	1	-
	*	1%	*	*	1%	-	-	2%	1%	1%	-	-	-	-	-	*	2%	-	-	1%	1%	-
Infringing someone's privacy	3	3	-	1	2	-	-	1	-	-	-	-	2	-	-	3	-	-	-	1	-	2
	*	1%	-	*	1%	-	-	1%	-	-	-	-	2%	-	-	1%	-	-	-	1%	-	1%
Incitement to hatred	3	3	-	1	2	-	-	1	-	-	1	-	1	-	1	3	-	-	-	1	1	1
	*	1%	-	*	1%	-	-	1%	-	-	1%	-	1%	-	1%	*	-	-	-	*	1%	*
Offence of religion	2	2	-	1	2	-	1	1	-	-	1	-	-	-	-	2	-	-	-	1	1	-
	*	1%	-	*	1%	-	2%	1%	-	-	2%	-	-	-	-	*	-	-	-	1%	1%	-
Incitement to crime	1	1	1	1	1	-	-	1	-	-	-	-	-	-	1	1	-	-	-	1	-	1
	*	*	*	*	*	-	-	1%	-	-	-	-	-	-	1%	*	-	-	-	*	-	*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	1	1	-	1	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1
	*	*	-	*	-	-	-	-	-	-	-	-	-	-	1%	*	-	-	-	-	-	*
Discrimination based on religious beliefs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gender discrimination (e.g. sexism)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Age discrimination	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Malicious views	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on non-religious beliefs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All users of service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**727**	563	611	613	432	569	374	456	318	251	602	387	504	350	262	724	3	697	712	724
Base	**613**	465	507	527	359	474	308	400	277	214	497	317	433	297	224	610	3**	587	603	610
Effective Base	**547**	452	458	465	351	434	311	366	250	202	454	322	405	275	209	546	2	528	537	546
Bad language	**18**	7	11	16	8	10	4	15	11	3	11	4	16	11	3	18	-	18	18	18
	3%	*1%*	*2%*	*3%*	*2%*	*2%*	*1%*	*4%*	*4%*	*2%*	*2%*	*1%*	*4%*	*4%*	*2%*	*3%*	-	*3%*	*3%*	*3%*
Misleading advertising	**12**	6	6	11	4	6	4	10	8	3	6	4	10	9	3	12	-	12	12	12
	2%	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*2%*	*3%*	*1%*	*1%*	*1%*	*2%*	*3%*	*1%*	*2%*	-	*2%*	*2%*	*2%*
Violence (in general)	**11**	7	11	8	5	11	5	6	5	1	11	5	6	6	1	11	-	11	11	11
	2%	*1%*	*2%*	*1%*	*1%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*1%*	*2%*	*1%*	*2%*	-	*2%*	*2%*	*2%*
Dangerous behaviour	**11**	6	6	9	3	6	3	9	8	3	6	3	9	9	3	11	-	11	11	11
	2%	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*2%*	*3%*	*1%*	*1%*	*1%*	*2%*	*3%*	*1%*	*2%*	-	*2%*	*2%*	*2%*
Sex/sexually explicit content	**10**	8	9	9	6	9	2	8	7	6	9	2	8	7	6	10	-	10	10	10
	2%	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*3%*	*2%*	*1%*	*2%*	*2%*	*3%*	*2%*	-	*2%*	*2%*	*2%*
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	**8**	6	7	6	4	7	3	6	6	4	7	3	6	6	4	8	-	8	8	8
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*2%*	*2%*	*1%*	*1%*	*1%*	*2%*	*2%*	*1%*	-	*1%*	*1%*	*1%*
Accuracy of medical/health claims	**7**	6	6	6	3	6	3	6	5	3	6	3	6	5	3	7	-	7	7	7
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Content harmful to self-esteem (e.g. self-abuse)	**7**	6	6	5	1	6	2	5	4	4	6	2	5	4	4	7	-	7	7	7
	1%	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	-	*1%*	*1%*	*1%*
Pornography	**6**	4	4	5	5	4	3	4	3	-	4	3	4	4	-	6	-	6	6	6
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	-	*1%*	-	*1%*	*1%*	*1%*
Bullying/victimising	**6**	5	4	4	2	4	2	4	4	3	4	2	4	4	3	6	-	6	6	6
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*	*1%*	*2%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Eating disorders	**6**	5	5	3	3	5	4	3	4	1	5	4	3	5	1	6	-	6	6	6
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Illegal child sexual abuse material	**5**	4	3	5	2	3	2	5	3	1	3	2	5	3	1	5	-	5	5	5
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*	*1%*	-	*1%*	*1%*	*1%*
Nakedness/naked bodies/body parts	**5**	3	4	3	3	4	3	3	2	2	4	3	3	2	2	5	-	5	5	5
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Defamation/smearing of others	**4**	2	3	4	2	3	1	4	3	1	3	1	4	3	1	4	-	4	4	4
	1%	*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*	*1%*	*	*1%*	*1%*	*	*1%*	-	*1%*	*1%*	*1%*
Racism	**4**	2	3	4	3	3	2	3	3	2	3	2	3	3	2	4	-	4	4	4
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 104

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Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All users of service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	613	465	507	527	359	474	308	400	277	214	497	317	433	297	224	610	3**	587	603	610
Welfare of children or young people	4 1%	4 1%	4 1%	4 1%	3 1%	4 1%	3 1%	4 1%	3 1%	1 1%	4 1%	3 1%	4 1%	3 1%	1 1%	4 1%	-	4 1%	4 1%	4 1%
Drugs/drug use	4 1%	3 1%	4 1%	3 *	- -	4 1%	1 *	3 1%	3 1%	2 1%	4 1%	1 *	3 1%	3 1%	2 1%	4 1%	-	4 1%	4 1%	4 1%
Inaccurate information	4 1%	2 1%	2 *	4 1%	3 1%	2 *	1 *	3 1%	2 1%	1 *	2 *	1 *	3 1%	2 1%	1 *	4 1%	-	4 1%	4 1%	4 1%
Exorcism/the paranormal	3 1%	1 *	2 *	3 1%	3 1%	2 *	1 *	3 1%	1 *	1 1%	2 *	1 *	3 1%	1 *	1 1%	3 1%	-	3 1%	3 1%	3 1%
Suicide	3 1%	3 1%	2 *	2 *	3 1%	2 *	2 1%	2 1%	3 1%	1 *	2 *	2 1%	2 *	3 1%	1 *	3 1%	-	3 1%	3 1%	3 1%
Other (please type in)	3 *	3 1%	3 1%	2 *	2 1%	2 *	2 1%	2 1%	1 *	2 1%	3 1%	2 1%	2 *	1 *	2 1%	3 *	-	3 1%	3 *	3 *
Infringing someone's privacy	3 *	2 *	3 1%	2 *	3 1%	3 1%	1 *	2 *	3 1%	1 *	3 1%	1 *	2 *	3 1%	1 *	3 *	-	3 *	3 *	3 *
Incitement to hatred	3 *	3 1%	2 *	3 1%	2 1%	2 *	2 1%	3 1%	1 *	1 *	2 *	2 1%	3 1%	1 *	1 *	3 *	-	3 *	3 *	3 *
Offence of religion	2 *	2 1%	2 *	1 *	1 *	2 1%	1 *	1 *	1 *	1 1%	2 *	1 *	1 *	1 *	1 1%	2 *	-	2 *	2 *	2 *
Incitement to crime	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	- -	- -	1 *	1 *	1 *	1 *	- -	1 *	-	1 *	1 *	1 *
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	- -	1 *	1 *	1 *	1 *	- -	1 *	-	1 *	1 *	1 *
Discrimination based on religious beliefs	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gender discrimination (e.g. sexism)	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Age discrimination	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Malicious views	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on non-religious beliefs	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
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Table 104

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Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All users of service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	727	493	93	112	553	256	471	190	103	23	75	362	285	647	146	165	325	150	475	434
Base	613	413	73*	100*	462	248	365	188	96*	23**	71*	278	258	536	125	143	275	119	394	355
Effective Base	547	406	59	95	413	213	335	154	87	21	45	276	235	511	102	118	251	130	378	353
Bad language	18	12	1	5	8	5	13	5	2	-	1	10	7	17	-	-	6	3	9	9
	3%	3%	2%	5%d	2%	2%	3%	3%	2%	-	1%	4%	3%	3%	-	-	2%	3%	2%	2%
Misleading advertising	12	7	-	4	4	4	8	3	2	1	-	8	4	12	-	1	4	1	5	6
	2%	2%	-	4%d	1%	2%	2%	2%	2%	3%	-	3%	2%	2%	-	1%	2%	1%	1%	2%
Violence (in general)	11	8	3	1	10	8	4	8	1	1	1	7	4	11	2	2	5	3	8	8
	2%	2%	4%	1%	2%	3%	1%	4%	1%	3%	1%	2%	2%	2%	2%	1%	2%	3%	2%	2%
Dangerous behaviour	11	7	-	2	4	4	6	4	2	1	-	6	4	11	2	2	3	-	3	3
	2%	2%	-	2%	1%	2%	2%	2%	2%	3%	-	2%	2%	2%	2%	2%	1%	-	1%	1%
Sex/sexually explicit content	10	9	*	2	8	3	7	3	1	1	-	6	4	10	3	4	3	2	5	5
	2%	2%	1%	2%	2%	1%	2%	2%	1%	3%	-	2%	1%	2%	2%	3%	1%	2%	1%	1%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	8	8	-	1	6	5	3	4	2	-	-	5	3	8	1	1	3	2	5	4
	1%	2%	-	1%	1%	2%	1%	2%	2%	-	-	2%	1%	1%	1%	1%	1%	1%	1%	1%
Accuracy of medical/health claims	7	4	2	2	4	4	3	2	1	1	-	4	3	7	2	3	3	-	3	3
	1%	1%	2%	2%	1%	2%	1%	1%	1%	4%	-	1%	1%	1%	1%	2%	1%	-	1%	1%
Content harmful to self-esteem (e.g. self-abuse)	7	5	1	2	5	3	3	2	-	1	-	3	4	7	1	1	2	2	4	4
	1%	1%	2%	2%	1%	1%	1%	1%	-	5%	-	1%	2%	1%	1%	1%	1%	2%	1%	1%
Pornography	6	4	1	2	4	2	4	2	2	1	-	2	4	6	-	1	3	1	5	5
	1%	1%	2%	2%	1%	1%	1%	1%	2%	3%	-	1%	1%	1%	-	*	1%	1%	1%	1%
Bullying/victimising	6	5	-	4	2	4	2	2	2	-	-	3	3	6	2	2	2	-	2	2
	1%	1%	-	4%d	*	1%	1%	1%	2%	-	-	1%	1%	1%	2%	1%	1%	-	*	1%
Eating disorders	6	6	-	2	3	2	3	2	2	1	1	1	3	5	-	-	3	1	4	4
	1%	1%	-	2%	1%	1%	1%	1%	2%	3%	1%	*	1%	1%	-	-	1%	1%	1%	1%
Illegal child sexual abuse material	5	4	-	2	2	3	1	3	-	-	-	3	2	5	-	-	2	1	3	3
	1%	1%	-	2%	*	1%	*	2%	-	-	-	1%	1%	1%	-	-	1%	1%	1%	1%
Nakedness/naked bodies/body parts	5	3	1	2	2	1	3	1	-	-	-	3	1	5	-	-	4	-	4	3
	1%	1%	2%	2%	*	1%	1%	1%	-	-	-	1%	1%	1%	-	-	1%	-	1%	1%
Defamation/smearing of others	4	3	-	2	2	3	1	3	-	-	-	2	2	4	1	1	1	1	2	1
	1%	1%	-	2%	*	1%	*	1%	-	-	-	1%	1%	1%	*	*	*	1%	*	*
Racism	4	4	-	-	4	-	4	-	-	-	-	1	3	4	1	2	2	1	2	3
	1%	1%	-	-	1%	-	1%	-	-	-	-	*	1%	1%	1%	1%	1%	*	1%	1%
Welfare of children or young people	4	4	-	1	2	3	1	2	1	-	-	3	1	4	-	-	2	1	3	4
	1%	1%	-	1%	1%	1%	*	1%	1%	-	-	1%	*	1%	-	-	1%	1%	1%	1%

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

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	613	413	73*	100*	462	248	365	188	96*	23**	71*	278	258	536	125	143	275	119	394	355
Drugs/drug use	4	3	1	1	3	1	3	-	-	1	-	1	3	4	-	-	1	2	3	3
	1%	1%	2%	1%	1%	*	1%	-	-	5%	-	*	1%	1%	-	-	*	1%	1%	1%
Inaccurate information	4	3	-	1	3	1	3	1	1	-	-	1	3	4	-	1	2	-	2	3
	1%	1%	-	1%	1%	*	1%	1%	1%	-	-	*	1%	1%	-	1%	1%	-	1%	1%
Exorcism/the paranormal	3	3	-	2	2	1	3	1	-	-	-	2	1	3	-	-	3	1	3	3
	1%	1%	-	2%	*	*	1%	*	-	-	-	1%	*	1%	-	-	1%	1%	1%	1%
Suicide	3	3	1	1	2	1	2	1	1	-	-	1	2	3	-	-	2	-	2	2
	1%	1%	1%	1%	*	*	1%	1%	1%	-	-	1%	1%	1%	-	-	1%	-	*	*
Other (please type in)	3	2	-	-	3	1	2	1	1	-	-	2	1	3	-	-	1	1	2	2
	*	*	-	-	1%	*	1%	*	1%	-	-	1%	*	1%	-	-	*	1%	1%	1%
Infringing someone's privacy	3	3	-	-	3	-	3	-	-	-	-	1	2	3	-	-	2	-	2	2
	*	1%	-	-	1%	-	1%	-	-	-	-	*	1%	1%	-	-	1%	-	*	1%
Incitement to hatred	3	2	-	1	1	1	1	1	1	-	-	2	1	3	-	-	2	-	2	2
	*	1%	-	1%	*	1%	*	*	1%	-	-	1%	*	1%	-	-	1%	-	1%	1%
Offence of religion	2	2	-	1	2	-	2	-	-	-	1	1	-	1	-	-	1	1	2	2
	*	1%	-	1%	*	-	1%	-	-	-	1%	1%	-	*	-	-	*	1%	*	*
Incitement to crime	1	1	-	1	1	1	1	1	1	1	-	1	1	1	-	-	1	-	1	1
	*	*	-	1%	*	*	*	*	1%	3%	-	*	*	*	-	-	*	-	*	*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	1	1	-	-	1	-	1	-	-	-	-	1	-	1	-	-	1	-	1	1
	*	*	-	-	*	-	*	-	-	-	-	*	-	*	-	-	*	-	*	*
Discrimination based on religious beliefs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gender discrimination (e.g. sexism)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Age discrimination	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Malicious views	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on non-religious beliefs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Base: All users of service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**727**	217	462	48	178	39	187	30	51	294	129
Base	**613**	196	376	41*	165	31*	173	23**	52*	261	105*
Effective Base	**547**	158	361	32	127	34	135	25	35	213	89
Bad language	**18**	18	-	-	17	1	17	1	1	14	1
	3%	9%b	-	-	*10%*	*4%*	*10%*	*6%*	*1%*	*5%*	*1%*
Misleading advertising	**12**	12	-	-	12	-	12	-	3	11	-
	2%	6%b	-	-	*7%*	-	*7%*	-	*6%*	*4%*	-
Violence (in general)	**11**	11	-	-	11	-	11	-	1	6	2
	2%	6%b	-	-	*7%*	-	*7%*	-	*2%*	*2%*	*1%*
Dangerous behaviour	**11**	11	-	-	11	-	11	-	3	8	-
	2%	5%b	-	-	*6%*	-	*6%*	-	*6%*	*3%*	-
Sex/sexually explicit content	**10**	10	-	-	9	1	10	*	2	6	-
	2%	5%b	-	-	*6%*	*3%*	*6%*	*2%*	*3%*	*2%*	-
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	**8**	8	-	-	8	-	8	-	3	5	-
	1%	4%b	-	-	*5%*	-	*4%*	-	*6%*	*2%*	-
Accuracy of medical/health claims	**7**	7	-	-	7	-	7	-	2	5	-
	1%	4%b	-	-	*4%*	-	*4%*	-	*5%*	*2%*	-
Content harmful to self-esteem (e.g. self-abuse)	**7**	7	-	-	7	-	7	-	4	5	-
	1%	3%b	-	-	*4%*	-	*4%*	-	*8%*	*2%*	-
Pornography	**6**	6	-	-	6	-	6	-	1	4	1
	1%	3%b	-	-	*4%*	-	*3%*	-	*2%*	*2%*	*1%*
Bullying/victimising	**6**	6	-	-	6	-	6	-	2	5	-
	1%	3%b	-	-	*3%*	-	*3%*	-	*3%*	*2%*	-
Eating disorders	**6**	6	-	-	6	-	6	-	1	5	-
	1%	3%b	-	-	*3%*	-	*3%*	-	*2%*	*2%*	-
Illegal child sexual abuse material	**5**	5	-	-	4	1	5	-	2	4	-
	1%	2%b	-	-	*2%*	*3%*	*3%*	-	*3%*	*1%*	-
Nakedness/naked bodies/body parts	**5**	5	-	-	5	-	5	-	2	3	1
	1%	2%b	-	-	*3%*	-	*3%*	-	*4%*	*1%*	*1%*
Defamation/smearing of others	**4**	4	-	-	4	-	4	-	2	3	-
	1%	2%b	-	-	*2%*	-	*2%*	-	*3%*	*1%*	-
Racism	**4**	4	-	-	4	-	4	-	-	3	-
	1%	2%b	-	-	*2%*	-	*2%*	-	-	*1%*	-
Welfare of children or young people	**4**	4	-	-	3	1	4	-	1	3	-
	1%	2%b	-	-	*2%*	*3%*	*2%*	-	*3%*	*1%*	-

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

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

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Absolutes/col percents

Table 104

Q15a - Other TV or video channels available on-line

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All users of service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	613	196	376	41*	165	31*	173	23**	52*	261	105*
Drugs/drug use	4	4	-	-	4	-	4	-	1	4	-
	1%	2%b	-	-	2%	-	2%	-	2%	1%	-
Inaccurate information	4	4	-	-	4	-	4	-	1	3	-
	1%	2%b	-	-	2%	-	2%	-	2%	1%	-
Exorcism/the paranormal	3	3	-	-	3	-	3	-	-	2	1
	1%	2%b	-	-	2%	-	2%	-	-	1%	1%
Suicide	3	3	-	-	3	-	3	-	1	1	-
	1%	2%b	-	-	2%	-	2%	-	2%	*	-
Other (please type in)	3	3	-	-	1	2	1	2	-	2	-
	*	1%b	-	-	*	6%b	*	10%	-	1%	-
Infringing someone's privacy	3	3	-	-	3	-	3	-	-	1	-
	*	1%b	-	-	2%	-	2%	-	-	*	-
Incitement to hatred	3	3	-	-	3	-	3	-	1	2	-
	*	1%b	-	-	2%	-	2%	-	3%	1%	-
Offence of religion	2	2	-	-	2	-	2	-	1	1	-
	*	1%b	-	-	1%	-	1%	-	1%	*	-
Incitement to crime	1	1	-	-	1	-	1	-	-	1	-
	*	1%	-	-	1%	-	1%	-	-	*	-
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	1	1	-	-	1	-	1	-	-	1	-
	*	*	-	-	*	-	*	-	-	*	-
Discrimination based on religious beliefs	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Gender discrimination (e.g. sexism)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Age discrimination	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Malicious views	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on non-religious beliefs	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

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

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Absolutes/col percents

Table 105

Q15a - YouTube videos uploaded by friends, family or other YouTube users
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All users of service

	Total	Gender		Age						Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	1540	741	799	356	393	316	220	140	115	749	536	255	320	270	78	73	429	266	62	42	435	569	246	290	1004	536
Base	1469	750	719	347	349	313	223	127*	110*	696	536	237	313	294	70**	73*	383	242	57**	37**	370	524	262	313	894	575
Effective Base	877	405	482	286	198	181	131	57	56	467	312	112	199	150	28	37	269	170	29	19	293	321	136	155	604	291
Violence (in general)	30	19	11	9	9	5	4	2	*	18	9	3	13	4	2	*	6	4	*	-	11	13	2	4	24	6
	2%	3%	1%	3%	3%	2%	2%	2%	*	3%	2%	1%	4%	1%	3%	1%	2%	2%	1%	-	3%	2%	1%	1%	3%	1%
Bad language	20	13	7	4	7	7	2	*	-	11	9	*	6	7	*	-	5	2	-	-	11	5	3	1	16	4
	1%	2%	1%	1%	2%	2%	1%	*	-	2%	2%	*	2%	2%	1%	-	1%	1%	-	-	3%wy	1%	1%	*	2%	1%
Sex/sexually explicit content	20	11	9	9	2	7	1	*	-	11	8	*	5	5	*	-	6	3	-	-	10	7	2	1	17	3
	1%	1%	1%	3%	1%	2%	*	*	-	2%	1%	*	2%	2%	1%	-	1%	1%	-	-	3%y	1%	1%	*	2%	1%
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	15	7	9	8	3	3	1	-	-	11	4	-	5	2	-	-	7	2	-	-	10	5	-	-	15	-
	1%	1%	1%	2%	1%	1%	1%	-	-	2%	1%	-	1%	1%	-	-	2%	1%	-	-	3%wxy	1%	-	-	2%y	-
Incitement to hatred	15	8	7	7	2	4	2	*	-	9	5	*	4	4	*	-	5	1	-	-	7	4	3	1	11	4
	1%	1%	1%	2%	1%	1%	1%	*	-	1%	1%	*	1%	1%	1%	-	1%	1%	-	-	2%	1%	1%	*	1%	1%
Incitement to crime	15	10	5	6	3	2	2	1	-	9	5	1	6	3	1	-	3	2	-	-	10	2	2	1	12	3
	1%	1%	1%	2%	1%	1%	1%	1%	-	1%	1%	1%	2%	1%	2%	-	1%	1%	-	-	3%uy	*	1%	*	1%	*
Pornography	15	9	6	7	2	4	2	*	-	9	5	*	4	4	*	-	5	1	-	-	6	6	1	2	11	3
	1%	1%	1%	2%	1%	1%	1%	*	-	1%	1%	*	1%	1%	1%	-	1%	1%	-	-	2%	1%	1%	1%	1%	1%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	14	5	9	3	4	4	3	1	-	7	6	1	3	1	1	-	4	5	-	-	4	6	1	3	10	4
	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	*	1%	*	1%	-	1%	2%	-	-	1%	1%	*	1%	1%	1%
Dangerous behaviour	14	11	3	1	6	2	3	1	-	7	6	1	7	3	*	-	-	3	*	-	4	5	2	3	9	5
	1%	1%	*	*	2%	1%	2%	1%	-	1%	1%	*	2%	1%	1%	-	-	1%	1%	-	1%	1%	1%	1%	1%	1%
Bullying/victimising	14	8	6	4	4	2	3	*	*	8	5	1	6	1	*	-	1	4	-	*	8	2	2	1	11	3
	1%	1%	1%	1%	1%	1%	1%	*	*	1%	1%	*	2%	*	1%	-	*	2%	-	1%	2%uy	*	1%	*	1%	*
Misleading advertising	13	10	3	6	3	3	1	*	-	9	4	*	6	4	*	-	3	-	-	-	5	6	1	1	11	2
	1%	1%	*	2%	1%	1%	1%	*	-	1%	1%	*	2%	1%	1%	-	1%	-	-	-	1%	1%	1%	*	1%	*
Content harmful to self-esteem (e.g. self-abuse)	12	6	6	6	3	2	1	-	-	9	3	-	4	2	-	-	5	1	-	-	5	5	2	1	10	3
	1%	1%	1%	2%	1%	1%	1%	-	-	1%	1%	-	1%	1%	-	-	1%	1%	-	-	1%	1%	1%	*	1%	*
Racism	11	6	5	4	2	2	2	*	-	7	4	*	3	2	*	-	3	2	-	-	4	4	1	1	9	3
	1%	1%	1%	1%	1%	1%	1%	*	-	1%	1%	*	1%	1%	1%	-	1%	1%	-	-	1%	1%	*	*	1%	*
Welfare of children or young people	10	5	5	5	1	1	3	*	-	7	3	*	3	2	*	-	4	2	-	-	5	3	1	1	9	2
	1%	1%	1%	2%	*	*	1%	*	-	1%	1%	*	1%	1%	1%	-	1%	1%	-	-	1%	1%	*	*	1%	*
Infringing someone's privacy	10	6	4	3	2	3	2	*	-	5	5	*	2	4	*	-	2	1	-	-	3	5	1	2	8	2
	1%	1%	1%	1%	1%	1%	1%	*	-	1%	1%	*	1%	1%	1%	-	1%	1%	-	-	1%	1%	*	1%	1%	*
Defamation/smearing of others	10	6	4	4	2	2	2	*	-	5	4	*	4	2	*	-	1	2	-	-	4	4	2	-	8	2
	1%	1%	1%	1%	*	1%	1%	*	-	1%	1%	*	1%	1%	1%	-	*	1%	-	-	1%	1%	1%	-	1%	*

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

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Absolutes/col percents

Table 105

Q15a - YouTube videos uploaded by friends, family or other YouTube users
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All users of service

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	**1469**	750	719	347	349	313	223	127*	110*	696	536	237	313	294	70**	73*	383	242	57**	37**	370	524	262	313	894	575
Other (please type in)	**8**	3	5	1	3	2	*	1	1	4	2	2	3	1	-	-	1	2	1	1	3	4	1	1	7	2
	1%	*	*1%*	*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*	-	-	*	*1%*	*1%*	*3%*	*1%*	*1%*	*	*	*1%*	*
Inaccurate information	**8**	4	4	3	3	2	-	*	-	6	2	*	3	*	*	-	2	2	-	-	1	6	*	-	7	*
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	-	*	-	*1%*	*	*	*1%*	*	*1%*	-	*1%*	*1%*	-	-	*	*1%*	*	-	*1%*	*
Nakedness/naked bodies/body parts	**8**	3	5	5	1	1	1	-	-	6	2	-	2	1	-	-	4	1	-	-	5	2	*	1	6	1
	1%	*	*1%*	*1%*	*	*	*	-	-	*1%*	*	-	*1%*	*	-	-	*1%*	*	-	-	*1%*	*	*	*	*1%*	*
Offence of religion	**7**	4	3	3	1	*	2	*	-	5	2	*	4	-	*	-	1	2	-	-	2	4	1	1	6	1
	*	*1%*	*	*1%*	*	*	*1%*	*	-	*1%*	*	*	*1%*	-	*1%*	-	*	*1%*	-	-	*	*1%*	*	*	*1%*	*
Suicide	**7**	4	3	4	2	-	1	-	-	6	1	-	4	-	-	-	3	1	-	-	2	4	-	1	5	1
	*	*	*	*1%*	*1%*	-	*	-	-	*1%*	*	-	*1%*	-	-	-	*1%*	*	-	-	*	*1%*	-	*	*1%*	*
Eating disorders	**7**	4	3	2	3	1	-	-	-	5	1	-	3	1	-	-	2	1	-	-	3	2	1	1	5	2
	*	*	*	*1%*	*1%*	*	-	-	-	*1%*	*	-	*1%*	*	-	-	*1%*	*	-	-	*1%*	*	*	*	*1%*	*
Drugs/drug use	**7**	6	1	1	3	-	2	*	-	4	2	*	4	2	*	-	1	-	-	-	3	1	2	-	5	2
	*	*1%*	*	*	*1%*	-	*1%*	*	-	*1%*	*	*	*1%*	*1%*	*1%*	-	*	-	-	-	*1%*	*	*1%*	-	*1%*	*
Accuracy of medical/health claims	**6**	5	1	1	2	1	2	-	-	3	3	-	2	3	-	-	1	-	-	-	3	2	-	1	5	1
	*	*1%*	*	*	*1%*	*	*1%*	-	-	*	*1%*	-	*1%*	*1%*	-	-	*	-	-	-	*1%*	*	-	*	*1%*	*
Illegal child sexual abuse material	**5**	2	3	1	2	2	1	-	-	3	3	-	2	1	-	-	1	2	-	-	1	3	1	1	3	2
	*	*	*	*	*1%*	*1%*	*	-	-	*	*	-	*	*	-	-	*	*1%*	-	-	*	*1%*	*	*	*	*
Exorcism/the paranormal	**2**	1	1	2	-	-	-	-	-	2	-	-	1	-	-	-	1	-	-	-	1	1	-	-	2	-
	*	*	*	*1%*	-	-	-	-	-	*	-	-	*	-	-	-	*	-	-	-	*	*	-	-	*	-
Discrimination based on religious beliefs	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gender discrimination (e.g. sexism)	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Age discrimination	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Malicious views	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on non-religious beliefs	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Table 105

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Base: All users of service

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	1540	959	573	924	563	25	69	171	160	107	148	87	156	219	202	1319	94	42	85	400	255	664
Base	1469	902	560	841	580	24**	54*	154	125	111*	124*	149*	200*	200	132	1250	75*	34**	111*	333	235	682
Effective Base	877	564	310	543	309	13	38	115	106	60	92	48	97	145	131	750	53	25	54	257	149	363
Violence (in general)	30	21	9	17	12	-	*	5	2	2	1	6	1	6	3	27	1	-	2	8	3	16
	2%	2%	2%	2%	2%	-	1%	3%	1%	2%	1%	4%	*	3%	2%	2%	2%	-	2%	2%	1%	2%
Bad language	20	17	3	7	13	-	-	2	2	2	2	-	1	3	3	15	-	-	5	3	5	7
	1%	2%	1%	1%	2%	-	-	1%	1%	2%	2%	-	1%	2%	2%	1%	-	-	5%e	1%	2%	1%
Sex/sexually explicit content	20	17	2	13	7	-	-	1	1	3	1	4	4	4	2	20	-	-	-	2	4	13
	1%	2%	*	2%	1%	-	-	1%	1%	3%	1%	3%	2%	2%	1%	2%	-	-	-	1%	2%	2%
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	15	14	2	12	3	-	-	1	1	*	1	3	1	4	2	14	-	-	1	2	2	11
	1%	2%	*	1%	*	-	-	1%	1%	*	1%	2%	1%	2%	1%	1%	-	-	1%	1%	1%	2%
Incitement to hatred	15	9	6	8	7	-	-	1	-	-	*	5	1	1	3	11	3	-	1	1	*	10
	1%	1%	1%	1%	1%	-	-	1%	-	-	*	3%	*	*	3%	1%	4%	-	1%	*	*	1%
Incitement to crime	15	11	4	9	6	-	-	1	1	1	-	5	-	3	3	12	1	-	1	1	1	10
	1%	1%	1%	1%	1%	-	-	1%	*	1%	-	3%	-	1%	2%	1%	2%	-	1%	*	*	1%
Pornography	15	13	2	6	8	-	1	2	-	-	1	2	3	5	1	14	1	-	-	3	1	10
	1%	1%	*	1%	1%	-	2%	1%	-	-	1%	1%	1%	2%	1%	1%	1%	-	-	1%	*	2%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	14	11	4	6	8	-	-	3	2	2	1	-	1	2	2	12	1	-	1	4	4	5
	1%	1%	1%	1%	1%	-	-	2%	1%	2%	1%	-	*	1%	2%	1%	1%	-	1%	1%	2%	1%
Dangerous behaviour	14	12	2	7	7	-	-	2	-	2	1	4	*	1	1	12	1	-	1	2	3	6
	1%	1%	*	1%	1%	-	-	2%	-	2%	1%	2%	*	*	1%	1%	2%	-	1%	1%	1%	1%
Bullying/victimising	14	10	4	9	4	*	-	3	-	1	1	3	1	3	2	14	-	-	-	3	2	8
	1%	1%	1%	1%	1%	2%	-	2%	-	1%	1%	2%	*	1%	2%	1%	-	-	-	1%	1%	1%
Misleading advertising	13	10	3	6	6	-	-	1	1	-	1	3	1	2	4	12	-	-	1	1	1	10
	1%	1%	1%	1%	1%	-	-	*	1%	-	*	2%	*	1%	3%	1%	-	-	1%	*	*	1%
Content harmful to self-esteem (e.g. self-abuse)	12	10	2	8	4	-	-	3	1	1	1	1	2	1	2	12	-	-	-	4	2	6
	1%	1%	*	1%	1%	-	-	2%	1%	1%	1%	1%	1%	*	2%	1%	-	-	-	1%	1%	1%
Racism	11	9	2	6	5	*	1	2	-	*	1	1	2	-	3	11	1	-	-	3	2	6
	1%	1%	*	1%	1%	2%	2%	1%	-	*	1%	1%	1%	-	2%	1%	1%	-	-	1%	1%	1%
Welfare of children or young people	10	8	2	8	3	-	-	-	-	*	-	5	1	-	3	9	1	-	-	-	*	9
	1%	1%	*	1%	*	-	-	-	-	*	-	3%	*	-	2%e	1%	2%	-	-	-	*	1%
Infringing someone's privacy	10	7	3	5	5	-	-	*	-	-	-	1	3	2	*	7	1	-	3	*	-	7
	1%	1%	1%	1%	1%	-	-	*	-	-	-	1%	1%	1%	*	1%	1%	-	2%	*	-	1%
Defamation/smearing of others	10	7	3	5	4	-	-	2	*	1	2	3	-	-	*	9	-	-	1	2	3	3
	1%	1%	*	1%	1%	-	-	1%	*	1%	2%	2%	-	-	*	1%	-	-	1%	1%	1%	*

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

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Base: All users of service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	1469	902	560	841	580	24**	54*	154	125	111*	124*	149*	200*	200	132	1250	75*	34**	111*	333	235	682
Other (please type in)	8	6	3	4	3	-	-	2	*	2	-	-	*	2	-	7	*	1	-	3	2	3
	1%	1%	*	1%	1%	-	-	1%	*	2%	-	-	*	1%	-	1%	1%	2%	-	1%	1%	*
Inaccurate information	8	8	-	2	6	-	-	1	*	-	1	-	1	2	1	7	-	-	1	1	1	5
	1%	1%	-	*	1%	-	-	*	*	-	1%	-	1%	1%	1%	1%	-	-	1%	*	1%	1%
Nakedness/naked bodies/body parts	8	6	1	4	4	-	-	1	-	2	-	2	-	2	1	8	-	-	-	1	2	5
	1%	1%	*	*	1%	-	-	1%	-	2%	-	1%	-	1%	*	1%	-	-	-	*	1%	1%
Offence of religion	7	5	2	4	4	-	1	*	1	1	1	-	-	1	1	7	-	-	-	2	2	3
	*	1%	*	*	1%	-	2%	*	1%	1%	1%	-	-	1%	1%	1%	-	-	-	1%	1%	*
Suicide	7	4	3	3	4	-	-	1	-	-	*	3	1	1	1	7	-	-	-	1	*	6
	*	*	1%	*	1%	-	-	1%	-	-	*	2%	1%	*	*	1%	-	-	-	*	*	1%
Eating disorders	7	7	-	3	3	*	1	1	-	-	2	-	1	1	1	7	-	-	-	2	2	3
	*	1%	-	*	1%	2%	1%	1%	-	-	2%	-	1%	*	1%	1%	-	-	-	*	1%	*
Drugs/drug use	7	5	1	4	3	-	-	1	-	-	1	3	-	2	*	6	1	-	-	1	1	5
	*	1%	*	*	1%	-	-	1%	-	-	*	2%	-	1%	*	*	1%	-	-	*	*	1%
Accuracy of medical/health claims	6	6	-	3	3	-	1	2	*	-	-	-	-	1	1	6	1	-	-	3	-	2
	*	1%	-	*	1%	-	2%	1%	*	-	-	-	-	*	1%	*	1%	-	-	1%	-	*
Illegal child sexual abuse material	5	4	1	2	3	-	-	1	-	-	1	-	-	2	1	5	-	-	-	1	1	4
	*	*	*	*	*	-	-	1%	-	-	1%	-	-	1%	1%	*	-	-	-	*	*	1%
Exorcism/the paranormal	2	2	-	1	1	-	-	-	-	-	-	-	1	-	1	2	-	-	-	-	-	2
	*	*	-	*	*	-	-	-	-	-	-	-	1%	-	1%	*	-	-	-	-	-	*
Discrimination based on religious beliefs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gender discrimination (e.g. sexism)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Age discrimination	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Malicious views	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on non-religious beliefs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	1540	1199	1291	1178	734	1056	696	674	487	457	1220	756	810	585	491	1529	11	1406	1505	1529
Base	1469	1108	1199	1109	653	962	618	637	433	422	1109	676	753	511	456	1458	11**	1232	1435	1458
Effective Base	877	711	754	731	475	653	454	455	334	294	732	474	537	389	306	872	6	909	858	872
Violence (in general)	30	19	25	23	18	24	12	14	16	7	25	12	18	16	8	30	-	28	30	30
	2%	2%	2%	2%	3%	2%	2%	2%	4%	2%	2%	2%	2%	3%	2%	2%	-	2%	2%	2%
Bad language	20	8	19	19	12	18	5	13	14	4	19	5	14	14	4	20	-	20	20	20
	1%	1%	2%	2%	2%	2%	1%	2%	3%B	1%	2%	1%	2%	3%A	1%	1%	-	2%	1%	1%
Sex/sexually explicit content	20	15	16	19	16	15	11	14	11	5	16	13	16	11	5	20	-	20	20	20
	1%	1%	1%	2%	2%	2%	2%	2%	3%	1%	1%	2%	2%	2%	1%	1%	-	2%	1%	1%
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	15	13	14	14	10	13	10	12	12	7	14	10	12	12	7	15	-	15	15	15
	1%	1%	1%	1%	2%	1%	2%	2%	3%	2%	1%	1%	2%	2%	2%	1%	-	1%	1%	1%
Incitement to hatred	15	14	14	14	9	14	11	10	8	4	14	11	13	9	4	15	-	15	15	15
	1%	1%	1%	1%	1%	1%	2%	2%	2%	1%	1%	2%	2%	2%	1%	1%	-	1%	1%	1%
Incitement to crime	15	12	12	14	9	12	6	9	11	7	12	6	11	11	7	15	-	15	15	15
	1%	1%	1%	1%	1%	1%	1%	1%	3%	2%	1%	1%	1%	2%	1%	1%	-	1%	1%	1%
Pornography	15	11	14	13	12	14	9	9	8	2	14	9	9	8	2	15	-	15	15	15
	1%	1%	1%	1%	2%	1%	1%	1%	2%	*	1%	1%	1%	2%	*	1%	-	1%	1%	1%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	14	8	13	13	10	12	5	9	6	4	13	5	11	8	4	14	-	14	14	14
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	-	1%	1%	1%
Dangerous behaviour	14	8	11	12	7	10	5	6	6	4	11	5	8	7	4	14	-	14	14	14
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%
Bullying/victimising	14	11	12	12	8	11	7	8	8	6	12	7	10	9	7	14	-	14	14	14
	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	2%	2%	1%	-	1%	1%	1%
Misleading advertising	13	9	11	12	7	11	5	9	9	5	11	5	9	9	5	13	-	11	13	13
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	-	1%	1%	1%
Content harmful to self-esteem (e.g. self-abuse)	12	9	10	12	6	9	6	8	6	4	10	6	9	7	4	12	-	12	12	12
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%
Racism	11	8	10	10	7	10	6	7	5	4	10	6	7	5	4	11	-	11	11	11
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%
Welfare of children or young people	10	9	9	8	6	9	6	7	5	3	9	6	7	6	3	10	-	10	10	10
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%
Infringing someone's privacy	10	7	8	8	6	8	5	6	7	4	8	5	6	7	4	10	-	10	10	10
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%

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

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	1469	1108	1199	1109	653	962	618	637	433	422	1109	676	753	511	456	1458	11**	1232	1435	1458
Defamation/smearing of others	10 1%	7 1%	10 1%	9 1%	3 *	8 1%	4 1%	6 1%	5 1%	4 1%	10 1%	4 1%	7 1%	5 1%	4 1%	10 1%	- -	10 1%	10 1%	10 1%
Other (please type in)	8 1%	8 1%	6 1%	7 1%	5 1%	5 1%	6 1%	6 1%	4 1%	3 1%	6 1%	6 1%	7 1%	4 1%	3 1%	8 1%	- -	8 1%	8 1%	8 1%
Inaccurate information	8 1%	5 *	8 1%	8 1%	6 1%	7 1%	3 1%	6 1%	7 2%	1 *	8 1%	3 *	6 1%	7 1%	1 *	8 1%	- -	8 1%	8 1%	8 1%
Nakedness/naked bodies/body parts	8 1%	6 1%	7 1%	7 1%	5 1%	7 1%	4 1%	5 1%	4 1%	2 *	7 1%	4 1%	6 1%	4 1%	2 *	8 1%	- -	8 1%	8 1%	8 1%
Offence of religion	7 *	5 *	7 1%	6 1%	5 1%	7 1%	5 1%	4 1%	3 1%	1 *	7 1%	5 1%	5 1%	4 1%	1 *	7 *	- -	7 1%	7 *	7 *
Suicide	7 *	6 1%	7 1%	7 1%	3 1%	7 1%	2 *	5 1%	5 1%	4 1%	7 1%	2 *	5 1%	6 1%	4 1%	7 *	- -	7 1%	7 *	7 *
Eating disorders	7 *	4 *	5 *	6 *	4 1%	5 1%	4 1%	3 1%	4 1%	2 *	5 *	4 1%	3 *	4 1%	2 *	7 *	- -	7 1%	7 *	7 *
Drugs/drug use	7 *	6 1%	6 *	6 1%	4 1%	6 1%	3 *	5 1%	4 1%	4 1%	6 1%	3 *	5 1%	4 1%	4 1%	7 *	- -	7 1%	7 *	7 *
Accuracy of medical/health claims	6 *	4 *	5 *	6 1%	4 1%	5 1%	2 *	4 1%	3 1%	1 *	5 *	2 *	5 1%	3 1%	1 *	6 *	- -	6 *	6 *	6 *
Illegal child sexual abuse material	5 *	2 *	3 *	5 *	4 1%	3 *	2 *	5 1%	4 1%	- -	3 *	2 *	5 1%	4 1%	- -	5 *	- -	5 *	5 *	5 *
Exorcism/the paranormal	2 *	1 *	1 *	2 *	2 *	1 *	1 *	2 *	2 1%	- -	1 *	1 *	2 *	2 *	- -	2 *	- -	2 *	2 *	2 *
Discrimination based on religious beliefs	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Gender discrimination (e.g. sexism)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Age discrimination	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Malicious views	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Discrimination based on non-religious beliefs	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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Base: All users of service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	1540	932	255	150	1243	486	1054	340	203	44	247	798	488	1286	398	430	666	282	948	872
Base	1469	834	278	146	1176	531	938	364	211	51*	280	703	479	1182	395	422	649	234	884	782
Effective Base	877	613	126	104	712	299	579	217	125	31	130	437	322	758	214	235	365	206	549	530
Violence (in general)	30	21	5	1	27	13	17	12	3	-	3	13	13	27	5	5	15	4	19	19
	2%	3%	2%	*	2%	2%	2%	3%	1%	-	1%	2%	3%	2%	1%	1%	2%	2%	2%	2%
Bad language	20	11	8	5	15	11	10	9	4	-	5	6	9	15	1	1	7	4	11	11
	1%	1%	3%	3%	1%	2%	1%	3%	2%	-	2%	1%	2%	1%	*	*	1%	2%c	1%	1%
Sex/sexually explicit content	20	16	1	3	16	11	9	10	5	-	1	6	13	19	2	3	10	5	15	15
	1%	2%	*	2%	1%	2%	1%	3%	3%	-	*	1%	3%d	2%	*	1%	2%	2%	2%	2%
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	15	13	2	4	11	8	7	6	2	1	-	8	7	15	*	1	11	1	13	12
	1%	2%	1%	2%	1%	2%	1%	2%	1%	2%	-	1%	1%	1%	*	*	2%	1%	1%	2%
Incitement to hatred	15	10	3	6	9	8	7	8	2	1	-	6	9	15	-	-	11	1	12	11
	1%	1%	1%	4%ad	1%	1%	1%	2%	1%	1%	-	1%	2%	1%	-	-	2%d	*	1%	1%
Incitement to crime	15	13	1	3	12	8	7	6	4	-	2	6	7	13	1	1	8	3	11	9
	1%	2%	*	2%	1%	1%	1%	2%	2%	-	1%	1%	1%	1%	*	*	1%	1%	1%	1%
Pornography	15	12	2	1	13	7	7	6	2	1	3	5	7	12	2	3	7	4	11	12
	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	2%	1%	*	1%	1%	2%	1%	1%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	14	9	3	3	10	6	8	5	4	1	2	5	7	12	1	2	8	2	10	10
	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%
Dangerous behaviour	14	11	2	3	9	4	10	2	3	-	2	6	6	12	2	2	7	2	8	7
	1%	1%	1%	2%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	*	1%	1%	1%	1%
Bullying/victimising	14	11	2	1	11	6	7	5	3	1	-	6	8	14	1	1	9	*	9	10
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	-	1%	2%	1%	*	*	1%	*	1%	1%
Misleading advertising	13	10	-	1	10	4	9	4	1	-	1	6	6	12	2	2	7	1	8	6
	1%	1%	-	1%	1%	1%	1%	1%	1%	-	*	1%	1%	1%	*	*	1%	1%	1%	1%
Content harmful to self-esteem (e.g. self-abuse)	12	9	2	4	7	6	7	4	2	1	-	7	5	12	2	2	7	1	8	9
	1%	1%	1%	3%d	1%	1%	1%	1%	1%	2%	-	1%	1%	1%	*	*	1%	1%	1%	1%
Racism	11	8	1	1	9	1	10	1	1	1	1	5	6	10	2	3	6	1	7	8
	1%	1%	*	1%	1%	*	1%	*	1%	1%	*	1%	1%	1%	1%	1%	1%	*	1%	1%
Welfare of children or young people	10	8	1	3	7	5	5	5	2	1	-	5	5	10	1	1	7	*	8	7
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	*	*	1%	*	1%	1%
Infringing someone's privacy	10	9	1	2	7	3	8	3	-	-	2	7	2	9	1	1	7	1	8	7
	1%	1%	*	2%	1%	*	1%	1%	-	-	1%	1%	*	1%	*	*	1%	*	1%	1%

Prepared by BDRC Continental

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

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Absolutes/col percents

Table 105

Q15a - YouTube videos uploaded by friends, family or other YouTube users
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All users of service

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	**1469**	834	278	146	1176	531	938	364	211	51*	280	703	479	1182	395	422	649	234	884	782
Defamation/smearing of others	**10**	7	1	-	9	3	6	2	2	-	-	5	5	10	1	1	4	*	4	4
	1%	*1%*	*	-	*1%*	*1%*	*1%*	*1%*	*1%*	-	-	*1%*	*1%*	*1%*	*	*	*1%*	*	*	*
Other (please type in)	**8**	6	*	-	8	2	7	1	1	-	1	6	1	7	1	1	4	2	6	6
	1%	*1%*	*	-	*1%*	*	*1%*	*	*	-	*	*1%*	*	*1%*	*	*	*1%*	*1%*	*1%*	*1%*
Inaccurate information	**8**	7	-	-	8	2	6	1	2	-	-	6	2	8	2	2	3	*	4	4
	1%	*1%*	-	-	*1%*	*	*1%*	*	*1%*	-	-	*1%*	*	*1%*	*	*	*1%*	*	*	*1%*
Nakedness/naked bodies/body parts	**8**	6	1	-	8	4	4	3	1	-	1	3	4	7	-	-	5	-	5	3
	1%	*1%*	*	-	*1%*	*1%*	*	*1%*	*	-	*	*	*1%*	*1%*	-	-	*1%*	-	*1%*	*
Offence of religion	**7**	5	1	1	5	3	4	2	2	1	1	3	3	6	-	-	5	2	7	6
	*	*1%*	*	*1%*	*	*1%*	*	*1%*	*1%*	*1%*	*	*	*1%*	*1%*	-	-	*1%*	*1%*	*1%*	*1%*
Suicide	**7**	7	*	1	6	2	5	2	1	1	-	4	3	7	3	3	2	-	2	2
	*	*1%*	*	*	*1%*	*	*1%*	*1%*	*	*1%*	-	*1%*	*1%*	*1%*	*1%*	*1%*	*	-	*	*
Eating disorders	**7**	7	*	3	3	4	3	4	1	-	1	4	2	6	1	1	5	1	6	4
	*	*1%*	*	2%d	*	*1%*	*	*1%*	*	-	*	*1%*	*	*	*	*	*1%*	*	*1%*	*1%*
Drugs/drug use	**7**	6	-	2	5	2	5	2	1	-	-	3	3	7	-	-	4	*	5	5
	*	*1%*	-	*1%*	*	*	*1%*	*	*	-	-	*	*1%*	*1%*	-	-	*1%*	*	*1%*	*1%*
Accuracy of medical/health claims	**6**	4	1	2	4	3	3	1	1	1	1	4	1	5	2	3	2	-	2	2
	*	*	*	*1%*	*	*1%*	*	*	*1%*	*2%*	*1%*	*1%*	*	*	*1%*	*1%*	*	-	*	*
Illegal child sexual abuse material	**5**	4	-	1	3	3	2	2	2	2	-	3	3	5	1	1	3	1	3	3
	*	*	-	*1%*	*	*1%*	*	*	*1%*	*3%*	-	*	*1%*	*	*	*	*	*	*	*
Exorcism/the paranormal	**2**	2	-	1	1	1	1	1	1	-	-	-	2	2	-	-	2	-	2	2
	*	*	-	*1%*	*	*	*	*	*	-	-	-	*	*	-	-	*	-	*	*
Discrimination based on religious beliefs	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gender discrimination (e.g. sexism)	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Age discrimination	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Malicious views	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on non-religious beliefs	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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Absolutes/col percents

Table 105

Q15a - YouTube videos uploaded by friends, family or other YouTube users
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All users of service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	1540	287	1163	90	227	60	240	47	61	632	283
Base	1469	258	1125	86*	207	51*	218	40*	61*	609	277
Effective Base	877	207	630	56	163	45	174	33	43	366	148
Violence (in general)	30	30	-	-	29	1	30	-	5	19	2
	2%	12%bc	-	-	14%e	2%	14%g	-	9%	3%	1%
Bad language	20	20	-	-	20	-	20	-	8	9	5
	1%	8%bc	-	-	10%e	-	9%	-	14%	2%	2%
Sex/sexually explicit content	20	20	-	-	18	1	20	-	3	14	2
	1%	8%bc	-	-	9%	3%	9%	-	5%	2%	1%
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	15	15	-	-	14	1	15	-	6	11	1
	1%	6%b	-	-	7%	3%	7%	-	10%	2%	*
Incitement to hatred	15	15	-	-	14	1	15	-	7	10	-
	1%	6%b	-	-	7%	1%	7%	-	11%	2%	-
Incitement to crime	15	15	-	-	14	1	15	-	5	11	-
	1%	6%b	-	-	7%	1%	7%	-	8%	2%	-
Pornography	15	15	-	-	13	2	14	1	*	12	1
	1%	6%b	-	-	6%	4%	6%	2%	1%	2%	*
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	14	14	-	-	13	1	14	-	5	9	2
	1%	6%b	-	-	6%	2%	7%	-	8%	1%	1%
Dangerous behaviour	14	14	-	-	12	2	13	1	7	8	1
	1%	5%b	-	-	6%	4%	6%	2%	12%	1%	*
Bullying/victimising	14	14	-	-	13	1	14	-	3	10	2
	1%	5%b	-	-	6%	1%	6%	-	5%	2%	1%
Misleading advertising	13	13	-	-	12	1	12	1	4	6	1
	1%	5%b	-	-	6%	2%	6%	2%	7%	1%	1%
Content harmful to self-esteem (e.g. self-abuse)	12	12	-	-	11	1	12	-	5	10	1
	1%	5%b	-	-	5%	2%	6%	-	9%	2%	*
Racism	11	11	-	-	10	1	10	1	2	5	1
	1%	4%b	-	-	5%	1%	5%	2%	4%	1%	*
Welfare of children or young people	10	10	-	-	9	2	10	1	4	7	-
	1%	4%b	-	-	4%	3%	4%	2%	7%	1%	-
Infringing someone's privacy	10	10	-	-	9	1	10	-	4	7	1
	1%	4%b	-	-	4%	3%	5%	-	7%	1%	1%

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

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Absolutes/col percents

Table 105

Q15a - YouTube videos uploaded by friends, family or other YouTube users
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All users of service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**1469**	258	1125	86*	207	51*	218	40*	61*	609	277
Defamation/smearing of others	**10**	10	-	-	10	-	10	-	4	5	*
	1%	4%b	-	-	*5%*	-	*4%*	-	*7%*	*1%*	*
Other (please type in)	**8**	8	-	-	6	3	5	3	-	6	1
	1%	3%b	-	-	*3%*	*5%*	*2%*	*7%*	-	*1%*	*
Inaccurate information	**8**	8	-	-	8	-	8	-	1	5	1
	1%	3%b	-	-	*4%*	-	*4%*	-	*2%*	*1%*	*
Nakedness/naked bodies/body parts	**8**	8	-	-	8	-	8	-	-	7	-
	1%	3%b	-	-	*4%*	-	*3%*	-	-	*1%*	-
Offence of religion	**7**	7	-	-	6	1	6	1	*	5	1
	*	3%b	-	-	*3%*	*1%*	*3%*	*2%*	*1%*	*1%*	*
Suicide	**7**	7	-	-	7	-	7	-	3	2	*
	*	3%b	-	-	*3%*	-	*3%*	-	*6%*	*	*
Eating disorders	**7**	7	-	-	7	-	7	-	1	4	*
	*	3%b	-	-	*3%*	-	*3%*	-	*2%*	*1%*	*
Drugs/drug use	**7**	7	-	-	6	1	7	-	3	4	1
	*	3%b	-	-	*3%*	*1%*	*3%*	-	*5%*	*1%*	*
Accuracy of medical/health claims	**6**	6	-	-	5	1	5	1	1	4	*
	*	2%b	-	-	*3%*	*1%*	*2%*	*2%*	*2%*	*1%*	*
Illegal child sexual abuse material	**5**	5	-	-	5	1	5	-	1	5	-
	*	2%b	-	-	*2%*	*1%*	*2%*	-	*1%*	*1%*	-
Exorcism/the paranormal	**2**	2	-	-	2	-	2	-	1	2	-
	*	1%b	-	-	*1%*	-	*1%*	-	*2%*	*	-
Discrimination based on religious beliefs	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Gender discrimination (e.g. sexism)	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Age discrimination	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Malicious views	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on non-religious beliefs	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

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

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Absolutes/col percents

Table 106

Q15a - Video content posted on social networking sites other than YouTube
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All users of service

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	1346	623	723	350	381	270	172	96	77	731	442	173	316	213	52	42	415	229	44	35	365	502	224	255	867	479
Base	1258	613	645	335	317	259	203*	74*	71*	651	462	145*	291	243	39*	40**	361	219	34**	31**	311	458	234	256	768	490
Effective Base	757	334	431	288	203	152	81	49	34	481	224	81	211	100	31	19	270	133	19	16	239	258	122	153	486	274
Violence (in general)	29	16	12	14	8	3	2	*	*	23	5	1	14	2	-	-	8	3	*	*	13	12	1	3	25	3
	2%	3%	2%	4%j	3%	1%	1%	1%	*	3%	1%	*	5%	1%	-	-	2%	1%	1%	1%	4%wy	3%	*	1%	3%y	1%
Bad language	16	11	5	6	3	7	-	1	-	9	7	1	5	6	1	-	4	1	-	-	9	4	1	2	14	3
	1%	2%	1%	2%	1%	3%	-	1%	-	1%	1%	*	2%	2%	1%	-	1%	*	-	-	3%y	1%	1%	1%	2%	1%
Sex/sexually explicit content	16	7	9	8	4	2	1	-	-	12	4	-	6	1	-	-	6	2	-	-	6	9	-	1	15	1
	1%	1%	1%	2%	1%	1%	1%	-	-	2%	1%	-	2%	*	-	-	2%	1%	-	-	2%y	2%y	-	*	2%y	*
Inaccurate information	16	8	7	7	3	5	-	1	*	10	5	1	4	3	1	-	5	2	-	*	7	6	3	-	13	3
	1%	1%	1%	2%	1%	2%	-	1%	*	2%	1%	1%	2%	1%	1%	-	2%	1%	-	1%	2%w	1%	1%	-	2%	1%
Content harmful to self-esteem (e.g. self-abuse)	14	6	8	7	3	3	2	1	-	9	5	1	3	3	1	-	6	2	-	-	8	3	1	2	11	3
	1%	1%	1%	2%	1%	1%	1%	1%	-	1%	1%	*	1%	1%	1%	-	2%	1%	-	-	3%	1%	*	1%	1%	1%
Dangerous behaviour	13	7	6	5	4	1	2	*	-	9	4	*	6	1	-	-	3	2	*	-	7	4	1	1	10	2
	1%	1%	1%	2%	1%	1%	1%	1%	-	1%	1%	*	2%	*	-	-	1%	1%	1%	-	2%	1%	*	1%	1%	*
Drugs/drug use	13	8	5	7	4	-	1	-	-	11	1	-	6	1	-	-	5	-	-	-	6	5	-	2	11	2
	1%	1%	1%	2%el	1%	-	1%	-	-	2%	*	-	2%	*	-	-	1%	-	-	-	2%y	1%	-	1%	1%	*
Incitement to crime	12	8	5	6	4	1	2	-	-	10	3	-	6	2	-	-	4	1	-	-	6	4	1	1	11	2
	1%	1%	1%	2%	1%	*	1%	-	-	1%	1%	-	2%	1%	-	-	1%	*	-	-	2%	1%	*	*	1%	*
Suicide	12	9	3	5	1	5	-	-	-	7	5	-	4	5	-	-	3	-	-	-	9	2	-	1	11	1
	1%	1%	*	2%	*	2%	-	-	-	1%	1%	-	1%	2%	-	-	1%	-	-	-	3%uvy	*	-	*	1%	*
Bullying/victimising	12	9	3	3	3	5	-	-	-	6	5	-	6	3	-	-	-	3	-	-	4	7	1	-	11	1
	1%	1%	*	1%	1%	2%	-	-	-	1%	1%	-	2%	1%	-	-	-	1%	-	-	1%	1%	*	-	1%	*
Misleading advertising	11	7	3	2	2	5	2	-	-	4	7	-	2	5	-	-	2	1	-	-	5	1	4	1	6	5
	1%	1%	1%	1%	1%	2%	1%	-	-	1%	1%	-	1%	2%	-	-	1%	1%	-	-	2%	*	2%	*	1%	1%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	10	6	4	1	4	5	-	*	*	5	5	1	4	2	*	-	1	3	-	*	4	6	-	-	10	-
	1%	1%	1%	*	1%	2%	-	1%	*	1%	1%	1%	1%	1%	1%	-	*	1%	-	1%	1%y	1%	-	-	1%y	-
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	10	6	5	5	1	3	1	-	-	6	5	-	2	3	-	-	3	1	-	-	6	4	-	-	10	-
	1%	1%	1%	2%	*	1%	1%	-	-	1%	1%	-	1%	1%	-	-	1%	1%	-	-	2%y	1%	-	-	1%y	-
Racism	10	5	5	4	2	4	1	-	-	6	5	-	4	1	-	-	2	4	-	-	3	5	*	1	9	2
	1%	1%	1%	1%	*	1%	1%	-	-	1%	1%	-	1%	*	-	-	1%	2%	-	-	1%	1%	*	*	1%	*
Pornography	10	5	5	5	1	3	1	-	-	6	5	-	4	2	-	-	2	3	-	-	2	6	*	2	8	2
	1%	1%	1%	1%	*	1%	1%	-	-	1%	1%	-	1%	1%	-	-	1%	1%	-	-	1%	1%	*	1%	1%	*
Accuracy of medical/health claims	10	7	4	5	4	1	-	-	-	9	1	-	5	1	-	-	4	-	-	-	6	3	1	1	8	2
	1%	1%	1%	1%	1%	*	-	-	-	1%	*	-	2%	1%	-	-	1%	-	-	-	2%	1%	*	*	1%	*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 106

Q15a - Video content posted on social networking sites other than YouTube
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All users of service

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	**1258**	613	645	335	317	259	203*	74*	71*	651	462	145*	291	243	39*	40**	361	219	34**	31**	311	458	234	256	768	490
Welfare of children or young people	**10**	3	6	4	1	3	2	-	-	5	5	-	1	3	-	-	4	3	-	-	6	3	1	-	9	1
	1%	*1%*	*1%*	*1%*	*	*1%*	*1%*	-	-	*1%*	*1%*	-	*	*1%*	-	-	*1%*	*1%*	-	-	2%v	*1%*	*	-	*1%*	*
Eating disorders	**9**	2	7	6	1	2	1	-	-	7	3	-	2	1	-	-	5	2	-	-	6	2	1	2	7	2
	1%	*	*1%*	*2%*	*	*1%*	*	-	-	*1%*	*1%*	-	*1%*	*	-	-	*1%*	*1%*	-	-	*2%*	*	*	*1%*	*1%*	*
Infringing someone's privacy	**9**	6	4	4	4	1	1	-	-	7	2	-	4	1	-	-	3	1	-	-	5	4	*	*	8	1
	1%	*1%*	*1%*	*1%*	*1%*	*	*1%*	-	-	*1%*	*	-	*2%*	*	-	-	*1%*	*	-	-	*2%*	*1%*	*	*	*1%*	*
Incitement to hatred	**9**	4	5	3	1	3	1	-	*	4	4	*	2	2	-	-	2	2	-	*	5	3	1	-	8	1
	1%	*1%*	*1%*	*1%*	*	*1%*	*1%*	-	*	*1%*	*1%*	*	*1%*	*1%*	-	-	*1%*	*1%*	-	*1%*	*1%*	*1%*	*	-	*1%*	*
Illegal child sexual abuse material	**8**	5	3	4	2	3	-	-	-	6	3	-	3	2	-	-	3	*	-	-	4	4	*	-	8	*
	1%	*1%*	*	*1%*	*1%*	*1%*	-	-	-	*1%*	*1%*	-	*1%*	*1%*	-	-	*1%*	*	-	-	*1%*	*1%*	*	-	*1%*	*
Defamation/smearing of others	**8**	4	4	2	2	2	1	-	-	4	3	-	2	1	-	-	2	2	-	-	5	2	-	-	8	-
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	-	*1%*	*1%*	-	*1%*	*	-	-	*1%*	*1%*	-	-	2%v	*1%*	-	-	*1%*	-
Nakedness/naked bodies/body parts	**6**	3	3	2	2	2	-	-	-	4	2	-	2	1	-	-	2	1	-	-	2	2	1	1	5	2
	*	*1%*	*	*1%*	*1%*	*1%*	-	-	-	*1%*	*	-	*1%*	*	-	-	*1%*	*	-	-	*1%*	*	*	*	*1%*	*
Offence of religion	**4**	3	1	1	1	*	-	1	*	2	*	1	2	-	*	-	-	*	*	*	1	2	-	1	3	1
	*	*	*	*	*	*	-	*1%*	*	*	*	*1%*	*1%*	-	*1%*	-	-	*	*1%*	*1%*	*	*	-	*	*	*
Exorcism/the paranormal	**4**	2	1	4	-	-	-	-	-	4	-	-	2	-	-	-	1	-	-	-	-	3	-	1	3	1
	*	*	*	*1%*	-	-	-	-	-	*1%*	-	-	*1%*	-	-	-	*	-	-	-	-	*1%*	-	*	*	*
Other (please type in)	**3**	1	2	-	*	2	-	1	-	*	2	1	*	1	-	-	-	1	1	-	1	1	1	*	2	1
	*	*	*	-	*	*1%*	-	*1%*	-	*	*	*1%*	*	*	-	-	-	*1%*	*2%*	-	*	*	*	*	*	*
Discrimination based on religious beliefs	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gender discrimination (e.g. sexism)	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Age discrimination	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Malicious views	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on non-religious beliefs	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Base: All users of service

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	1346	845	493	776	519	25	63	147	136	89	133	70	140	198	187	1163	81	35	67	346	222	595
Base	1258	781	470	705	513	19**	51*	123	99*	102*	111*	114*	180*	171	122	1074	61*	26**	97*	274	213	588
Effective Base	757	479	272	425	298	20	38	106	92	46	81	43	85	140	115	671	54	25	34	234	120	338
Violence (in general)	29	17	11	16	12	-	1	4	4	1	2	5	3	4	4	28	-	1	-	9	3	16
	2%	2%	2%	2%	2%	-	3%	3%	4%	1%	1%	4%	1%	3%	4%	3%	-	4%	-	3%	1%	3%
Bad language	16	13	3	5	12	-	-	-	2	1	2	-	2	3	1	11	*	-	5	2	3	6
	1%	2%	1%	1%	2%	-	-	-	2%	1%	2%	-	1%	2%	1%	1%	1%	-	5%c	1%	2%	1%
Sex/sexually explicit content	16	10	6	6	10	-	1	1	4	1	1	-	4	2	3	16	-	-	-	6	2	8
	1%	1%	1%	1%	2%	-	3%	1%	4%	1%	*	-	2%	1%	2%	1%	-	-	-	2%	1%	1%
Inaccurate information	16	13	3	8	8	-	1	1	1	-	1	2	1	2	3	12	3	-	1	3	1	9
	1%	2%	1%	1%	2%	-	3%	1%	1%	-	*	2%	1%	1%	3%	1%	5%d	-	1%	1%	*	1%
Content harmful to self-esteem (e.g. self-abuse)	14	10	4	7	7	-	1	1	4	1	1	1	2	1	1	14	-	-	-	6	2	5
	1%	1%	1%	1%	1%	-	3%	1%	4%	1%	1%	1%	1%	1%	1%	1%	-	-	-	2%	1%	1%
Dangerous behaviour	13	6	7	6	7	-	1	*	3	1	1	3	*	1	2	12	-	1	-	4	2	6
	1%	1%	1%	1%	1%	-	1%	*	3%	1%	1%	2%	*	1%	2%	1%	-	2%	-	1%	1%	1%
Drugs/drug use	13	10	2	9	3	-	1	2	1	-	1	5	-	1	1	13	-	-	-	4	1	7
	1%	1%	*	1%	1%	-	3%	1%	1%	-	1%	4%	-	1%	1%	1%	-	-	-	2%	1%	1%
Incitement to crime	12	9	4	8	5	-	1	*	1	-	-	5	1	1	3	12	-	-	-	2	-	10
	1%	1%	1%	1%	1%	-	2%	*	1%	-	-	4%	1%	1%	2%	1%	-	-	-	1%	-	2%
Suicide	12	9	2	2	10	-	1	-	1	-	-	1	1	1	1	7	-	-	5	2	-	5
	1%	1%	*	*	2%c	-	1%	-	1%	-	-	1%	1%	1%	1%	1%	-	-	5%d	1%	-	1%
Bullying/victimising	12	7	4	6	4	-	1	*	1	1	1	1	1	2	1	9	1	1	2	1	2	5
	1%	1%	1%	1%	1%	-	1%	*	1%	1%	1%	1%	*	1%	1%	1%	1%	2%	2%	1%	1%	1%
Misleading advertising	11	7	3	5	5	-	1	2	-	-	1	1	-	1	3	8	3	-	-	3	1	5
	1%	1%	1%	1%	1%	-	2%	2%	-	-	*	1%	-	*	2%	1%	5%d	-	-	1%	*	1%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	10	9	2	6	4	-	-	*	1	1	2	1	1	2	1	10	-	-	-	1	3	6
	1%	1%	*	1%	1%	-	-	*	1%	1%	2%	1%	1%	1%	1%	1%	-	-	-	*	1%	1%
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	10	7	3	7	2	-	-	-	-	-	*	3	1	2	1	9	-	-	2	-	*	8
	1%	1%	1%	1%	*	-	-	-	-	-	*	3%	1%	1%	1%	1%	-	-	2%	-	*	1%
Racism	10	9	1	4	7	-	2	*	-	1	1	1	2	1	2	10	-	-	-	2	2	6
	1%	1%	*	1%	1%	-	3%	*	-	1%	1%	1%	1%	1%	2%	1%	-	-	-	1%	1%	1%
Pornography	10	7	3	5	4	-	-	2	1	1	-	-	1	4	2	10	-	-	-	3	1	7
	1%	1%	1%	1%	1%	-	-	2%	1%	1%	-	-	1%	2%	1%	1%	-	-	-	1%	*	1%
Accuracy of medical/health claims	10	10	-	5	5	-	1	1	1	-	2	2	-	2	1	10	-	-	-	3	2	5
	1%	1%	-	1%	1%	-	1%	1%	1%	-	2%	2%	-	1%	1%	1%	-	-	-	1%	1%	1%

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

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	1258	781	470	705	513	19**	51*	123	99*	102*	111*	114*	180*	171	122	1074	61*	26**	97*	274	213	588
Welfare of children or young people	10	8	1	6	3	-	1	1	-	2	-	3	1	2	1	10	-	-	-	2	2	6
	1%	1%	*	1%	1%	-	2%	1%	-	2%	-	3%	*	1%	1%	1%	-	-	-	1%	1%	1%
Eating disorders	9	8	1	5	4	-	-	-	1	-	1	2	3	1	2	9	-	-	-	1	1	8
	1%	1%	*	1%	1%	-	-	-	1%	-	1%	2%	2%	1%	2%	1%	-	-	-	*	*	1%
Infringing someone's privacy	9	7	2	5	3	-	-	*	1	-	1	1	3	1	1	8	-	-	1	1	1	6
	1%	1%	*	1%	1%	-	-	*	1%	-	1%	1%	2%	1%	1%	1%	-	-	1%	*	*	1%
Incitement to hatred	9	5	3	4	5	-	-	1	-	1	*	3	1	*	2	9	-	-	-	1	2	6
	1%	1%	1%	1%	1%	-	-	1%	-	1%	*	2%	1%	*	1%	1%	-	-	-	*	1%	1%
Illegal child sexual abuse material	8	6	2	7	1	-	-	*	-	-	2	2	-	1	2	6	-	-	2	*	2	5
	1%	1%	*	1%	*	-	-	*	-	-	1%	2%	-	1%	1%	1%	-	-	2%	*	1%	1%
Defamation/smearing of others	8	4	3	4	4	-	-	-	-	-	2	3	1	1	1	7	1	-	-	-	2	5
	1%	1%	1%	1%	1%	-	-	-	-	-	2%	2%	*	1%	1%	1%	1%	-	-	-	1%	1%
Nakedness/naked bodies/body parts	6	6	*	2	4	-	2	*	-	1	-	-	-	2	1	6	1	-	-	2	1	2
	*	1%	*	*	1%	-	4%	*	-	1%	-	-	-	1%	1%	1%	1%	-	-	1%	*	*
Offence of religion	4	3	1	2	2	-	1	*	-	-	1	-	*	*	1	4	-	-	-	1	1	1
	*	*	*	*	*	-	2%	*	-	-	1%	-	*	*	1%	*	-	-	-	*	1%	*
Exorcism/the paranormal	4	4	-	1	1	-	-	1	-	-	1	-	1	-	-	4	-	-	-	1	1	1
	*	*	-	*	*	-	-	1%	-	-	1%	-	1%	-	-	*	-	-	-	1%	*	*
Other (please type in)	3	3	1	3	1	-	-	*	*	1	-	-	*	-	-	2	*	1	-	1	1	*
	*	*	*	*	*	-	-	*	*	1%	-	-	*	-	-	*	1%	3%	-	*	*	*
Discrimination based on religious beliefs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gender discrimination (e.g. sexism)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Age discrimination	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Malicious views	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on non-religious beliefs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Base: All users of service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	1346	1045	1113	1064	671	941	642	659	463	392	1061	693	788	541	422	1332	14	1236	1295	1332
Base	1258	949	1030	1010	586	840	559	623	394	363	956	612	729	461	394	1245	13**	1075	1212	1245
Effective Base	757	595	634	616	456	569	421	405	352	248	627	403	480	376	260	749	8	814	724	749
Violence (in general)	29	18	25	25	16	24	15	14	15	7	25	15	17	16	7	29	-	29	29	29
	2%	2%	2%	2%	3%	3%	3%	2%	4%	2%	3%	2%	2%	3%	2%	2%	-	3%	2%	2%
Bad language	16	6	13	15	8	13	6	9	12	2	13	6	10	12	2	16	-	16	16	16
	1%	1%	1%	1%	1%	2%	1%	2%	3%j	*	1%	1%	1%	3%n	*	1%	-	1%	1%	1%
Sex/sexually explicit content	16	10	12	16	11	11	5	11	11	5	12	6	12	11	5	16	-	16	16	16
	1%	1%	1%	2%	2%	1%	1%	2%	3%	2%	1%	1%	2%	2%	1%	1%	-	1%	1%	1%
Inaccurate information	16	12	15	15	13	15	10	10	12	2	15	10	13	12	2	16	-	16	16	16
	1%	1%	1%	2%	2%	2%	2%	2%	3%j	*	2%	2%	2%	3%n	*	1%	-	1%	1%	1%
Content harmful to self-esteem (e.g. self-abuse)	14	9	10	14	7	9	7	6	8	5	10	7	9	8	5	14	-	14	14	14
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	-	1%	1%	1%
Dangerous behaviour	13	8	8	12	6	7	5	6	6	4	8	5	8	7	4	13	-	13	13	13
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	-	1%	1%	1%
Drugs/drug use	13	12	11	11	7	11	7	9	8	8	11	7	10	8	8	13	-	13	13	13
	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	2%	2%	1%	-	1%	1%	1%
Incitement to crime	12	10	11	12	9	11	8	10	7	4	11	8	10	7	4	12	-	12	12	12
	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	2%	1%	1%	-	1%	1%	1%
Suicide	12	6	11	12	4	11	3	5	10	3	11	3	5	10	3	12	-	12	12	12
	1%	1%	1%	1%	1%	1%	1%	1%	3%fg	1%	1%	*	1%	2%kl	1%	1%	-	1%	1%	1%
Bullying/victimising	12	9	9	10	7	8	6	8	7	5	9	6	10	7	5	12	-	12	12	12
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%
Misleading advertising	11	11	8	10	8	8	9	4	4	4	8	9	7	5	4	11	-	11	11	11
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	10	7	9	9	8	8	6	7	8	3	9	6	8	8	3	10	-	10	10	10
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	-	1%	1%	1%
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	10	10	9	9	7	9	10	7	8	3	9	10	7	8	3	10	-	10	10	10
	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	2%	1%	2%	1%	1%	-	1%	1%	1%
Racism	10	8	10	10	8	9	7	6	7	2	10	7	8	7	2	10	-	10	10	10
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%
Pornography	10	6	9	10	9	7	3	5	4	4	9	3	7	5	4	10	-	10	10	10
	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%

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

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Absolutes/col percents

Table 106

Q15a - Video content posted on social networking sites other than YouTube
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All users of service

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	1258	949	1030	1010	586	840	559	623	394	363	956	612	729	461	394	1245	13**	1075	1212	1245
Accuracy of medical/health claims	10 1%	9 1%	9 1%	10 1%	8 1%	9 1%	7 1%	9 1%	5 1%	2 1%	9 1%	7 1%	9 1%	5 1%	2 1%	10 1%	- -	10 1%	10 1%	10 1%
Welfare of children or young people	10 1%	9 1%	9 1%	10 1%	7 1%	8 1%	8 1%	5 1%	6 2%	2 1%	9 1%	8 1%	7 1%	6 1%	2 *	10 1%	- -	10 1%	10 1%	10 1%
Eating disorders	9 1%	8 1%	9 1%	9 1%	9 1%	9 1%	7 1%	8 1%	8 2%	3 1%	9 1%	7 1%	8 1%	9 2%	3 1%	9 1%	- -	9 1%	9 1%	9 1%
Infringing someone's privacy	9 1%	7 1%	8 1%	8 1%	6 1%	8 1%	6 1%	7 1%	5 1%	4 1%	8 1%	6 1%	7 1%	5 1%	4 1%	9 1%	- -	9 1%	9 1%	9 1%
Incitement to hatred	9 1%	7 1%	8 1%	8 1%	4 1%	7 1%	5 1%	4 1%	4 1%	3 1%	8 1%	5 1%	6 1%	4 1%	3 1%	9 1%	- -	9 1%	9 1%	9 1%
Illegal child sexual abuse material	8 1%	6 1%	6 1%	8 1%	6 1%	6 1%	6 1%	8 1%	6 2%	2 *	6 1%	6 1%	8 1%	6 1%	2 *	8 1%	- -	8 1%	8 1%	8 1%
Defamation/smearing of others	8 1%	6 1%	7 1%	7 1%	5 1%	7 1%	5 1%	6 1%	6 1%	4 1%	7 1%	5 1%	6 1%	6 1%	4 1%	8 1%	- -	8 1%	8 1%	8 1%
Nakedness/naked bodies/body parts	6 *	5 *	6 1%	6 1%	4 1%	6 1%	5 1%	5 1%	2 1%	1 *	6 1%	5 1%	5 1%	2 *	1 *	6 *	- -	6 1%	6 1%	6 *
Offence of religion	4 *	4 *	3 *	2 *	1 *	3 *	3 1%	2 *	1 *	1 *	3 *	3 1%	2 *	1 *	1 *	4 *	- -	4 *	4 *	4 *
Exorcism/the paranormal	4 *	2 *	2 *	4 *	3 *	2 *	2 *	4 1%	3 1%	- -	2 *	2 *	4 *	3 1%	- -	4 *	- -	4 *	4 *	4 *
Other (please type in)	3 *	2 *	3 *	3 *	3 *	2 *	2 *	2 *	1 *	1 *	3 *	2 *	3 *	1 *	1 *	3 *	- -	3 *	3 *	3 *
Discrimination based on religious beliefs	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Gender discrimination (e.g. sexism)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Age discrimination	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Malicious views	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Discrimination based on non-religious beliefs	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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

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Table 106

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Base: All users of service

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	1346	844	202	141	1078	441	905	315	184	35	190	690	460	1150	314	342	592	256	848	788
Base	1258	746	219*	136*	990	478	780	336	194*	36**	208*	590	456	1046	298	322	565	208	773	707
Effective Base	757	561	84	93	605	256	508	197	98	28	99	394	271	663	177	197	305	199	473	456
Violence (in general)	29	19	6	5	22	13	16	12	2	1	1	12	14	27	6	6	15	5	20	20
	2%	3%	3%	4%	2%	3%	2%	4%	1%	2%	*	2%	3%	3%	2%	2%	3%	2%	3%	3%
Bad language	16	8	7	2	14	7	10	7	3	-	6	2	9	11	1	1	6	3	9	8
	1%	1%	3%	2%	1%	1%	1%	2%	1%	-	3%k	*	2%k	1%	*	*	1%	1%	1%	1%
Sex/sexually explicit content	16	8	5	5	9	6	10	4	2	2	1	3	12	14	3	5	7	4	11	12
	1%	1%	2%	4%ad	1%	1%	1%	1%	1%	5%	*	*	3%k	1%	1%	1%	1%	2%	1%	2%
Inaccurate information	16	12	3	4	11	9	7	9	2	-	*	8	7	15	3	3	11	-	11	12
	1%	2%	1%	3%	1%	2%	1%	3%	1%	-	*	1%	2%	1%	1%	1%	2%	-	1%	2%
Content harmful to self-esteem (e.g. self-abuse)	14	7	4	6	7	3	12	1	1	1	1	7	7	14	4	4	7	2	9	9
	1%	1%	2%	4%ad	1%	1%	2%	*	1%	3%	*	1%	2%	1%	1%	1%	1%	1%	1%	1%
Dangerous behaviour	13	7	4	4	7	3	10	2	2	1	-	3	8	11	3	4	6	2	8	8
	1%	1%	2%	3%d	1%	1%	1%	1%	1%	2%	-	1%	2%	1%	1%	1%	1%	1%	1%	1%
Drugs/drug use	13	10	2	3	9	7	6	5	3	1	-	4	7	12	1	1	6	2	8	9
	1%	1%	1%	2%	1%	1%	1%	1%	1%	3%	-	1%	2%	1%	*	*	1%	1%	1%	1%
Incitement to crime	12	10	1	2	10	6	6	5	3	1	-	5	7	11	-	*	8	2	10	10
	1%	1%	*	1%	1%	1%	1%	2%	2%	2%	-	1%	1%	1%	-	*	1%	1%	1%	1%
Suicide	12	5	6	2	9	2	10	1	1	1	5	2	4	7	1	1	3	1	4	4
	1%	1%	3%	2%	1%	*	1%	*	*	3%	2%	*	1%	1%	*	*	1%	1%	1%	1%
Bullying/victimising	12	8	1	3	7	4	7	3	3	-	-	6	4	11	1	1	7	2	9	9
	1%	1%	1%	2%	1%	1%	1%	1%	1%	-	-	1%	1%	1%	*	*	1%	1%	1%	1%
Misleading advertising	11	7	3	4	6	6	5	6	2	1	-	7	4	11	-	1	9	-	9	10
	1%	1%	2%	3%d	1%	1%	1%	2%	1%	2%	-	1%	1%	1%	-	*	2%	-	1%	1%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	10	8	*	1	8	6	4	6	3	-	*	5	5	10	2	2	7	1	8	9
	1%	1%	*	1%	1%	1%	*	2%	2%	-	*	1%	1%	1%	1%	*	1%	1%	1%	1%
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	10	8	1	2	8	5	5	5	1	-	-	5	5	10	-	-	9	1	10	10
	1%	1%	*	1%	1%	1%	1%	1%	1%	-	-	1%	1%	1%	-	-	2%	1%	1%	1%
Racism	10	8	1	-	9	3	8	3	1	-	-	3	7	10	1	1	8	*	8	9
	1%	1%	*	-	1%	1%	1%	1%	1%	-	-	1%	2%	1%	*	*	1%	*	1%	1%
Pornography	10	6	2	1	9	4	6	3	2	1	2	1	7	8	1	2	6	2	7	8
	1%	1%	1%	*	1%	1%	1%	1%	1%	2%	1%	*	1%	1%	*	1%	1%	1%	1%	1%

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

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Base: All users of service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	1258	746	219*	136*	990	478	780	336	194*	36**	208*	590	456	1046	298	322	565	208	773	707
Accuracy of medical/health claims	10 1%	8 1%	1 *	3 3%d	6 1%	5 1%	5 1%	4 1%	1 1%	- -	- -	6 1%	4 1%	10 1%	2 1%	2 *	7 1%	1 *	8 1%	6 1%
Welfare of children or young people	10 1%	6 1%	1 *	- -	8 1%	5 1%	5 1%	5 2%	2 1%	- -	1 *	1 *	8 2%k	9 1%	- -	- -	9 2%	1 *	10 1%	8 1%
Eating disorders	9 1%	9 1%	- -	2 1%	8 1%	5 1%	5 1%	4 1%	1 1%	1 2%	- -	4 1%	5 1%	9 1%	1 *	1 *	6 1%	2 1%	8 1%	8 1%
Infringing someone's privacy	9 1%	8 1%	- -	1 1%	8 1%	1 *	8 1%	1 *	- -	- -	* *	6 1%	3 1%	9 1%	- -	* *	6 1%	1 1%	8 1%	8 1%
Incitement to hatred	9 1%	5 1%	* *	1 *	7 1%	2 *	7 1%	1 *	2 1%	- -	* *	4 1%	5 1%	9 1%	* *	* *	6 1%	* *	7 1%	6 1%
Illegal child sexual abuse material	8 1%	7 1%	1 *	2 2%	6 1%	7 1%	1 *	6 2%	2 1%	- -	- -	2 *	5 1%	7 1%	- -	- -	6 1%	1 *	7 1%	7 1%
Defamation/smearing of others	8 1%	7 1%	- -	1 1%	6 1%	3 1%	5 1%	3 1%	2 1%	- -	- -	4 1%	4 1%	8 1%	1 *	1 *	5 1%	- -	5 1%	4 1%
Nakedness/naked bodies/body parts	6 *	5 1%	1 *	1 1%	4 *	2 *	4 1%	2 1%	1 1%	- -	- -	3 1%	3 1%	6 1%	- -	- -	4 1%	1 *	5 1%	4 1%
Offence of religion	4 *	3 *	* *	1 1%	3 *	1 *	3 *	1 *	* *	- -	* *	1 *	2 *	4 *	1 *	1 *	3 *	* *	3 *	3 *
Exorcism/the paranormal	4 *	4 *	- -	- -	4 *	1 *	2 *	- -	1 1%	- -	- -	- -	4 1%	4 *	- -	- -	1 *	2 1%	4 *	4 1%
Other (please type in)	3 *	2 *	- -	- -	2 *	1 *	3 *	- -	1 *	- -	- -	2 *	1 *	3 *	* *	* *	3 *	- -	3 *	3 *
Discrimination based on religious beliefs	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gender discrimination (e.g. sexism)	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Age discrimination	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Malicious views	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on non-religious beliefs	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Base: All users of service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	1346	271	1001	74	218	53	229	42	58	560	229
Base	1258	243	940	74*	199	44*	209	34**	57*	543	202
Effective Base	757	190	535	43	152	39	162	29	41	313	131
Violence (in general)	29	29	-	-	29	-	29	-	7	21	2
	2%	12%bc	-	-	14%e	-	14%	-	12%	4%	1%
Bad language	16	16	-	-	16	1	16	1	7	6	5
	1%	7%b	-	-	8%	2%	8%	2%	13%	1%	3%
Sex/sexually explicit content	16	16	-	-	14	2	14	2	3	13	3
	1%	7%b	-	-	7%	4%	7%	5%	6%	2%	1%
Inaccurate information	16	16	-	-	16	-	15	1	2	12	1
	1%	6%b	-	-	8%	-	7%	1%	4%	2%	*
Content harmful to self-esteem (e.g. self-abuse)	14	14	-	-	13	1	14	-	6	11	1
	1%	6%b	-	-	7%	2%	7%	-	10%	2%	1%
Dangerous behaviour	13	13	-	-	12	*	13	-	4	9	1
	1%	5%b	-	-	6%	1%	6%	-	8%	2%	*
Drugs/drug use	13	13	-	-	13	-	13	-	6	7	1
	1%	5%b	-	-	6%	-	6%	-	11%	1%	1%
Incitement to crime	12	12	-	-	12	-	12	-	5	9	1
	1%	5%b	-	-	6%	-	6%	-	8%	2%	*
Suicide	12	12	-	-	12	-	12	-	10	3	5
	1%	5%b	-	-	6%	-	6%	-	17%	1%	3%
Bullying/victimising	12	12	-	-	10	1	12	-	5	7	2
	1%	5%b	-	-	5%	3%	6%	-	9%	1%	1%
Misleading advertising	11	11	-	-	10	1	10	1	2	9	1
	1%	4%b	-	-	5%	1%	5%	2%	4%	2%	*
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	10	10	-	-	10	-	10	-	3	6	1
	1%	4%b	-	-	5%	-	5%	-	5%	1%	*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	10	10	-	-	9	1	10	-	3	8	2
	1%	4%b	-	-	4%	3%	5%	-	6%	1%	1%
Racism	10	10	-	-	10	-	10	-	2	8	1
	1%	4%b	-	-	5%	-	5%	-	3%	1%	*
Pornography	10	10	-	-	10	-	10	-	2	7	2
	1%	4%b	-	-	5%	-	5%	-	3%	1%	1%

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 106

Q15a - Video content posted on social networking sites other than YouTube
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All users of service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	1258	243	940	74*	199	44*	209	34**	57*	543	202
Accuracy of medical/health claims	10	10	-	-	9	1	10	-	3	8	1
	1%	4%b	-	-	5%	2%	5%	-	5%	1%	*
Welfare of children or young people	10	10	-	-	10	-	10	-	2	7	1
	1%	4%b	-	-	5%	-	5%	-	3%	1%	*
Eating disorders	9	9	-	-	9	1	9	-	1	6	1
	1%	4%b	-	-	4%	2%	5%	-	1%	1%	*
Infringing someone's privacy	9	9	-	-	8	1	9	-	4	6	1
	1%	4%b	-	-	4%	3%	4%	-	7%	1%	*
Incitement to hatred	9	9	-	-	9	-	9	-	5	6	-
	1%	4%b	-	-	4%	-	4%	-	9%	1%	-
Illegal child sexual abuse material	8	8	-	-	8	-	8	-	3	6	1
	1%	3%b	-	-	4%	-	4%	-	6%	1%	*
Defamation/smearing of others	8	8	-	-	8	-	8	-	4	5	-
	1%	3%b	-	-	4%	-	4%	-	7%	1%	-
Nakedness/naked bodies/body parts	6	6	-	-	6	1	6	-	1	4	-
	*	3%b	-	-	3%	1%	3%	-	1%	1%	-
Offence of religion	4	4	-	-	4	-	4	-	2	1	*
	*	2%b	-	-	2%	-	2%	-	3%	*	*
Exorcism/the paranormal	4	4	-	-	3	1	4	-	-	3	1
	*	1%b	-	-	1%	2%	2%	-	-	*	*
Other (please type in)	3	3	-	-	3	1	3	1	-	3	*
	*	1%b	-	-	1%	2%	1%	2%	-	*	*
Discrimination based on religious beliefs	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Gender discrimination (e.g. sexism)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Age discrimination	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Malicious views	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on non-religious beliefs	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

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

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Absolutes/col percents

Table 107

Q15a - Video content you have paid for on digital or on-line stores
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All users of service

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	643	340	303	218	221	121	52	15	16	439	173	31	222	95	10	13	217	78	5	3	208	226	112	97	434	209
Base	558	310	247	210	170	111*	45*	9**	13**	381	155	21**	198	96*	6**	11**	183	60*	3**	1**	173	186	109*	89*	359	198
Effective Base	464	232	239	188	158	71	46	11	6	346	112	13	174	58	8	4	172	62	3	3	151	156	80	80	307	158
Bad language	5	2	3	3	1	*	1	-	-	4	1	-	2	*	-	-	2	1	-	-	1	4	*	-	5	*
	1%	1%	1%	2%	*	*	2%	-	-	1%	1%	-	1%	*	-	-	1%	2%	-	-	1%	2%	*	-	1%	*
Violence (in general)	5	3	2	1	3	-	1	-	-	4	1	-	3	-	-	-	1	1	-	-	1	4	-	-	5	-
	1%	1%	1%	*	2%	-	2%	-	-	1%	1%	-	2%	-	-	-	*	2%	-	-	1%	2%	-	-	1%	-
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	4	2	2	-	3	1	1	-	-	3	1	-	1	1	-	-	2	1	-	-	1	2	1	1	3	1
	1%	1%	1%	-	2%	1%	1%	-	-	1%	1%	-	1%	1%	-	-	1%	1%	-	-	*	1%	1%	1%	1%	1%
Nakedness/naked bodies/body parts	4	3	2	2	1	1	1	-	-	2	2	-	2	1	-	-	1	1	-	-	4	-	*	-	4	*
	1%	1%	1%	1%	*	1%	2%	-	-	1%	1%	-	1%	1%	-	-	*	2%	-	-	2%	-	*	-	1%	*
Sex/sexually explicit content	4	1	3	2	1	-	1	-	-	3	1	-	1	-	-	-	2	1	-	-	2	1	1	-	3	1
	1%	*	1%	1%	1%	-	2%	-	-	1%	1%	-	*	-	-	-	1%	2%	-	-	1%	1%	1%	-	1%	*
Exorcism/the paranormal	4	2	2	3	1	-	-	-	-	4	-	-	2	-	-	-	2	-	-	-	2	1	-	-	4	-
	1%	1%	1%	1%	*	-	-	-	-	1%	-	-	1%	-	-	-	1%	-	-	-	1%	1%	-	-	1%	-
Content harmful to self-esteem (e.g. self-abuse)	4	4	-	2	1	-	-	-	-	4	-	-	4	-	-	-	-	-	-	-	2	1	-	-	4	-
	1%	1%	-	1%	1%	-	-	-	-	1%	-	-	2%	-	-	-	-	-	-	-	1%	1%	-	-	1%	-
Inaccurate information	3	2	1	2	1	-	-	-	-	3	-	-	2	-	-	-	1	-	-	-	1	2	-	-	3	-
	1%	1%	1%	1%	*	-	-	-	-	1%	-	-	1%	-	-	-	1%	-	-	-	*	1%	-	-	1%	-
Infringing someone's privacy	3	2	1	1	-	2	-	-	-	1	2	-	-	2	-	-	1	-	-	-	-	3	-	-	3	-
	1%	1%	1%	1%	-	1%	-	-	-	*	1%	-	-	2%	-	-	1%	-	-	-	-	2%	-	-	1%	-
Racism	3	1	2	2	-	-	1	-	-	2	1	-	1	-	-	-	1	1	-	-	1	1	-	1	2	1
	*	*	1%	1%	-	-	1%	-	-	1%	*	-	*	-	-	-	1%	1%	-	-	*	1%	-	1%	1%	*
Bullying/victimising	3	1	2	-	1	*	2	-	-	1	2	-	1	*	-	-	-	2	-	-	2	-	*	1	2	1
	*	*	1%	-	*	*	3%cl	-	-	*	1%	-	*	*	-	-	-	3%p	-	-	1%	-	*	1%	*	*
Illegal child sexual abuse material	2	-	2	1	1	-	1	-	-	2	1	-	-	-	-	-	2	1	-	-	-	1	1	1	1	1
	*	-	1%	*	*	-	1%	-	-	*	*	-	-	-	-	-	1%	1%	-	-	-	*	1%	1%	*	1%
Suicide	2	1	1	1	-	1	1	-	-	1	1	-	-	1	-	-	1	1	-	-	1	1	-	1	2	1
	*	*	1%	*	-	1%	1%	-	-	*	1%	-	-	1%	-	-	*	1%	-	-	*	*	-	1%	*	*
Misleading advertising	2	1	1	2	-	-	-	-	-	2	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	1
	*	*	1%	1%	-	-	-	-	-	1%	-	-	*	-	-	-	1%	-	-	-	1%	-	1%	-	*	*
Dangerous behaviour	2	*	2	-	1	1	-	-	-	1	1	-	-	*	-	-	1	1	-	-	1	-	*	1	1	1
	*	*	1%	-	*	1%	-	-	-	*	1%	-	-	*	-	-	*	1%	-	-	*	-	*	1%	*	1%
Eating disorders	2	1	1	1	-	1	-	-	-	1	1	-	-	1	-	-	1	-	-	-	1	-	1	-	1	1
	*	*	*	1%	-	1%	-	-	-	*	*	-	-	1%	-	-	1%	-	-	-	1%	-	1%	-	*	*

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

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Absolutes/col percents

Table 107

Q15a - Video content you have paid for on digital or on-line stores
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All users of service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	**558**	310	247	210	170	111*	45*	9**	13**	381	155	21**	198	96*	6**	11**	183	60*	3**	1**	173	186	109*	89*	359	198
Pornography	**2**	-	2	1	1	-	-	-	-	2	-	-	-	-	-	-	2	-	-	-	-	2	-	-	2	-
	*	-	*1%*	*1%*	*	-	-	-	-	*	-	-	-	-	-	-	*1%*	-	-	-	-	*1%*	-	-	*	-
Incitement to hatred	**2**	1	1	1	-	-	1	-	-	1	1	-	1	-	-	-	-	1	-	-	1	-	-	1	1	1
	*	*	*	*	-	-	*1%*	-	-	*	*	-	*	-	-	-	-	*1%*	-	-	*1%*	-	-	*1%*	*	*
Welfare of children or young people	**2**	1	1	1	-	-	1	-	-	1	1	-	1	-	-	-	-	1	-	-	1	-	-	1	1	1
	*	*	*	*	-	-	*1%*	-	-	*	*	-	*	-	-	-	-	*1%*	-	-	*1%*	-	-	*1%*	*	*
Accuracy of medical/health claims	**1**	1	-	-	1	1	-	-	-	1	1	-	1	1	-	-	-	-	-	-	1	-	-	-	1	-
	*	*	-	-	*	*1%*	-	-	-	*	*	-	*	*1%*	-	-	-	-	-	-	*1%*	-	-	-	*	-
Offence of religion	**1**	1	1	-	-	1	1	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	1	1	-	1
	*	*	*	-	-	*	1%	-	-	-	*1%*	-	-	*1%*	-	-	-	*1%*	-	-	-	-	*	*1%*	-	*1%*
Incitement to crime	**1**	1	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	1
	*	*	-	-	*	-	-	-	-	*	-	-	*	-	-	-	-	-	-	-	-	-	*1%*	-	-	*
Drugs/drug use	**1**	1	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	1
	*	*	-	-	*	-	-	-	-	*	-	-	*	-	-	-	-	-	-	-	-	-	*1%*	-	-	*
Defamation/smearing of others	**1**	-	1	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	1	-	-	1	-
	*	-	*	*	-	-	-	-	-	*	-	-	-	-	-	-	*	-	-	-	-	*	-	-	*	-
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	**1**	1	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-
	*	*	-	-	-	*1%*	-	-	-	-	*	-	-	*1%*	-	-	-	-	-	-	*	-	-	-	*	-
Other (please type in)	*	*	-	-	*	-	-	-	-	*	-	-	*	-	-	-	-	-	-	-	-	-	-	*	-	*
	*	*	-	-	*	-	-	-	-	*	-	-	*	-	-	-	-	-	-	-	-	-	-	*	-	*
Discrimination based on religious beliefs	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gender discrimination (e.g. sexism)	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Age discrimination	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Malicious views	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on non-religious beliefs	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Table 107

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Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All users of service

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**643**	459	180	384	230	13	34	76	59	46	64	30	63	96	116	584	27	18	14	169	110	305
Base	**558**	397	156	324	212	8**	25*	66*	41*	52**	51*	41**	72*	86*	70*	505	21**	11**	21**	132	103*	270
Effective Base	**464**	330	130	279	163	11	33	62	53	25	50	25	55	76	95	429	21	17	9	143	66	234
Bad language	**5**	4	1	2	2	-	-	1	1	1	1	-	1	-	-	5	-	*	-	2	2	1
	1%	*1%*	*	*1%*	*1%*	-	-	*2%*	*1%*	*2%*	*1%*	-	*2%*	-	-	*1%*	-	*3%*	-	*1%*	*2%*	*
Violence (in general)	**5**	4	1	4	1	-	-	3	-	1	1	-	-	-	-	5	-	-	-	3	2	-
	1%	*1%*	*	*1%*	*	-	-	**5%mn**	-	*2%*	*1%*	-	-	-	-	*1%*	-	-	-	**3%u**	*2%*	-
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	**4**	4	1	3	2	-	-	2	-	-	1	-	-	-	2	4	-	-	-	2	1	2
	1%	*1%*	*	*1%*	*1%*	-	-	*3%*	-	-	*1%*	-	-	-	*3%*	*1%*	-	-	-	*1%*	*1%*	*1%*
Nakedness/naked bodies/body parts	**4**	4	-	4	1	-	-	-	1	1	1	-	-	-	2	4	-	*	-	1	2	2
	1%	*1%*	-	*1%*	*	-	-	-	*1%*	*2%*	*2%*	-	-	-	*2%*	*1%*	-	*3%*	-	*	*2%*	*1%*
Sex/sexually explicit content	**4**	4	-	2	2	-	-	-	-	1	-	-	1	1	1	4	-	-	-	-	1	3
	1%	*1%*	-	*1%*	*1%*	-	-	-	-	*2%*	-	-	*2%*	*1%*	*1%*	*1%*	-	-	-	-	*1%*	*1%*
Exorcism/the paranormal	**4**	4	-	2	1	-	-	-	1	-	-	-	1	-	2	4	-	-	-	1	-	3
	1%	*1%*	-	*1%*	*1%*	-	-	-	*2%*	-	-	-	*2%*	-	*2%*	*1%*	-	-	-	*1%*	-	*1%*
Content harmful to self-esteem (e.g. self-abuse)	**4**	4	-	4	-	-	-	-	-	-	-	1	-	-	1	2	1	-	-	-	-	2
	1%	*1%*	-	*1%*	-	-	-	-	-	-	-	*3%*	-	-	*1%*	*	*6%*	-	-	-	-	*1%*
Inaccurate information	**3**	3	-	1	2	-	-	-	-	-	1	-	1	1	-	3	-	-	-	-	1	2
	1%	*1%*	-	*	*1%*	-	-	-	-	-	*2%*	-	*2%*	*1%*	-	*1%*	-	-	-	-	*1%*	*1%*
Infringing someone's privacy	**3**	3	-	2	1	-	-	-	-	-	-	-	1	-	-	1	-	-	2	-	-	1
	1%	*1%*	-	*	*1%*	-	-	-	-	-	-	-	*2%*	-	-	*	-	-	*7%*	-	-	*
Racism	**3**	2	1	1	1	-	-	-	1	-	-	-	1	-	1	3	-	-	-	1	-	2
	*	*1%*	*	*	*1%*	-	-	-	*2%*	-	-	-	*2%*	-	*1%*	*1%*	-	-	-	*1%*	-	*1%*
Bullying/victimising	**3**	2	1	2	1	-	-	-	-	1	-	-	-	-	1	2	-	*	-	-	1	1
	*	*	*	*1%*	*	-	-	-	-	*2%*	-	-	-	-	*2%*	*	-	*3%*	-	-	*1%*	*
Illegal child sexual abuse material	**2**	1	1	1	1	-	-	1	-	-	1	-	-	-	1	2	-	-	-	1	1	1
	*	*	*1%*	*	*	-	-	*1%*	-	-	*1%*	-	-	-	*1%*	*	-	-	-	*1%*	*1%*	*
Suicide	**2**	2	1	1	1	-	-	1	-	-	-	-	-	-	1	2	-	-	-	1	-	1
	*	*	*	*	*	-	-	*1%*	-	-	-	-	-	-	*2%*	*	-	-	-	*1%*	-	*
Misleading advertising	**2**	2	-	1	1	-	-	1	-	-	-	-	-	-	1	2	-	-	-	1	-	1
	*	*1%*	-	*	*	-	-	*1%*	-	-	-	-	-	-	*2%*	*	-	-	-	*1%*	-	*
Dangerous behaviour	**2**	2	-	1	1	-	2	-	-	-	-	-	-	-	-	2	-	*	-	2	-	-
	*	*	-	*	*	-	**6%glmn**	-	-	-	-	-	-	-	-	*	-	*3%*	-	*1%*	-	-
Eating disorders	**2**	2	-	2	-	-	-	1	1	-	-	-	-	-	-	2	-	-	-	2	-	-
	*	*	-	*1%*	-	-	-	*1%*	*3%*	-	-	-	-	-	-	*	-	-	-	*1%*	-	-

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

Table 107

Q15a - Video content you have paid for on digital or on-line stores
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All users of service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	**558**	397	156	324	212	8**	25*	66*	41*	52**	51*	41**	72*	86*	70*	505	21**	11**	21**	132	103*	270
Pornography	**2**	2	-	1	1	-	-	-	-	-	1	-	1	-	-	2	-	-	-	-	1	1
	*	*	-	*	*1%*	-	-	-	-	-	*1%*	-	*2%*	-	-	*	-	-	-	-	*	*
Incitement to hatred	**2**	1	1	2	-	-	-	-	-	-	-	-	-	-	2	2	-	-	-	-	-	2
	*	*	*	*	-	-	-	-	-	-	-	-	-	-	*2%*	*	-	-	-	-	-	*1%*
Welfare of children or young people	**2**	1	1	2	-	-	-	-	-	-	-	-	-	-	2	2	-	-	-	-	-	2
	*	*	*	*	-	-	-	-	-	-	-	-	-	-	*2%*	*	-	-	-	-	-	*1%*
Accuracy of medical/health claims	**1**	1	-	-	1	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1
	*	*	-	-	*1%*	-	-	-	-	-	-	-	-	-	*2%*	*	-	-	-	-	-	*
Offence of religion	**1**	1	1	1	-	-	-	-	-	-	-	-	-	-	1	1	1	-	-	-	-	1
	*	*	*	*	-	-	-	-	-	-	-	-	-	-	*1%*	*	*2%*	-	-	-	-	*
Incitement to crime	**1**	1	-	-	1	-	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-	-
	*	*	-	-	*	-	-	-	*2%*	-	-	-	-	-	-	*	-	-	-	*1%*	-	-
Drugs/drug use	**1**	1	-	-	1	-	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-	-
	*	*	-	-	*	-	-	-	*2%*	-	-	-	-	-	-	*	-	-	-	*1%*	-	-
Defamation/smearing of others	**1**	-	1	-	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	1	-
	*	-	*	-	*	-	-	-	-	-	*1%*	-	-	-	-	*	-	-	-	-	*1%*	-
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	**1**	1	-	-	1	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1
	*	*	-	-	*	-	-	-	-	-	-	-	-	-	*1%*	*	-	-	-	-	-	*
Other (please type in)	*	*	-	-	*	-	-	-	*	-	-	-	-	-	-	*	-	-	-	*	-	-
	*	*	-	-	*	-	-	-	*1%*	-	-	-	-	-	-	*	-	-	-	*	-	-
Discrimination based on religious beliefs	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gender discrimination (e.g. sexism)	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Age discrimination	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Malicious views	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on non-religious beliefs	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All users of service

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**643**	497	521	555	381	489	346	424	319	219	512	356	471	345	226	640	3	616	630	640
Base	**558**	420	454	490	330	420	287	376	274	190	443	294	411	294	195	555	3**	524	548	555
Effective Base	**464**	369	369	400	296	357	270	323	254	161	362	278	358	262	166	463	2	478	455	463
Bad language	**5**	2	3	5	5	3	2	4	4	-	3	2	5	4	-	5	-	5	5	5
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	-	*1%*	*1%*	*1%*	*1%*	-	*1%*	-	*1%*	*1%*	*1%*
Violence (in general)	**5**	-	5	2	2	5	-	1	2	-	5	-	2	2	-	5	-	5	5	5
	1%	-	*1%*	*	*1%*	*1%*	-	*	*1%*	-	*1%*	-	*	*1%*	-	*1%*	-	*1%*	*1%*	*1%*
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	**4**	4	3	4	4	3	4	4	4	2	3	4	4	4	2	4	-	4	4	4
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Nakedness/naked bodies/body parts	**4**	3	3	4	4	3	3	3	3	1	3	3	4	3	1	4	-	4	4	4
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Sex/sexually explicit content	**4**	2	3	4	4	3	2	3	3	-	3	2	4	3	-	4	-	4	4	4
	1%	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	-	*1%*	-	*1%*	*1%*	*1%*
Exorcism/the paranormal	**4**	2	2	4	3	2	2	4	3	-	2	2	4	3	-	4	-	4	4	4
	1%	*1%*	*	*1%*	*1%*	*	*1%*	*1%*	*1%*	-	*	*1%*	*1%*	*1%*	-	*1%*	-	*1%*	*1%*	*1%*
Content harmful to self-esteem (e.g. self-abuse)	**4**	4	1	4	2	1	2	2	4	1	1	2	2	4	1	4	-	4	4	4
	1%	*1%*	*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Inaccurate information	**3**	1	3	3	3	3	1	2	2	1	3	1	2	2	1	3	-	3	3	3
	1%	*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*	*1%*	*	*1%*	*1%*	*	*1%*	-	*1%*	*1%*	*1%*
Infringing someone's privacy	**3**	2	1	3	1	1	2	3	3	-	1	2	3	3	-	3	-	3	3	3
	1%	*	*	*1%*	*	*	*1%*	*1%*	*1%*	-	*	*1%*	*1%*	*1%*	-	*1%*	-	*1%*	*1%*	*1%*
Racism	**3**	1	2	3	2	2	1	3	1	-	2	1	3	2	-	3	-	3	3	3
	*	*	*	*1%*	*1%*	*	*1%*	*1%*	*	-	*	*1%*	*1%*	*1%*	-	*	-	*1%*	*1%*	*
Bullying/victimising	**3**	1	2	3	2	2	1	2	1	-	2	1	3	2	-	3	-	3	3	3
	*	*	*	*1%*	*1%*	*1%*	*	*	*	-	*	*	*1%*	*1%*	-	*	-	*	*	*
Illegal child sexual abuse material	**2**	1	2	2	2	2	1	2	2	1	2	1	2	2	1	2	-	2	2	2
	*	*	*	*	*1%*	*1%*	*	*1%*	*1%*	*	*	*	*1%*	*1%*	*	*	-	*	*	*
Suicide	**2**	2	1	2	1	1	1	2	2	1	1	1	2	2	1	2	-	2	2	2
	*	*1%*	*	*	*	*	*	*1%*	*1%*	*	*	*	*1%*	*1%*	*	*	-	*	*	*
Misleading advertising	**2**	2	1	2	2	1	1	1	1	1	1	1	1	1	1	2	-	2	2	2
	*	*1%*	*	*	*1%*	*	*	*	*	*	*	*	*	*	*	*	-	*	*	*
Dangerous behaviour	**2**	2	2	2	2	2	2	1	1	1	2	2	1	1	1	2	-	2	2	2
	*	*	*	*	*	*	*1%*	*	*	*	*	*1%*	*	*	*	*	-	*	*	*

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

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**558**	420	454	490	330	420	287	376	274	190	443	294	411	294	195	555	3**	524	548	555
Eating disorders	**2**	2	1	1	-	1	-	1	1	2	1	-	1	1	2	2	-	2	2	2
	*	*	*	*	-	*	-	*	*	*1%*	*	-	*	*	*1%*	*	-	*	*	*
Pornography	**2**	-	1	2	2	1	-	2	2	-	1	-	2	2	-	2	-	2	2	2
	*	-	*	*	*1%*	*	-	*	*1%*	-	*	-	*	*1%*	-	*	-	*	*	*
Incitement to hatred	**2**	2	1	2	2	1	2	2	1	-	1	2	2	2	-	2	-	2	2	2
	*	*	*	*	*	*	*1%*	*	*	-	*	*1%*	*	*1%*	-	*	-	*	*	*
Welfare of children or young people	**2**	2	1	2	2	1	2	2	1	-	1	2	2	2	-	2	-	2	2	2
	*	*	*	*	*	*	*1%*	*	*	-	*	*1%*	*	*1%*	-	*	-	*	*	*
Accuracy of medical/health claims	**1**	1	1	1	1	1	1	1	1	-	1	1	1	1	-	1	-	1	1	1
	*	*	*	*	*	*	*	*	*	-	*	*	*	*	-	*	-	*	*	*
Offence of religion	**1**	1	1	1	1	1	1	1	-	-	1	1	1	1	-	1	-	1	1	1
	*	*	*	*	*	*	*	*	-	-	*	*	*	*	-	*	-	*	*	*
Incitement to crime	**1**	-	1	1	1	1	-	1	-	-	1	-	1	-	-	1	-	1	1	1
	*	-	*	*	*	*	-	*	-	-	*	-	*	-	-	*	-	*	*	*
Drugs/drug use	**1**	-	1	1	1	1	-	1	-	-	1	-	1	-	-	1	-	1	1	1
	*	-	*	*	*	*	-	*	-	-	*	-	*	-	-	*	-	*	*	*
Defamation/smearing of others	**1**	-	1	1	1	1	-	1	1	-	1	-	1	1	-	1	-	1	1	1
	*	-	*	*	*	*	-	*	*	-	*	-	*	*	-	*	-	*	*	*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	**1**	1	-	1	1	-	1	1	1	-	-	1	1	1	-	1	-	1	1	1
	*	*	-	*	*	-	*	*	*	-	-	*	*	*	-	*	-	*	*	*
Other (please type in)	*	*	*	-	*	*	*	-	-	-	*	*	-	-	-	*	-	*	*	*
	*	*	*	-	*	*	*	-	-	-	*	*	-	-	-	*	-	*	*	*
Discrimination based on religious beliefs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gender discrimination (e.g. sexism)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Age discrimination	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Malicious views	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on non-religious beliefs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	643	459	74	110	473	258	385	198	101	21	60	312	267	579	123	141	320	117	437	410
Base	558	394	63*	97*	414	259	298	198	101*	25**	60*	251	244	494	117*	131*	268	96	365	342
Effective Base	464	343	48	93	331	195	273	145	69	17	33	234	204	437	79	93	241	101	340	318
Bad language	5	3	2	-	4	2	3	-	2	-	-	1	4	5	-	-	3	1	4	3
	1%	1%	3%	-	1%	1%	1%	-	2%	-	-	*	2%	1%	-	-	1%	1%	1%	1%
Violence (in general)	5	4	1	-	5	4	1	3	1	-	-	3	2	5	-	-	4	-	4	3
	1%	1%	1%	-	1%	2%	*	2%	1%	-	-	1%	1%	1%	-	-	2%	-	1%	1%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	4	4	-	3	1	4	-	4	2	1	-	2	2	4	-	-	3	1	4	4
	1%	1%	-	3%d	*	2%d	-	2%	2%	2%	-	1%	1%	1%	-	-	1%	1%	1%	1%
Nakedness/naked bodies/body parts	4	3	1	2	2	3	2	2	2	-	-	2	2	4	-	-	4	-	4	3
	1%	1%	2%	2%d	*	1%	1%	1%	2%	-	-	1%	1%	1%	-	-	2%	-	1%	1%
Sex/sexually explicit content	4	3	1	1	3	3	1	2	2	-	-	1	3	4	-	-	3	1	4	3
	1%	1%	1%	1%	1%	1%	*	1%	2%	-	-	*	1%	1%	-	-	1%	1%	1%	1%
Exorcism/the paranormal	4	4	-	2	2	2	2	2	1	-	-	-	4	4	-	-	3	1	4	4
	1%	1%	-	2%	1%	1%	1%	1%	1%	-	-	-	1%	1%	-	-	1%	1%	1%	1%
Content harmful to self-esteem (e.g. self-abuse)	4	4	-	2	1	4	-	2	2	-	-	3	1	4	1	1	1	1	2	2
	1%	1%	-	2%d	*	1%	-	1%	2%	-	-	1%	*	1%	1%	1%	*	1%	1%	1%
Inaccurate information	3	3	-	1	2	1	2	1	-	-	-	2	1	3	1	1	2	-	2	2
	1%	1%	-	1%	1%	*	1%	*	-	-	-	1%	1%	1%	1%	1%	1%	-	1%	1%
Infringing someone's privacy	3	3	-	2	1	2	1	2	-	-	-	2	1	3	-	-	3	-	3	3
	1%	1%	-	2%	*	1%	*	1%	-	-	-	1%	1%	1%	-	-	1%	-	1%	1%
Racism	3	3	-	1	2	1	2	1	1	1	-	-	3	3	-	-	2	1	3	3
	*	1%	-	1%	1%	*	1%	*	1%	2%	-	-	1%	1%	-	-	1%	1%	1%	1%
Bullying/victimising	3	1	1	1	1	2	*	1	2	1	-	1	2	3	1	1	2	-	2	1
	*	*	2%	1%	*	1%	*	*	2%	2%	-	*	1%	1%	1%	*	1%	-	1%	*
Illegal child sexual abuse material	2	2	-	1	1	1	1	1	1	1	-	-	2	2	-	-	1	-	1	1
	*	1%	-	2%	*	1%	*	1%	1%	2%	-	-	1%	*	-	-	1%	-	*	*
Suicide	2	2	-	1	1	1	1	1	1	1	-	2	1	2	1	1	1	-	1	1
	*	1%	-	1%	*	*	*	*	1%	2%	-	1%	*	*	1%	1%	*	-	*	*
Misleading advertising	2	1	1	-	2	-	2	-	-	-	-	1	2	2	-	2	1	-	1	2
	*	*	1%	-	1%	-	1%	-	-	-	-	*	1%	*	-	1%	*	-	*	1%
Dangerous behaviour	2	2	*	1	1	2	*	2	1	-	-	*	2	2	-	-	2	-	2	2
	*	*	1%	1%	*	1%	*	1%	1%	-	-	*	1%	*	-	-	1%	-	1%	1%
Eating disorders	2	1	1	1	1	1	1	-	-	1	-	1	1	2	-	-	1	1	2	1
	*	*	2%	1%	*	*	*	-	-	5%	-	*	*	*	-	-	*	1%	1%	*

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

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Absolutes/col percents

Table 107

Q15a - Video content you have paid for on digital or on-line stores
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All users of service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	558	394	63*	97*	414	259	298	198	101*	25**	60*	251	244	494	117*	131*	268	96	365	342
Pornography	2	2	-	-	2	-	2	-	-	-	-	1	1	2	-	1	1	-	1	2
	*	*	-	-	*	-	1%	-	-	-	-	*	1%	*	-	*	*	-	*	1%
Incitement to hatred	2	2	-	2	-	2	-	2	2	1	-	-	2	2	-	-	2	-	2	2
	*	*	-	2%d	-	1%	-	1%	2%	2%	-	-	1%	*	-	-	1%	-	*	*
Welfare of children or young people	2	2	-	2	-	2	-	2	2	1	-	-	2	2	-	-	2	-	2	2
	*	*	-	2%d	-	1%	-	1%	2%	2%	-	-	1%	*	-	-	1%	-	*	*
Accuracy of medical/health claims	1	1	-	1	-	1	-	-	1	-	-	1	-	1	1	1	1	-	1	1
	*	*	-	1%d	-	*	-	-	1%	-	-	*	-	*	1%	*	*	-	*	*
Offence of religion	1	1	1	1	1	1	1	1	1	1	-	1	1	1	-	-	1	-	1	1
	*	*	1%	1%	*	*	*	*	1%	2%	-	*	*	*	-	-	*	-	*	*
Incitement to crime	1	1	-	1	-	1	-	1	-	-	-	1	-	1	-	-	-	1	1	1
	*	*	-	1%	-	*	-	*	-	-	-	*	-	*	-	-	-	1%	*	*
Drugs/drug use	1	1	-	1	-	1	-	1	-	-	-	1	-	1	-	-	-	1	1	1
	*	*	-	1%	-	*	-	*	-	-	-	*	-	*	-	-	-	1%	*	*
Defamation/smearing of others	1	1	-	-	1	-	1	-	-	-	-	-	1	1	-	-	-	-	-	-
	*	*	-	-	*	-	*	-	-	-	-	-	*	*	-	-	-	-	-	-
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	1	1	-	1	-	1	-	-	1	-	-	1	-	1	-	-	1	-	1	1
	*	*	-	1%	-	*	-	-	1%	-	-	*	-	*	-	-	*	-	*	*
Other (please type in)	*	*	-	-	*	-	*	-	-	-	-	*	-	*	-	-	*	-	*	*
	*	*	-	-	*	-	*	-	-	-	-	*	-	*	-	-	*	-	*	*
Discrimination based on religious beliefs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gender discrimination (e.g. sexism)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Age discrimination	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Malicious views	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on non-religious beliefs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Table 107

Q15a - Video content you have paid for on digital or on-line stores
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All users of service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	643	212	385	46	175	37	182	30	50	293	97
Base	558	192	327	38*	163	29*	169	23**	52*	263	83*
Effective Base	464	157	273	34	127	32	133	25	35	198	65
Bad language	5	5	-	-	5	-	5	-	1	4	-
	1%	3%b	-	-	3%	-	3%	-	1%	1%	-
Violence (in general)	5	5	-	-	5	-	5	-	-	4	-
	1%	3%b	-	-	3%	-	3%	-	-	2%	-
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	4	4	-	-	4	-	4	-	1	4	-
	1%	2%b	-	-	3%	-	3%	-	3%	2%	-
Nakedness/naked bodies/body parts	4	4	-	-	4	-	4	-	2	4	-
	1%	2%b	-	-	3%	-	2%	-	4%	1%	-
Sex/sexually explicit content	4	4	-	-	3	1	4	-	1	4	-
	1%	2%b	-	-	2%	3%	2%	-	2%	2%	-
Exorcism/the paranormal	4	4	-	-	4	-	4	-	2	2	-
	1%	2%b	-	-	2%	-	2%	-	3%	1%	-
Content harmful to self-esteem (e.g. self-abuse)	4	4	-	-	4	-	4	-	2	2	-
	1%	2%b	-	-	2%	-	2%	-	4%	1%	-
Inaccurate information	3	3	-	-	3	-	3	-	1	2	-
	1%	2%b	-	-	2%	-	2%	-	2%	1%	-
Infringing someone's privacy	3	3	-	-	3	-	3	-	2	3	-
	1%	1%b	-	-	2%	-	2%	-	3%	1%	-
Racism	3	3	-	-	3	-	3	-	1	2	-
	*	1%b	-	-	2%	-	2%	-	2%	1%	-
Bullying/victimising	3	3	-	-	3	-	3	-	-	2	-
	*	1%	-	-	2%	-	1%	-	-	1%	-
Illegal child sexual abuse material	2	2	-	-	2	-	2	-	-	1	-
	*	1%	-	-	1%	-	1%	-	-	1%	-
Suicide	2	2	-	-	2	-	2	-	1	2	-
	*	1%	-	-	1%	-	1%	-	1%	1%	-
Misleading advertising	2	2	-	-	2	-	2	-	-	1	1
	*	1%	-	-	1%	-	1%	-	-	*	1%
Dangerous behaviour	2	2	-	-	2	-	2	-	1	1	-
	*	1%	-	-	1%	-	1%	-	1%	*	-
Eating disorders	2	2	-	-	1	1	1	1	1	2	-
	*	1%	-	-	1%	2%	1%	3%	2%	1%	-

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

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Absolutes/col percents

Table 107

Q15a - Video content you have paid for on digital or on-line stores
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All users of service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**558**	192	327	38*	163	29*	169	23**	52*	263	83*
Pornography	**2**	2	-	-	2	-	2	-	-	2	-
	*	*1%*	-	-	*1%*	-	*1%*	-	-	*1%*	-
Incitement to hatred	**2**	2	-	-	2	-	2	-	1	2	-
	*	*1%*	-	-	*1%*	-	*1%*	-	*2%*	*1%*	-
Welfare of children or young people	**2**	2	-	-	2	-	2	-	1	2	-
	*	*1%*	-	-	*1%*	-	*1%*	-	*2%*	*1%*	-
Accuracy of medical/health claims	**1**	1	-	-	1	-	1	-	1	1	-
	*	*1%*	-	-	*1%*	-	*1%*	-	*1%*	*	-
Offence of religion	**1**	1	-	-	1	-	1	-	-	1	-
	*	*1%*	-	-	*1%*	-	*1%*	-	-	*	-
Incitement to crime	**1**	1	-	-	1	-	1	-	-	1	-
	*	*	-	-	*1%*	-	*	-	-	*	-
Drugs/drug use	**1**	1	-	-	1	-	1	-	-	1	-
	*	*	-	-	*1%*	-	*	-	-	*	-
Defamation/smearing of others	**1**	1	-	-	1	-	1	-	-	-	-
	*	*	-	-	*	-	*	-	-	-	-
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	**1**	1	-	-	1	-	1	-	1	1	-
	*	*	-	-	*	-	*	-	*1%*	*	-
Other (please type in)	*	*	-	-	-	*	-	*	-	*	-
	*	*	-	-	-	*1%*	-	*2%*	-	*	-
Discrimination based on religious beliefs	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Gender discrimination (e.g. sexism)	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Age discrimination	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Malicious views	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on non-religious beliefs	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 108

Q15a - Video content on news websites
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All users of service

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	1142	572	570	274	311	226	158	97	76	585	384	173	265	195	65	47	320	189	32	29	352	430	174	186	782	360
Base	930	480	450	262	235	185	138*	59*	51*	497	323	110	236	172	44*	29*	261	151	16**	22**	280	336	153	161	616	314
Effective Base	783	401	382	229	203	150	98	66	45	432	247	109	202	128	42	35	230	119	28	14	243	283	128	130	525	258
Violence (in general)	10	6	4	1	5	2	2	*	*	5	4	1	5	1	-	-	1	2	*	*	2	6	1	1	8	2
	1%	1%	1%	*	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	-	-	*	1%	3%	2%	1%	2%	*	1%	1%	1%
Sex/sexually explicit content	10	3	6	4	3	2	1	-	-	7	3	-	1	2	-	-	6	1	-	-	1	5	3	1	5	4
	1%	1%	1%	1%	1%	1%	*	-	-	1%	1%	-	*	1%	-	-	2%	*	-	-	*	1%	2%	1%	1%	1%
Bad language	7	4	3	2	5	-	-	-	-	7	-	-	4	-	-	-	3	-	-	-	1	4	1	1	5	2
	1%	1%	1%	1%	2%	-	-	-	-	1%	-	-	2%	-	-	-	1%	-	-	-	*	1%	1%	1%	1%	1%
Pornography	7	4	3	6	1	-	1	-	-	6	1	-	4	-	-	-	3	1	-	-	1	5	-	1	6	1
	1%	1%	1%	2%	*	-	*	-	-	1%	*	-	2%	-	-	-	1%	*	-	-	*	1%	-	1%	1%	*
Inaccurate information	6	2	5	4	1	1	1	-	*	5	1	*	2	-	-	-	3	1	-	*	1	4	-	1	5	1
	1%	*	1%	1%	*	*	*	-	1%	1%	*	*	1%	-	-	-	1%	1%	-	2%	*	1%	-	1%	1%	*
Misleading advertising	6	3	4	2	2	1	1	-	-	5	2	-	2	1	-	-	3	1	-	-	3	2	-	2	5	2
	1%	1%	1%	1%	1%	*	1%	-	-	1%	1%	-	1%	*	-	-	1%	1%	-	-	1%	*	-	1%	1%	1%
Racism	5	3	2	3	1	1	-	-	-	4	1	-	2	1	-	-	1	1	-	-	-	4	1	1	4	1
	1%	1%	*	1%	*	1%	-	-	-	1%	*	-	1%	*	-	-	*	1%	-	-	-	1%	*	*	1%	*
Infringing someone's privacy	4	1	4	1	1	2	1	-	-	2	2	-	1	-	-	-	1	2	-	-	1	2	-	1	3	1
	*	*	1%	*	*	1%	*	-	-	*	1%	-	*	-	-	-	*	1%	-	-	*	1%	-	1%	*	*
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	4	1	3	-	1	1	1	*	*	1	1	1	1	-	*	-	1	1	-	*	*	1	1	1	1	2
	*	*	1%	-	1%	*	*	1%	1%	*	*	1%	*	-	1%	-	*	1%	-	2%	*	*	1%	1%	1%	*	1%
Dangerous behaviour	4	3	1	2	1	-	1	-	-	3	1	-	3	-	-	-	-	1	-	-	2	1	-	1	3	1
	*	1%	*	1%	*	-	1%	-	-	1%	*	-	1%	-	-	-	-	1%	-	-	1%	*	-	*	1%	*
Content harmful to self-esteem (e.g. self-abuse)	4	1	3	2	2	-	-	-	-	4	-	-	1	-	-	-	3	-	-	-	2	1	-	1	3	1
	*	*	1%	1%	1%	-	-	-	-	1%	-	-	*	-	-	-	1%	-	-	-	1%	*	-	*	*	*
Incitement to hatred	3	2	2	-	2	1	-	-	*	2	1	*	2	-	-	-	1	1	-	*	1	2	-	1	3	1
	*	*	*	-	1%	*	-	-	1%	*	*	*	1%	-	-	-	*	1%	-	2%	*	*	-	*	*	*
Defamation/smearing of others	3	3	1	-	1	2	-	-	-	1	2	-	1	2	-	-	-	1	-	-	-	3	-	1	3	1
	*	1%	*	-	*	1%	-	-	-	*	1%	-	*	1%	-	-	-	1%	-	-	-	1%	-	*	*	*
Accuracy of medical/health claims	3	1	2	-	1	1	1	-	-	1	2	-	-	1	-	-	1	1	-	-	1	1	1	1	2	2
	*	*	*	-	1%	1%	*	-	-	*	1%	-	-	1%	-	-	1%	*	-	-	*	*	1%	*	*	*
Eating disorders	3	1	2	1	2	-	1	-	-	3	1	-	1	-	-	-	2	1	-	-	1	1	1	1	2	1
	*	*	*	*	1%	-	*	-	-	1%	*	-	*	-	-	-	1%	*	-	-	*	*	1%	*	*	*
Suicide	3	2	1	2	-	1	-	-	-	2	1	-	2	1	-	-	-	1	-	-	1	1	1	1	2	1
	*	*	*	1%	-	1%	-	-	-	*	*	-	1%	*	-	-	-	1%	-	-	*	*	*	*	*	*

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 108

Q15a - Video content on news websites

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All users of service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	930	480	450	262	235	185	138*	59*	51*	497	323	110	236	172	44*	29*	261	151	16**	22**	280	336	153	161	616	314
Illegal child sexual abuse material	3	2	1	1	1	1	-	-	-	2	1	-	1	1	-	-	1	-	-	-	1	1	1	-	2	1
	*	*	*	*	1%	*	-	-	-	*	*	-	1%	*	-	-	*	-	-	-	*	*	1%	-	*	*
Drugs/drug use	2	1	1	1	1	1	-	-	-	2	1	-	1	1	-	-	1	-	-	-	-	1	-	1	1	1
	*	*	*	*	*	*	-	-	-	*	*	-	*	*	-	-	*	-	-	-	-	*	-	*	*	*
Bullying/victimising	2	1	1	1	-	1	-	1	-	1	1	1	1	-	1	-	-	1	-	-	-	1	1	1	1	1
	*	*	*	*	-	*	-	1%	-	*	*	*	*	-	1%	-	-	1%	-	-	-	*	*	*	*	*
Welfare of children or young people	2	-	2	-	1	1	-	-	-	1	1	-	-	-	-	-	1	1	-	-	-	1	1	1	1	2
	*	-	*	-	1%	*	-	-	-	*	*	-	-	-	-	-	1%	1%	-	-	-	*	1%	*	*	1%
Offence of religion	2	1	1	-	-	1	-	*	*	-	1	1	-	1	*	-	-	1	-	*	*	*	1	1	1	1
	*	*	*	-	-	1%	-	1%	1%	-	*	1%	-	*	1%	-	-	1%	-	2%	*	*	*	*	*	*
Nakedness/naked bodies/body parts	2	1	1	-	1	1	-	-	-	1	1	-	-	1	-	-	1	-	-	-	-	-	1	1	-	2
	*	*	*	-	1%	*	-	-	-	*	*	-	-	*	-	-	1%	-	-	-	-	-	*	1%	-	1%
Other (please type in)	2	*	1	-	2	-	-	-	-	2	-	-	*	-	-	-	1	-	-	-	1	1	-	*	1	*
	*	*	*	-	1%	-	-	-	-	*	-	-	*	-	-	-	1%	-	-	-	*	*	-	*	*	*
Incitement to crime	2	1	1	1	-	-	1	-	-	1	1	-	1	-	-	-	-	1	-	-	-	1	-	1	1	1
	*	*	*	*	-	-	*	-	-	*	*	-	*	-	-	-	-	*	-	-	-	*	-	*	*	*
Exorcism/the paranormal	1	-	1	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	1	-	-	1	-
	*	-	*	*	-	-	-	-	-	*	-	-	-	-	-	-	*	-	-	-	-	*	-	-	*	-
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	1	-	1	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	1	-	-	1
	*	-	*	*	-	-	-	-	-	*	-	-	-	-	-	-	*	-	-	-	-	-	1%	-	-	*
Discrimination based on religious beliefs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gender discrimination (e.g. sexism)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Age discrimination	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Malicious views	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on non-religious beliefs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 108

Q15a - Video content on news websites
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All users of service

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	1142	744	394	695	404	21	56	129	120	74	118	57	111	161	165	991	75	26	50	305	192	494
Base	930	604	322	534	364	14**	37*	106*	81*	60*	86*	84*	123*	129	101	807	49*	16**	58*	224	146	437
Effective Base	783	538	246	503	259	18	49	96	98	63	88	36	83	128	119	689	57	24	31	237	152	322
Violence (in general)	10	7	3	8	2	-	1	3	-	1	1	-	-	1	2	8	1	1	-	4	1	3
	1%	1%	1%	2%	*	-	2%	3%	-	1%	1%	-	-	1%	2%	1%	1%	6%	-	2%	1%	1%
Sex/sexually explicit content	10	7	3	6	4	-	-	1	-	1	1	-	1	2	3	8	1	-	2	1	2	5
	1%	1%	1%	1%	1%	-	-	1%	-	2%	1%	-	1%	1%	3%	1%	1%	-	3%	*	1%	1%
Bad language	7	6	1	3	4	-	-	1	-	-	1	-	1	2	3	7	-	-	-	1	1	6
	1%	1%	*	1%	1%	-	-	1%	-	-	1%	-	1%	1%	3%	1%	-	-	-	*	1%	1%
Pornography	7	4	3	4	3	-	-	1	-	-	1	-	3	-	3	7	-	-	-	1	1	6
	1%	1%	1%	1%	1%	-	-	1%	-	-	1%	-	2%	-	3%m	1%	-	-	-	*	*	1%
Inaccurate information	6	5	1	3	4	-	-	1	-	1	-	-	1	1	1	5	1	-	1	1	1	3
	1%	1%	*	1%	1%	-	-	1%	-	1%	-	-	1%	1%	1%	1%	1%	-	2%	*	1%	1%
Misleading advertising	6	5	1	4	2	-	-	1	-	-	1	-	-	-	3	5	1	-	1	1	1	3
	1%	1%	*	1%	1%	-	-	1%	-	-	1%	-	-	-	3%m	1%	1%	-	2%	1%	*	1%
Racism	5	3	2	1	3	-	-	-	-	1	-	-	3	-	-	3	1	-	1	-	1	3
	1%	*	1%	*	1%	-	-	-	-	1%	-	-	2%	-	-	*	1%	-	2%	-	1%	1%
Infringing someone's privacy	4	4	1	1	4	-	1	-	-	1	-	-	1	-	-	3	1	-	1	1	1	1
	*	1%	*	*	1%	-	2%	-	-	1%	-	-	1%	-	-	*	1%	-	2%	*	1%	*
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	4	3	1	2	1	-	-	1	-	1	-	-	-	*	1	3	1	-	-	1	1	1
	*	*	*	*	*	-	-	1%	-	1%	-	-	-	*	1%	*	1%	-	-	1%	1%	*
Dangerous behaviour	4	2	2	3	*	-	-	-	-	*	1	-	-	-	2	4	-	-	-	-	1	2
	*	*	1%	1%	*	-	-	-	-	1%	1%	-	-	-	2%	*	-	-	-	-	1%	1%
Content harmful to self-esteem (e.g. self-abuse)	4	4	-	4	-	-	1	1	1	-	1	-	-	-	-	4	-	-	-	3	1	-
	*	1%	-	1%	-	-	2%	1%	1%	-	1%	-	-	-	-	*	-	-	-	1%u	1%	-
Incitement to hatred	3	2	1	2	1	-	-	1	-	1	1	-	-	*	-	2	-	-	1	1	2	*
	*	*	*	*	*	-	-	1%	-	1%	1%	-	-	*	-	*	-	-	2%	*	1%	*
Defamation/smearing of others	3	3	1	3	1	-	-	-	-	1	-	-	-	-	-	1	-	-	3	-	1	-
	*	*	*	*	*	-	-	-	-	1%	-	-	-	-	-	*	-	-	4%c	-	1%	-
Accuracy of medical/health claims	3	3	-	1	2	-	-	1	1	-	-	-	-	-	1	3	1	-	-	2	-	1
	*	1%	-	*	1%	-	-	1%	1%	-	-	-	-	-	1%	*	1%	-	-	1%	-	*
Eating disorders	3	3	1	3	-	-	-	1	-	-	1	-	-	-	2	3	-	-	-	1	1	2
	*	*	*	1%	-	-	-	1%	-	-	1%	-	-	-	2%	*	-	-	-	*	1%	*
Suicide	3	1	2	1	2	-	-	-	-	1	-	-	-	1	1	3	1	-	-	-	1	2
	*	*	1%	*	*	-	-	-	-	1%	-	-	-	1%	1%	*	1%	-	-	-	1%	*

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

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	930	604	322	534	364	14**	37*	106*	81*	60*	86*	84*	123*	129	101	807	49*	16**	58*	224	146	437
Illegal child sexual abuse material	3	2	1	1	2	-	-	-	-	-	-	-	-	1	2	3	-	-	-	-	-	3
	*	*	*	*	*	-	-	-	-	-	-	-	-	*1%*	*2%*	*	-	-	-	-	-	*1%*
Drugs/drug use	2	1	1	2	1	-	1	-	-	-	1	-	-	-	1	2	-	-	-	1	1	1
	*	*	*	*	*	-	*2%*	-	-	-	*1%*	-	-	-	*1%*	*	-	-	-	*	*	*
Bullying/victimising	2	1	2	1	1	-	-	-	-	1	-	-	1	-	1	2	-	-	-	-	1	1
	*	*	*1%*	*	*	-	-	-	-	*1%*	-	-	*	-	*1%*	*	-	-	-	-	*1%*	*
Welfare of children or young people	2	1	1	1	2	-	-	-	-	1	1	-	-	1	-	2	-	-	-	-	1	1
	*	*	*	*	*	-	-	-	-	*1%*	*1%*	-	-	*1%*	-	*	-	-	-	-	*1%*	*
Offence of religion	2	1	1	1	1	-	-	*	-	1	-	-	-	*	-	2	1	-	-	*	1	*
	*	*	*	*	*	-	-	*	-	*1%*	-	-	-	*	-	*	*1%*	-	-	*	*1%*	*
Nakedness/naked bodies/body parts	2	1	1	1	1	-	1	-	-	-	1	-	-	-	-	1	1	-	-	1	1	-
	*	*	*	*	*	-	*2%*	-	-	-	*1%*	-	-	-	-	*	*1%*	-	-	*	*	-
Other (please type in)	2	2	-	-	2	-	-	1	*	-	-	-	-	-	-	1	-	-	1	1	-	-
	*	*	-	-	*	-	-	*1%*	*	-	-	-	-	-	-	*	-	-	*2%*	*	-	-
Incitement to crime	2	-	2	2	-	-	-	-	-	-	-	-	-	-	2	2	-	-	-	-	-	2
	*	-	*	*	-	-	-	-	-	-	-	-	-	-	*1%*	*	-	-	-	-	-	*
Exorcism/the paranormal	1	1	-	-	1	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	1
	*	*	-	-	*	-	-	-	-	-	-	-	*1%*	-	-	*	-	-	-	-	-	*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	1	1	-	1	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	1	-
	*	*	-	*	-	-	-	-	-	*2%*	-	-	-	-	-	*	-	-	-	-	*1%*	-
Discrimination based on religious beliefs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gender discrimination (e.g. sexism)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Age discrimination	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Malicious views	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on non-religious beliefs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All users of service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	1142	886	960	892	545	827	539	536	416	358	925	577	638	478	381	1126	16	1064	1092	1126
Base	930	701	780	745	445	674	416	463	342	302	747	445	530	384	321	917	14**	844	897	917
Effective Base	783	640	647	618	418	598	437	415	320	261	642	435	492	359	276	774	9	771	751	774
Violence (in general)	10	4	9	5	4	9	3	4	2	1	9	3	4	3	1	10	-	10	10	10
	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	*	1%	-	1%	1%	1%
Sex/sexually explicit content	10	8	8	10	7	8	7	10	5	2	8	7	10	5	2	10	-	10	10	10
	1%	1%	1%	1%	2%	1%	2%	2%	1%	1%	1%	2%	2%	1%	1%	1%	-	1%	1%	1%
Bad language	7	4	5	6	6	5	4	6	4	2	5	4	6	4	2	7	-	7	7	7
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%
Pornography	7	5	6	7	6	6	2	7	4	2	6	4	7	4	2	7	-	7	7	7
	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%
Inaccurate information	6	1	6	5	3	6	1	4	5	1	6	1	4	5	1	6	-	6	6	6
	1%	*	1%	1%	1%	1%	*	1%	1%	*	1%	*	1%	1%	*	1%	-	1%	1%	1%
Misleading advertising	6	5	3	6	4	3	3	5	3	1	3	3	5	4	1	6	-	6	6	6
	1%	1%	*	1%	1%	1%	1%	1%	1%	*	*	1%	1%	1%	*	1%	-	1%	1%	1%
Racism	5	1	5	4	3	5	-	4	2	-	5	1	4	2	-	5	-	5	5	5
	1%	*	1%	1%	1%	1%	-	1%	1%	-	1%	*	1%	1%	-	1%	-	1%	1%	1%
Infringing someone's privacy	4	1	4	3	2	4	1	2	3	-	4	1	2	3	-	4	-	4	4	4
	*	*	1%	*	*	1%	*	*	1%	-	1%	*	*	1%	-	*	-	1%	1%	*
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	4	2	4	2	1	4	1	1	1	1	4	1	1	1	1	4	-	4	4	4
	*	*	*	*	*	1%	*	*	*	*	*	*	*	*	*	*	-	*	*	*
Dangerous behaviour	4	4	3	4	4	2	4	3	1	2	3	4	4	2	2	4	-	4	4	4
	*	1%	*	*	1%	*	1%	1%	*	1%	*	1%	1%	1%	1%	*	-	*	*	*
Content harmful to self-esteem (e.g. self-abuse)	4	4	4	4	2	4	2	4	2	4	4	2	4	2	4	4	-	4	4	4
	*	1%	*	*	*	1%	*	1%	1%	1%	*	*	1%	1%	1%	*	-	*	*	*
Incitement to hatred	3	1	3	2	1	3	1	2	1	1	3	1	2	1	1	3	-	3	3	3
	*	*	*	*	*	1%	*	1%	*	*	*	*	*	*	*	*	-	*	*	*
Defamation/smearing of others	3	2	2	3	-	2	2	3	3	-	2	2	3	3	-	3	-	3	3	3
	*	*	*	*	-	*	*	1%	1%	-	*	*	*	1%	-	*	-	*	*	*
Accuracy of medical/health claims	3	3	3	3	2	3	1	3	2	1	3	1	3	2	1	3	-	3	3	3
	*	*	*	*	*	*	*	1%	1%	*	*	*	*	1%	*	*	-	*	*	*
Eating disorders	3	3	1	3	3	1	2	3	3	1	1	2	3	3	1	3	-	3	3	3
	*	*	*	*	1%	*	1%	1%	1%	*	*	1%	1%	1%	*	*	-	*	*	*

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 108

Q15a - Video content on news websites
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All users of service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	930	701	780	745	445	674	416	463	342	302	747	445	530	384	321	917	14**	844	897	917
Suicide	3	1	2	2	2	2	1	2	1	-	2	1	2	1	-	3	-	3	3	3
	*	*	*	*	*	*	*	1%	*	-	*	*	*	*	-	*	-	*	*	*
Illegal child sexual abuse material	3	3	2	3	3	2	3	2	1	1	2	3	3	1	1	3	-	3	3	3
	*	*	*	*	1%	*	1%	1%	*	*	*	1%	1%	*	*	*	-	*	*	*
Drugs/drug use	2	2	2	2	2	2	2	2	-	2	2	2	2	-	2	2	-	2	2	2
	*	*	*	*	*	*	*	*	-	1%	*	*	*	-	1%	*	-	*	*	*
Bullying/victimising	2	1	2	1	1	2	1	1	-	1	2	1	1	-	1	2	-	2	2	2
	*	*	*	*	*	*	*	*	-	*	*	*	*	-	*	*	-	*	*	*
Welfare of children or young people	2	1	2	1	1	2	1	1	1	-	2	1	1	1	-	2	-	2	2	2
	*	*	*	*	*	*	*	*	*	-	*	*	*	*	-	*	-	*	*	*
Offence of religion	2	*	2	1	-	2	*	1	-	-	2	*	1	-	-	2	-	2	2	2
	*	*	*	*	-	*	*	*	-	-	*	*	*	-	-	*	-	*	*	*
Nakedness/naked bodies/body parts	2	1	1	2	1	1	1	2	-	1	1	1	2	-	1	2	-	2	2	2
	*	*	*	*	*	*	*	*	-	*	*	*	*	-	*	*	-	*	*	*
Other (please type in)	2	2	2	1	1	2	1	1	-	-	2	1	1	-	-	2	-	2	2	2
	*	*	*	*	*	*	*	*	-	-	*	*	*	-	-	*	-	*	*	*
Incitement to crime	2	2	2	2	2	2	2	2	-	1	2	2	2	1	1	2	-	2	2	2
	*	*	*	*	*	*	*	*	-	*	*	*	*	*	*	*	-	*	*	*
Exorcism/the paranormal	1	-	1	1	1	1	-	1	1	-	1	-	1	1	-	1	-	1	1	1
	*	-	*	*	*	*	-	*	*	-	*	-	*	*	-	*	-	*	*	*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	1	1	1	1	1	1	1	1	1	-	1	1	1	1	-	1	-	1	1	1
	*	*	*	*	*	*	*	*	*	-	*	*	*	*	-	*	-	*	*	*
Discrimination based on religious beliefs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gender discrimination (e.g. sexism)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Age discrimination	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Malicious views	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on non-religious beliefs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	1142	741	158	133	911	365	777	262	150	31	166	601	370	971	274	300	510	210	720	669
Base	930	604	122*	112	743	356	575	256	137	32**	142	446	338	784	227	247	416	161	577	519
Effective Base	783	542	94	109	610	267	522	184	125	24	108	412	264	672	178	198	348	167	511	496
Violence (in general)	10	7	2	1	9	8	2	6	3	1	*	6	3	9	1	2	6	1	8	8
	1%	1%	2%	1%	1%	2%d	*	2%	2%	2%	*	1%	1%	1%	1%	1%	2%	1%	1%	2%
Sex/sexually explicit content	10	7	1	4	6	5	4	4	2	1	-	6	3	9	-	1	5	3	8	9
	1%	1%	1%	3%d	1%	1%	1%	2%	2%	2%	-	1%	1%	1%	-	*	1%	2%d	1%	2%
Bad language	7	6	-	3	4	5	2	5	2	-	-	2	5	7	1	1	4	2	6	6
	1%	1%	-	3%d	1%	1%	*	2%	2%	-	-	*	1%	1%	*	*	1%	1%	1%	1%
Pornography	7	5	1	2	5	2	5	2	2	1	-	2	4	6	1	2	3	2	5	6
	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	-	*	1%	1%	1%	1%	1%	1%	1%	1%
Inaccurate information	6	5	1	1	6	1	6	-	1	-	1	4	1	5	3	3	3	-	3	3
	1%	1%	1%	1%	1%	*	1%	-	1%	-	1%	1%	*	1%	1%	1%	1%	-	*	1%
Misleading advertising	6	5	1	3	4	3	4	2	2	1	1	3	2	6	1	2	3	-	3	4
	1%	1%	1%	3%d	*	1%	1%	1%	2%	2%	*	1%	1%	1%	*	1%	1%	-	1%	1%
Racism	5	4	1	-	5	1	4	-	1	-	-	2	3	5	-	-	2	1	3	3
	1%	1%	*	-	1%	*	1%	-	1%	-	-	1%	1%	1%	-	-	*	1%	1%	1%
Infringing someone's privacy	4	3	1	1	4	2	3	1	1	-	1	2	2	4	1	1	3	-	3	3
	*	1%	1%	1%	1%	*	1%	*	1%	-	*	*	1%	*	*	*	1%	-	*	1%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	4	2	1	2	2	2	1	1	1	-	1	2	1	3	1	1	2	*	3	3
	*	*	1%	1%	*	1%	*	1%	1%	-	1%	*	*	*	*	*	1%	*	*	1%
Dangerous behaviour	4	3	1	2	1	3	*	2	2	1	-	1	2	2	-	-	3	1	4	3
	*	*	1%	2%d	*	1%	*	1%	2%	2%	-	*	*	*	-	-	1%	1%	1%	1%
Content harmful to self-esteem (e.g. self-abuse)	4	2	1	3	1	3	1	2	1	1	-	2	2	4	1	1	2	1	3	3
	*	*	1%	2%ad	*	1%	*	1%	1%	4%	-	*	1%	*	*	*	*	1%	*	1%
Incitement to hatred	3	2	*	1	3	2	2	1	1	-	*	3	-	3	*	*	2	-	2	2
	*	*	*	1%	*	*	*	*	1%	-	*	1%	-	*	*	*	*	-	*	*
Defamation/smearing of others	3	3	-	2	2	2	1	2	1	-	-	3	-	3	-	-	2	-	2	2
	*	*	-	1%	*	1%	*	1%	1%	-	-	1%	-	*	-	-	1%	-	*	*
Accuracy of medical/health claims	3	2	1	3	1	1	2	1	1	-	1	2	1	3	1	1	2	-	2	2
	*	*	1%	2%ad	*	*	*	*	*	-	*	*	*	*	*	*	*	-	*	*
Eating disorders	3	3	-	3	-	3	-	3	2	1	-	1	2	3	-	-	3	-	3	2
	*	1%	-	3%ad	-	1%d	-	1%	1%	2%	-	*	1%	*	-	-	1%	-	1%	*
Suicide	3	2	1	1	2	2	1	1	2	-	-	2	1	3	-	-	2	-	2	3
	*	*	*	1%	*	*	*	*	1%	-	-	*	*	*	-	-	*	-	*	1%

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

Table 108

Q15a - Video content on news websites

Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?

Base: All users of service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	930	604	122*	112	743	356	575	256	137	32**	142	446	338	784	227	247	416	161	577	519
Illegal child sexual abuse material	3 *	2 *	1 *1%*	1 *1%*	2 *	3 1%d	- -	1 *1%*	2 *1%*	- -	- -	2 *	- -	2 *	- -	- -	1 *	2 *1%*	3 *1%*	3 *1%*
Drugs/drug use	2 *	1 *	1 *1%*	1 *1%*	1 *	2 *	1 *	1 *	2 *1%*	- -	1 *	- -	1 *	1 *	1 *	1 *	1 *	1 *1%*	2 *	2 *
Bullying/victimising	2 *	- -	1 *1%*	1 *	2 *	2 *	1 *	- -	2 *1%*	- -	- -	1 *	- -	1 *	1 *	1 *	1 *	1 *1%*	2 *	2 *
Welfare of children or young people	2 *	1 *	- -	- -	2 *	2 *	1 *	1 *	1 *1%*	- -	- -	2 *	- -	2 *	- -	1 *	1 *	1 *1%*	2 *	2 *
Offence of religion	2 *	* *	1 *1%*	- -	2 *	1 *	1 *	- -	1 *1%*	- -	* *	2 *	- -	2 *	* *	* *	1 *	* *	1 *	1 *
Nakedness/naked bodies/body parts	2 *	1 *	1 *	1 *1%*	1 *	1 *	1 *	1 *1%*	1 *1%*	- -	- -	1 *	1 *	2 *	- -	- -	1 *	- -	1 *	1 *
Other (please type in)	2 *	1 *	- -	- -	2 *	- -	2 *	- -	- -	- -	- -	2 *	- -	2 *	- -	- -	1 *	- -	1 *	1 *
Incitement to crime	2 *	1 *	1 *1%*	1 *1%*	1 *	2 *	- -	1 *	2 *1%*	1 *2%*	- -	- -	1 *	1 *	- -	- -	1 *	1 *1%*	2 *	2 *
Exorcism/the paranormal	1 *	1 *	- -	- -	1 *	- -	1 *	- -	- -	- -	- -	- -	1 *	1 *	- -	- -	1 *	- -	1 *	1 *
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	1 *	1 *	- -	1 1%d	- -	- -	1 *	- -	- -	- -	- -	1 *	- -	1 *	- -	1 *	- -	- -	- -	1 *
Discrimination based on religious beliefs	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Gender discrimination (e.g. sexism)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Age discrimination	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Malicious views	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Discrimination based on non-religious beliefs	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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

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Base: All users of service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	1142	268	809	65	218	50	227	41	60	477	217
Base	930	235	639	55*	197	39*	205	30*	58*	408	173
Effective Base	783	195	545	43	155	44	163	35	41	309	146
Violence (in general)	10	10	-	-	8	2	10	-	1	6	2
	1%	4%b	-	-	4%	5%	5%	-	2%	2%	1%
Sex/sexually explicit content	10	10	-	-	9	1	9	*	3	6	1
	1%	4%b	-	-	4%	2%	5%	1%	5%	2%	1%
Bad language	7	7	-	-	6	1	7	-	2	5	-
	1%	3%b	-	-	3%	2%	3%	-	3%	1%	-
Pornography	7	7	-	-	7	-	7	-	2	5	2
	1%	3%b	-	-	4%	-	3%	-	3%	1%	1%
Inaccurate information	6	6	-	-	6	-	6	-	1	3	1
	1%	3%b	-	-	3%	-	3%	-	2%	1%	1%
Misleading advertising	6	6	-	-	6	-	6	-	3	3	1
	1%	3%b	-	-	3%	-	3%	-	4%	1%	1%
Racism	5	5	-	-	5	-	5	-	1	1	2
	1%	2%b	-	-	2%	-	2%	-	2%	*	1%
Infringing someone's privacy	4	4	-	-	4	-	4	-	1	2	1
	*	2%b	-	-	2%	-	2%	-	2%	1%	1%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	4	4	-	-	4	-	4	-	*	1	2
	*	2%b	-	-	2%	-	2%	-	1%	*	1%
Dangerous behaviour	4	4	-	-	3	*	4	-	3	3	1
	*	2%b	-	-	2%	1%	2%	-	5%	1%	1%
Content harmful to self-esteem (e.g. self-abuse)	4	4	-	-	4	-	4	-	3	3	-
	*	2%b	-	-	2%	-	2%	-	5%	1%	-
Incitement to hatred	3	3	-	-	3	-	3	-	2	1	1
	*	1%b	-	-	2%	-	2%	-	4%	*	*
Defamation/smearing of others	3	3	-	-	3	-	3	-	3	2	1
	*	1%b	-	-	2%	-	2%	-	4%	*	*
Accuracy of medical/health claims	3	3	-	-	3	-	3	-	1	3	1
	*	1%b	-	-	2%	-	2%	-	2%	1%	*
Eating disorders	3	3	-	-	3	-	3	-	2	3	-
	*	1%b	-	-	2%	-	2%	-	3%	1%	-
Suicide	3	3	-	-	3	-	3	-	1	1	2
	*	1%b	-	-	2%	-	2%	-	2%	*	1%

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

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Base: All users of service

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		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**930**	235	639	55*	197	39*	205	30*	58*	408	173
Illegal child sexual abuse material	**3**	3	-	-	2	1	3	-	2	2	1
	*	1%b	-	-	*1%*	*2%*	*1%*	-	*3%*	*1%*	*1%*
Drugs/drug use	**2**	2	-	-	2	-	2	1	2	-	1
	*	1%b	-	-	*1%*	-	*1%*	*2%*	*3%*	-	*1%*
Bullying/victimising	**2**	2	-	-	2	-	2	-	1	1	2
	*	1%b	-	-	*1%*	-	*1%*	-	*2%*	*	*1%*
Welfare of children or young people	**2**	2	-	-	1	1	2	-	-	1	1
	*	1%b	-	-	*1%*	*2%*	*1%*	-	-	*	*
Offence of religion	**2**	2	-	-	2	-	2	-	*	-	1
	*	1%b	-	-	*1%*	-	*1%*	-	*1%*	-	*1%*
Nakedness/naked bodies/body parts	**2**	2	-	-	2	-	2	-	1	-	1
	*	1%b	-	-	*1%*	-	*1%*	-	*1%*	-	*
Other (please type in)	**2**	2	-	-	1	*	1	*	1	1	-
	*	1%b	-	-	*1%*	*1%*	*1%*	*1%*	*2%*	*	-
Incitement to crime	**2**	2	-	-	2	-	2	-	1	1	1
	*	*1%*	-	-	*1%*	-	*1%*	-	*2%*	*	*1%*
Exorcism/the paranormal	**1**	1	-	-	1	-	1	-	-	1	-
	*	*1%*	-	-	*1%*	-	*1%*	-	-	*	-
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	**1**	1	-	-	1	-	1	-	-	1	-
	*	*	-	-	*1%*	-	*	-	-	*	-
Discrimination based on religious beliefs	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Gender discrimination (e.g. sexism)	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Age discrimination	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Malicious views	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on non-religious beliefs	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

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

* small base

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Absolutes/col percents

Table 109

Q15a - Video content that can be downloaded from the internet through your gaming console
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All users of service

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	420	245	175	149	147	76	33	11	4	296	109	15	164	72	6	3	132	37	5	1	117	154	73	76	271	149
Base	355	214	140	144	102	71*	29**	8**	2**	246	99*	10**	137	71*	5**	2**	109	29*	3**	***	94	121	70*	69*	215	140
Effective Base	344	196	150	133	127	53	30	10	4	255	81	13	141	53	6	3	114	31	5	1	102	133	60	56	235	116
Bad language	6	3	2	3	1	-	2	-	-	4	2	-	3	1	-	-	1	1	-	-	3	3	-	-	6	-
	2%	2%	2%	2%	1%	-	6%	-	-	2%	2%	-	2%	1%	-	-	1%	3%	-	-	3%	2%	-	-	3%	-
Sex/sexually explicit content	5	2	3	2	1	-	1	-	-	4	1	-	2	-	-	-	2	1	-	-	3	1	-	1	4	1
	1%	1%	2%	2%	1%	-	3%	-	-	1%	1%	-	1%	-	-	-	2%	3%	-	-	3%	1%	-	1%	2%	*
Nakedness/naked bodies/body parts	4	2	2	1	1	2	1	-	-	2	3	-	1	1	-	-	1	2	-	-	3	-	1	1	3	2
	1%	1%	2%	1%	1%	2%	3%	-	-	1%	3%	-	1%	1%	-	-	1%	6%p	-	-	3%	-	1%	1%	1%	1%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	4	2	2	1	2	-	2	-	-	3	2	-	2	-	-	-	1	2	-	-	3	1	-	1	3	1
	1%	1%	2%	1%	2%	-	5%	-	-	1%	2%	-	1%	-	-	-	1%	5%	-	-	3%	1%	-	1%	2%	*
Pornography	4	3	1	3	1	1	-	-	-	3	1	-	2	1	-	-	1	-	-	-	1	3	-	-	4	-
	1%	1%	1%	2%	1%	1%	-	-	-	1%	1%	-	2%	1%	-	-	1%	-	-	-	2%	2%	-	-	2%	-
Racism	3	1	2	2	1	-	1	-	-	3	1	-	1	-	-	-	1	1	-	-	-	3	-	1	3	1
	1%	1%	1%	1%	1%	-	2%	-	-	1%	1%	-	1%	-	-	-	1%	2%	-	-	-	2%	-	1%	1%	*
Inaccurate information	3	1	2	3	-	-	-	-	-	3	-	-	1	-	-	-	2	-	-	-	1	2	-	-	3	-
	1%	*	1%	2%	-	-	-	-	-	1%	-	-	1%	-	-	-	2%	-	-	-	1%	2%	-	-	1%	-
Accuracy of medical/health claims	3	2	1	-	2	1	-	-	-	2	1	-	1	1	-	-	1	-	-	-	2	-	1	-	2	1
	1%	1%	*	-	2%	1%	-	-	-	1%	1%	-	1%	1%	-	-	1%	-	-	-	2%	-	1%	-	1%	1%
Offence of religion	2	2	1	1	1	-	1	-	-	2	1	-	2	-	-	-	-	1	-	-	-	1	1	1	1	1
	1%	1%	*	1%	1%	-	2%	-	-	1%	1%	-	1%	-	-	-	-	2%	-	-	-	1%	1%	1%	*	1%
Violence (in general)	2	1	1	1	-	-	1	-	-	1	1	-	1	-	-	-	-	1	-	-	2	-	-	-	2	-
	1%	1%	1%	1%	-	-	3%	-	-	1%	1%	-	1%	-	-	-	-	3%	-	-	2%	-	-	-	1%	-
Exorcism/the paranormal	2	1	1	1	-	1	-	-	-	1	1	-	-	1	-	-	1	-	-	-	1	1	-	-	2	-
	1%	*	1%	1%	-	1%	-	-	-	1%	1%	-	-	1%	-	-	1%	-	-	-	1%	1%	-	-	1%	-
Infringing someone's privacy	2	1	1	1	-	1	-	-	-	1	1	-	-	1	-	-	1	-	-	-	1	1	-	-	2	-
	1%	*	1%	1%	-	1%	-	-	-	1%	1%	-	-	1%	-	-	1%	-	-	-	1%	1%	-	-	1%	-
Incitement to crime	2	1	1	-	-	1	1	-	-	-	2	-	-	1	-	-	-	1	-	-	2	-	-	-	2	-
	*	*	1%	-	-	1%	3%	-	-	-	2%	-	-	1%	-	-	-	3%	-	-	2%	-	-	-	1%	-
Illegal child sexual abuse material	1	1	1	-	1	-	1	-	-	1	1	-	1	-	-	-	-	1	-	-	1	-	-	1	1	1
	*	*	*	-	1%	-	2%	-	-	*	1%	-	1%	-	-	-	-	2%	-	-	1%	-	-	1%	*	*
Misleading advertising	1	-	1	1	1	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-	-	1	1	1
	*	-	1%	*	1%	-	-	-	-	*	-	-	-	-	-	-	1%	-	-	-	1%	-	-	1%	*	*
Drugs/drug use	1	1	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	1
	*	*	-	-	1%	-	-	-	-	*	-	-	1%	-	-	-	-	-	-	-	-	-	1%	-	-	1%

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

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Absolutes/col percents

Table 109

Q15a - Video content that can be downloaded from the internet through your gaming console
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All users of service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	**355**	214	140	144	102	71*	29**	8**	2**	246	99*	10**	137	71*	5**	2**	109	29*	3**	***	94	121	70*	69*	215	140
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	**1**	1	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-
	*	*	-	-	-	*1%*	-	-	-	-	*1%*	-	-	*1%*	-	-	-	-	-	-	*1%*	-	-	-	*	-
Content harmful to self-esteem (e.g. self-abuse)	**1**	1	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-
	*	*	-	-	-	*1%*	-	-	-	-	*1%*	-	-	*1%*	-	-	-	-	-	-	*1%*	-	-	-	*	-
Suicide	**1**	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	1	-	1
	*	-	*	-	-	-	*2%*	-	-	-	*1%*	-	-	-	-	-	-	*2%*	-	-	-	-	-	*1%*	-	*
Incitement to hatred	**1**	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	1	-	1
	*	-	*	-	-	-	*2%*	-	-	-	*1%*	-	-	-	-	-	-	*2%*	-	-	-	-	-	*1%*	-	*
Bullying/victimising	**1**	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	1	-	1
	*	-	*	-	-	-	*2%*	-	-	-	*1%*	-	-	-	-	-	-	*2%*	-	-	-	-	-	*1%*	-	*
Welfare of children or young people	**1**	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	1	-	1
	*	-	*	-	-	-	*2%*	-	-	-	*1%*	-	-	-	-	-	-	*2%*	-	-	-	-	-	*1%*	-	*
Dangerous behaviour	**1**	1	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	1	-
	*	*	-	-	*1%*	-	-	-	-	*	-	-	*	-	-	-	-	-	-	-	-	*	-	-	*	-
Defamation/smearing of others	**1**	1	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	1	-	-	-	1	-
	*	*	-	-	*1%*	-	-	-	-	*	-	-	*	-	-	-	-	-	-	-	*1%*	-	-	-	*	-
Other (please type in)	*	*	-	-	*	-	-	-	-	*	-	-	*	-	-	-	-	-	-	-	-	-	-	*	-	*
	*	*	-	-	*	-	-	-	-	*	-	-	*	-	-	-	-	-	-	-	-	-	-	*1%*	-	*
Malicious views	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on religious beliefs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Age discrimination	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Eating disorders	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on non-religious beliefs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gender discrimination (e.g. sexism)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Base: All users of service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	420	299	118	243	162	9	21	52	31	28	46	19	42	69	76	384	18	6	12	104	74	206
Base	355	251	100*	199	143	6**	16**	42*	21**	23**	36*	24**	51*	58*	47*	316	17**	4**	18**	78*	59*	179
Effective Base	344	255	88	210	124	8	20	49	29	25	41	18	39	64	63	333	13	6	8	97	65	174
Bad language	6	4	1	4	2	-	-	-	-	1	-	-	1	1	1	5	-	1	-	-	1	4
	2%	2%	1%	2%	1%	-	-	-	-	4%	-	-	3%	2%	3%	1%	-	22%	-	-	2%	2%
Sex/sexually explicit content	5	4	1	3	2	-	-	-	-	1	1	-	1	-	1	5	-	-	-	-	2	2
	1%	2%	1%	1%	1%	-	-	-	-	4%	4%	-	3%	-	2%	1%	-	-	-	-	4%	1%
Nakedness/naked bodies/body parts	4	4	1	3	1	-	1	1	-	1	1	-	-	-	1	4	-	-	-	2	2	1
	1%	1%	1%	1%	1%	-	5%	2%	-	4%	2%	-	-	-	2%	1%	-	-	-	2%	3%	1%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	4	3	1	4	-	-	-	-	-	1	2	-	-	-	2	4	-	-	-	-	2	2
	1%	1%	1%	2%	-	-	-	-	-	4%	4%	-	-	-	3%	1%	-	-	-	-	4%	1%
Pornography	4	3	1	1	3	-	-	-	-	-	1	-	3	-	1	4	-	-	-	-	1	3
	1%	1%	1%	*	2%	-	-	-	-	-	2%	-	5%	-	1%	1%	-	-	-	-	1%	2%
Racism	3	3	1	2	1	-	1	-	-	-	-	-	1	-	1	3	-	-	-	1	-	3
	1%	1%	1%	1%	1%	-	5%	-	-	-	-	-	3%	-	3%	1%	-	-	-	1%	-	1%
Inaccurate information	3	3	-	1	2	-	-	-	-	-	-	-	1	1	1	3	-	-	-	-	-	3
	1%	1%	-	*	2%	-	-	-	-	-	-	-	3%	2%	1%	1%	-	-	-	-	-	2%
Accuracy of medical/health claims	3	3	-	1	2	-	-	-	1	-	-	-	-	-	2	3	-	-	-	1	-	2
	1%	1%	-	*	1%	-	-	-	4%	-	-	-	-	-	4%	1%	-	-	-	1%	-	1%
Offence of religion	2	2	1	1	1	-	1	-	1	-	-	-	-	-	1	2	-	-	-	2	-	1
	1%	1%	1%	1%	1%	-	5%	-	4%	-	-	-	-	-	1%	1%	-	-	-	2%	-	*
Violence (in general)	2	1	1	2	-	-	-	-	-	1	-	-	-	1	-	2	-	-	-	-	1	1
	1%	*	1%	1%	-	-	-	-	-	4%	-	-	-	2%	-	1%	-	-	-	-	2%	1%
Exorcism/the paranormal	2	2	-	-	2	-	-	-	-	-	-	-	1	-	1	2	-	-	-	-	-	2
	1%	1%	-	-	1%	-	-	-	-	-	-	-	3%	-	1%	1%	-	-	-	-	-	1%
Infringing someone's privacy	2	2	-	-	2	-	-	-	-	-	-	-	1	-	1	2	-	-	-	-	-	2
	1%	1%	-	-	1%	-	-	-	-	-	-	-	3%	-	1%	1%	-	-	-	-	-	1%
Incitement to crime	2	2	-	1	1	-	-	-	-	1	-	-	-	-	1	2	-	-	-	-	1	1
	*	1%	-	*	*	-	-	-	-	4%	-	-	-	-	1%	*	-	-	-	-	2%	*
Illegal child sexual abuse material	1	1	1	1	-	-	-	-	-	-	1	-	-	-	1	1	-	-	-	-	1	1
	*	*	1%	1%	-	-	-	-	-	-	2%	-	-	-	1%	*	-	-	-	-	1%	*
Misleading advertising	1	1	1	1	1	-	-	-	-	-	1	-	-	-	1	1	-	-	-	-	1	1
	*	*	1%	*	*	-	-	-	-	-	2%	-	-	-	1%	*	-	-	-	-	1%	*
Drugs/drug use	1	1	-	-	1	-	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-	-
	*	*	-	-	1%	-	-	-	4%	-	-	-	-	-	-	*	-	-	-	1%	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	**355**	251	100*	199	143	6**	16**	42*	21**	23**	36*	24**	51*	58*	47*	316	17**	4**	18**	78*	59*	179
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	**1**	1	-	-	1	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1
	*	*	-	-	*	-	-	-	-	-	-	-	-	-	*1%*	*	-	-	-	-	-	*
Content harmful to self-esteem (e.g. self-abuse)	**1**	1	-	-	1	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1
	*	*	-	-	*	-	-	-	-	-	-	-	-	-	*1%*	*	-	-	-	-	-	*
Suicide	**1**	-	1	1	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1
	*	-	*1%*	*	-	-	-	-	-	-	-	-	-	-	*1%*	*	-	-	-	-	-	*
Incitement to hatred	**1**	-	1	1	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1
	*	-	*1%*	*	-	-	-	-	-	-	-	-	-	-	*1%*	*	-	-	-	-	-	*
Bullying/victimising	**1**	-	1	1	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1
	*	-	*1%*	*	-	-	-	-	-	-	-	-	-	-	*1%*	*	-	-	-	-	-	*
Welfare of children or young people	**1**	-	1	1	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1
	*	-	*1%*	*	-	-	-	-	-	-	-	-	-	-	*1%*	*	-	-	-	-	-	*
Dangerous behaviour	**1**	1	-	1	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1
	*	*	-	*	-	-	-	-	-	-	-	-	-	-	*1%*	*	-	-	-	-	-	*
Defamation/smearing of others	**1**	1	-	-	1	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1
	*	*	-	-	*	-	-	-	-	-	-	-	-	-	*1%*	*	-	-	-	-	-	*
Other (please type in)	*	*	-	-	*	-	-	-	*	-	-	-	-	-	-	*	-	-	-	*	-	-
	*	*	-	-	*	-	-	-	*2%*	-	-	-	-	-	-	*	-	-	-	*	-	-
Malicious views	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on religious beliefs	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Age discrimination	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Eating disorders	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on non-religious beliefs	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gender discrimination (e.g. sexism)	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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Absolutes/col percents

Table 109

Q15a - Video content that can be downloaded from the internet through your gaming console
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All users of service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	420	355	365	382	420	340	255	294	234	157	361	262	326	251	165	420	-	410	417	420
Base	355	303	306	326	355	287	212	249	202	139	301	217	280	215	145	355	-**	343	353	355
Effective Base	344	288	298	312	344	276	219	257	190	124	294	225	265	203	130	344	-	350	342	344
Bad language	6	3	6	6	6	6	2	5	4	-	6	2	6	4	-	6	-	6	6	6
	2%	1%	2%	2%	2%	2%	1%	2%	2%	-	2%	1%	2%	2%	-	2%	-	2%	2%	2%
Sex/sexually explicit content	5	2	3	5	5	3	2	4	3	1	3	2	5	3	1	5	-	5	5	5
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	-	1%	1%	1%
Nakedness/naked bodies/body parts	4	3	2	4	4	2	2	2	4	1	2	2	2	4	1	4	-	4	4	4
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	-	1%	1%	1%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	4	3	2	4	4	2	3	3	3	1	2	3	4	3	1	4	-	4	4	4
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	-	1%	1%	1%
Pornography	4	3	3	4	4	3	1	4	2	1	3	3	4	2	1	4	-	4	4	4
	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%
Racism	3	2	3	3	3	3	2	3	3	-	3	2	3	3	-	3	-	3	3	3
	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	2%	-	1%	-	1%	1%	1%
Inaccurate information	3	1	3	3	3	3	1	2	3	-	3	1	2	3	-	3	-	3	3	3
	1%	*	1%	1%	1%	1%	*	1%	1%	-	1%	*	1%	1%	-	1%	-	1%	1%	1%
Accuracy of medical/health claims	3	1	2	3	3	2	1	3	1	-	2	1	3	1	-	3	-	3	3	3
	1%	*	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	-	1%	-	1%	1%	1%
Offence of religion	2	1	2	2	2	2	1	2	1	-	2	1	2	1	-	2	-	2	2	2
	1%	*	1%	1%	1%	1%	1%	1%	*	-	1%	1%	1%	1%	-	1%	-	1%	1%	1%
Violence (in general)	2	1	2	2	2	2	1	1	2	-	2	1	2	2	-	2	-	2	2	2
	1%	*	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	-	1%	-	1%	1%	1%
Exorcism/the paranormal	2	1	1	2	2	1	1	2	2	-	1	1	2	2	-	2	-	2	2	2
	1%	*	*	1%	1%	*	*	1%	1%	-	*	*	1%	1%	-	1%	-	1%	1%	1%
Infringing someone's privacy	2	1	1	2	2	1	1	2	2	-	1	1	2	2	-	2	-	2	2	2
	1%	*	*	1%	1%	*	*	1%	1%	-	*	*	1%	1%	-	1%	-	1%	1%	1%
Incitement to crime	2	1	1	2	2	1	1	1	2	-	1	1	2	2	-	2	-	2	2	2
	*	*	*	*	*	*	*	*	1%	-	*	*	1%	1%	-	*	-	*	*	*
Illegal child sexual abuse material	1	1	1	1	1	1	1	1	-	1	1	1	1	1	1	1	-	1	1	1
	*	*	*	*	*	1%	1%	1%	-	1%	*	1%	1%	*	1%	*	-	*	*	*
Misleading advertising	1	1	1	1	1	1	1	1	1	-	1	1	1	1	-	1	-	1	1	1
	*	*	*	*	*	*	1%	*	*	-	*	1%	*	*	-	*	-	*	*	*

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

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Absolutes/col percents

Table 109

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Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All users of service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	355	303	306	326	355	287	212	249	202	139	301	217	280	215	145	355	-**	343	353	355
Drugs/drug use	1	-	1	1	1	1	-	1	-	-	1	-	1	-	-	1	-	1	1	1
	*	-	*	*	*	*	-	*	-	-	*	-	*	-	-	*	-	*	*	*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	1	1	-	1	1	-	1	1	1	-	-	1	1	1	-	1	-	1	1	1
	*	*	-	*	*	-	*	*	*	-	-	*	*	*	-	*	-	*	*	*
Content harmful to self-esteem (e.g. self-abuse)	1	1	-	1	1	-	1	1	1	-	-	1	1	1	-	1	-	1	1	1
	*	*	-	*	*	-	*	*	*	-	-	*	*	*	-	*	-	*	*	*
Suicide	1	1	1	1	1	1	1	1	-	-	1	1	1	1	-	1	-	1	1	1
	*	*	*	*	*	*	*	*	-	-	*	*	*	*	-	*	-	*	*	*
Incitement to hatred	1	1	1	1	1	1	1	1	-	-	1	1	1	1	-	1	-	1	1	1
	*	*	*	*	*	*	*	*	-	-	*	*	*	*	-	*	-	*	*	*
Bullying/victimising	1	1	1	1	1	1	1	1	-	-	1	1	1	1	-	1	-	1	1	1
	*	*	*	*	*	*	*	*	-	-	*	*	*	*	-	*	-	*	*	*
Welfare of children or young people	1	1	1	1	1	1	1	1	-	-	1	1	1	1	-	1	-	1	1	1
	*	*	*	*	*	*	*	*	-	-	*	*	*	*	-	*	-	*	*	*
Dangerous behaviour	1	1	1	1	1	1	1	1	1	-	1	1	1	1	-	1	-	1	1	1
	*	*	*	*	*	*	*	*	*	-	*	*	*	*	-	*	-	*	*	*
Defamation/smearing of others	1	-	1	1	1	1	-	1	-	-	1	-	1	-	-	1	-	1	1	1
	*	-	*	*	*	*	-	*	-	-	*	-	*	-	-	*	-	*	*	*
Other (please type in)	*	*	*	-	*	*	*	-	-	-	*	*	-	-	-	*	-	*	*	*
	*	*	*	-	*	*	*	-	-	-	*	*	-	-	-	*	-	*	*	*
Malicious views	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on religious beliefs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Age discrimination	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Eating disorders	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on non-religious beliefs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gender discrimination (e.g. sexism)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	420	324	31	61	335	178	242	130	78	15	36	204	178	382	75	83	205	86	291	277
Base	355	265	26**	54*	282	172	182	126	69*	16**	29*	160	164	324	66*	72*	172	74*	245	233
Effective Base	344	285	24	51	272	144	209	102	70	13	31	168	146	312	51	58	174	76	250	237
Bad language	6	3	2	1	5	4	1	3	2	-	-	1	4	6	1	1	3	1	4	3
	2%	1%	9%	1%	2%	3%	1%	2%	3%	-	-	1%	3%	2%	2%	2%	2%	2%	2%	1%
Sex/sexually explicit content	5	4	1	2	3	3	1	2	2	-	-	1	3	5	-	-	5	-	5	4
	1%	1%	4%	3%	1%	2%	1%	2%	3%	-	-	1%	2%	1%	-	-	3%	-	2%	2%
Nakedness/naked bodies/body parts	4	3	1	1	3	4	-	2	3	-	-	1	4	4	1	1	3	-	3	2
	1%	1%	4%	2%	1%	2%d	-	2%	4%	-	-	*	2%	1%	1%	1%	2%	-	1%	1%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	4	3	1	3	1	4	-	3	3	1	-	2	3	4	-	-	4	-	4	2
	1%	1%	4%	6%ad	*	2%d	-	2%	4%	4%	-	1%	2%	1%	-	-	2%	-	2%	1%
Pornography	4	4	-	1	3	1	3	1	1	-	-	1	3	4	-	-	3	1	4	4
	1%	2%	-	3%	1%	1%	1%	1%	1%	-	-	1%	2%	1%	-	-	2%	2%	2%	2%
Racism	3	3	-	1	3	1	2	1	1	1	-	1	3	3	-	-	3	-	3	3
	1%	1%	-	1%	1%	1%	1%	1%	1%	4%	-	*	2%	1%	-	-	2%	-	1%	1%
Inaccurate information	3	3	-	-	3	-	3	-	-	-	-	2	1	3	1	1	2	-	2	2
	1%	1%	-	-	1%	-	2%	-	-	-	-	1%	1%	1%	1%	1%	1%	-	1%	1%
Accuracy of medical/health claims	3	3	-	3	-	3	-	1	1	-	-	2	1	3	1	1	1	1	2	2
	1%	1%	-	5%ad	-	2%	-	1%	2%	-	-	1%	*	1%	1%	1%	1%	1%	1%	1%
Offence of religion	2	2	-	1	1	1	1	1	1	1	-	1	1	2	-	-	1	1	2	2
	1%	1%	-	3%	*	1%	*	1%	1%	4%	-	1%	1%	1%	-	-	1%	1%	1%	1%
Violence (in general)	2	-	2	-	2	2	-	1	1	-	-	-	2	2	-	-	1	1	2	1
	1%	-	9%	-	1%	1%	-	1%	1%	-	-	-	1%	1%	-	-	1%	2%	1%	1%
Exorcism/the paranormal	2	2	-	1	1	1	1	-	1	-	-	1	1	2	-	-	2	-	2	2
	1%	1%	-	1%	*	*	1%	-	1%	-	-	*	1%	1%	-	-	1%	-	1%	1%
Infringing someone's privacy	2	2	-	1	1	1	1	-	1	-	-	1	1	2	-	-	2	-	2	2
	1%	1%	-	1%	*	*	1%	-	1%	-	-	*	1%	1%	-	-	1%	-	1%	1%
Incitement to crime	2	1	1	1	1	2	-	-	2	-	-	1	1	2	-	-	2	-	2	1
	*	*	4%	1%	*	1%	-	-	2%	-	-	*	1%	*	-	-	1%	-	1%	*
Illegal child sexual abuse material	1	1	-	1	-	1	-	1	1	1	-	1	1	1	-	-	1	-	1	1
	*	1%	-	3%d	-	1%	-	1%	1%	4%	-	1%	*	*	-	-	1%	-	1%	1%
Misleading advertising	1	1	-	-	1	1	1	1	-	-	-	1	-	1	-	-	1	-	1	1
	*	*	-	-	*	*	*	*	-	-	-	1%	-	*	-	-	1%	-	*	1%
Drugs/drug use	1	1	-	1	-	1	-	1	-	-	-	1	-	1	-	-	-	1	1	1
	*	*	-	2%d	-	*	-	1%	-	-	-	1%	-	*	-	-	-	1%	*	*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Q15a - Video content that can be downloaded from the internet through your gaming console
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Base: All users of service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	355	265	26**	54*	282	172	182	126	69*	16**	29*	160	164	324	66*	72*	172	74*	245	233
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	1	1	-	1	-	1	-	-	1	-	-	1	-	1	-	-	1	-	1	1
	*	*	-	*1%*	-	*	-	-	*1%*	-	-	*	-	*	-	-	*	-	*	*
Content harmful to self-esteem (e.g. self-abuse)	1	1	-	1	-	1	-	-	1	-	-	1	-	1	-	-	1	-	1	1
	*	*	-	*1%*	-	*	-	-	*1%*	-	-	*	-	*	-	-	*	-	*	*
Suicide	1	1	-	1	-	1	-	1	1	1	-	-	1	1	-	-	1	-	1	1
	*	*	-	*1%*	-	*	-	*1%*	*1%*	*4%*	-	-	*	*	-	-	*	-	*	*
Incitement to hatred	1	1	-	1	-	1	-	1	1	1	-	-	1	1	-	-	1	-	1	1
	*	*	-	*1%*	-	*	-	*1%*	*1%*	*4%*	-	-	*	*	-	-	*	-	*	*
Bullying/victimising	1	1	-	1	-	1	-	1	1	1	-	-	1	1	-	-	1	-	1	1
	*	*	-	*1%*	-	*	-	*1%*	*1%*	*4%*	-	-	*	*	-	-	*	-	*	*
Welfare of children or young people	1	1	-	1	-	1	-	1	1	1	-	-	1	1	-	-	1	-	1	1
	*	*	-	*1%*	-	*	-	*1%*	*1%*	*4%*	-	-	*	*	-	-	*	-	*	*
Dangerous behaviour	1	1	-	-	1	1	-	1	-	-	-	1	-	1	-	-	1	-	1	1
	*	*	-	-	*	*	-	*	-	-	-	*	-	*	-	-	*	-	*	*
Defamation/smearing of others	1	1	-	1	-	1	-	-	1	-	-	1	-	1	1	1	-	-	-	-
	*	*	-	*1%*	-	*	-	-	*1%*	-	-	*	-	*	*1%*	*1%*	-	-	-	-
Other (please type in)	*	*	-	-	*	-	*	-	-	-	-	*	-	*	-	-	*	-	*	*
	*	*	-	-	*	-	*	-	-	-	-	*	-	*	-	-	*	-	*	*
Malicious views	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on religious beliefs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Age discrimination	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Eating disorders	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on non-religious beliefs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gender discrimination (e.g. sexism)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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Absolutes/col percents

Table 109

Q15a - Video content that can be downloaded from the internet through your gaming console
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All users of service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	420	124	279	17	97	27	105	19	24	188	75
Base	355	104	236	15**	83*	21**	91*	13**	21*	158	62*
Effective Base	344	105	225	14	81	24	89	17	21	158	64
Bad language	6	6	-	-	5	1	6	-	-	5	-
	2%	5%b	-	-	6%	4%	6%	-	-	3%	-
Sex/sexually explicit content	5	5	-	-	5	-	5	-	2	4	1
	1%	4%b	-	-	5%	-	5%	-	8%	3%	1%
Nakedness/naked bodies/body parts	4	4	-	-	4	-	4	-	2	4	1
	1%	4%b	-	-	5%	-	5%	-	9%	2%	1%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	4	4	-	-	4	-	4	-	3	4	-
	1%	4%b	-	-	5%	-	4%	-	12%	3%	-
Pornography	4	4	-	-	4	-	4	-	1	3	1
	1%	4%b	-	-	5%	-	4%	-	7%	2%	2%
Racism	3	3	-	-	3	-	3	-	-	3	-
	1%	3%b	-	-	4%	-	4%	-	-	2%	-
Inaccurate information	3	3	-	-	3	-	3	-	-	2	-
	1%	3%b	-	-	3%	-	3%	-	-	1%	-
Accuracy of medical/health claims	3	3	-	-	3	-	3	-	1	2	-
	1%	3%b	-	-	3%	-	3%	-	3%	1%	-
Offence of religion	2	2	-	-	2	-	2	-	-	2	-
	1%	2%b	-	-	3%	-	3%	-	-	1%	-
Violence (in general)	2	2	-	-	2	-	2	-	-	2	-
	1%	2%b	-	-	3%	-	2%	-	-	1%	-
Exorcism/the paranormal	2	2	-	-	2	-	2	-	1	2	-
	1%	2%b	-	-	2%	-	2%	-	3%	1%	-
Infringing someone's privacy	2	2	-	-	2	-	2	-	1	2	-
	1%	2%b	-	-	2%	-	2%	-	3%	1%	-
Incitement to crime	2	2	-	-	2	-	2	-	1	2	-
	*	2%	-	-	2%	-	2%	-	3%	1%	-
Illegal child sexual abuse material	1	1	-	-	1	-	1	-	1	1	-
	*	1%	-	-	2%	-	2%	-	4%	1%	-
Misleading advertising	1	1	-	-	1	-	1	-	-	1	1
	*	1%	-	-	1%	-	1%	-	-	*	1%
Drugs/drug use	1	1	-	-	1	-	1	-	-	1	-
	*	1%	-	-	1%	-	1%	-	-	1%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 109

Q15a - Video content that can be downloaded from the internet through your gaming console
Thinking about each of the things that caused you concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please say which services you were watching this content on?
Base: All users of service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**355**	104	236	15**	83*	21**	91*	13**	21*	158	62*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	**1**	1	-	-	1	-	1	-	1	1	-
	*	*1%*	-	-	*1%*	-	*1%*	-	*3%*	*	-
Content harmful to self-esteem (e.g. self-abuse)	**1**	1	-	-	1	-	1	-	1	1	-
	*	*1%*	-	-	*1%*	-	*1%*	-	*3%*	*	-
Suicide	**1**	1	-	-	1	-	1	-	-	1	-
	*	*1%*	-	-	*1%*	-	*1%*	-	-	*	-
Incitement to hatred	**1**	1	-	-	1	-	1	-	-	1	-
	*	*1%*	-	-	*1%*	-	*1%*	-	-	*	-
Bullying/victimising	**1**	1	-	-	1	-	1	-	-	1	-
	*	*1%*	-	-	*1%*	-	*1%*	-	-	*	-
Welfare of children or young people	**1**	1	-	-	1	-	1	-	-	1	-
	*	*1%*	-	-	*1%*	-	*1%*	-	-	*	-
Dangerous behaviour	**1**	1	-	-	1	-	1	-	-	1	-
	*	*1%*	-	-	*1%*	-	*1%*	-	-	*	-
Defamation/smearing of others	**1**	1	-	-	1	-	1	-	-	1	-
	*	*1%*	-	-	*1%*	-	*1%*	-	-	*	-
Other (please type in)	*	*	-	-	-	*	-	*	-	*	-
	*	*	-	-	-	*2%*	-	*3%*	-	*	-
Malicious views	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on religious beliefs	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Age discrimination	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Eating disorders	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on non-religious beliefs	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Gender discrimination (e.g. sexism)	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

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

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Absolutes/col percents

Table 110

Q15b Now still thinking about the content that caused concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please can you indicate each one you also found to be offensive?
Base: All who have seen something of concern on any on-line or on-demand service

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	328	193	135	99	105	66	28	20	10	204	94	30	122	53	13	5	82	41	7	5	107	119	61	41	226	102
Base	303	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Effective Base	221	128	98	85	65	43	23	8	5	150	65	12	91	36	5	3	59	33	7	2	65	84	44	30	147	73
Violence (in general)	68	39	29	17	20	10	14	7	2	36	23	9	19	13	6	1	17	11	*	*	22	25	7	14	47	21
	22%	*20%*	*26%*	*17%*	*22%*	*17%*	*49%*	*34%*	*22%*	*19%*	*27%*	*30%*	*16%*	*23%*	*39%*	*38%*	*25%*	*33%*	*11%*	*8%*	*23%*	*24%*	*12%*	*33%*	*24%*	*20%*
Bad language	49	32	17	17	16	6	4	5	*	33	10	6	22	4	5	*	11	6	-	-	12	19	11	7	31	18
	16%	*16%*	*16%*	*17%*	*18%*	*10%*	*14%*	*27%*	*5%*	*17%*	*12%*	*21%*	*18%*	*7%*	*34%*	*11%*	*16%*	*19%*	-	-	*12%*	*18%*	*18%*	*16%*	*15%*	*17%*
Sex/sexually explicit content	45	25	20	20	11	9	2	1	3	31	11	3	16	6	1	2	15	5	-	*	20	14	5	5	35	10
	15%	*13%*	*18%*	*19%*	*13%*	*15%*	*8%*	*3%*	*32%*	*16%*	*13%*	*12%*	*13%*	*12%*	*4%*	*62%*	*21%*	*15%*	-	*7%*	*21%*	*14%*	*9%*	*12%*	*17%*	*10%*
Bullying/victimising	35	22	13	13	6	8	3	5	*	19	11	5	12	5	5	-	7	6	-	*	14	12	6	2	27	8
	12%	*11%*	*12%*	*13%*	*7%*	*13%*	*11%*	*23%*	*5%*	*10%*	*12%*	*18%*	*10%*	*8%*	*28%*	-	*10%*	*19%*	-	*10%*	*15%*	*12%*	*10%*	*5%*	*13%*	*8%*
Racism	34	23	11	9	9	6	4	6	-	18	10	6	13	4	6	-	5	6	-	-	15	10	2	7	25	9
	11%	*12%*	*10%*	*9%*	*10%*	*10%*	*15%*	*30%*	-	*10%*	*12%*	*21%*	*11%*	*8%*	*37%*	-	*8%*	*19%*	-	-	*16%*	*9%*	*4%*	*17%*	*12%*	*9%*
Misleading advertising	34	20	14	16	5	3	1	6	3	21	5	9	11	3	6	-	10	1	-	3	13	8	12	1	21	13
	11%	*10%*	*12%*	*16%dj*	*5%*	*6%*	*4%*	*28%*	*34%*	*11%*	*5%*	*30%*	*9%*	*6%*	*35%*	-	*14%*	*4%*	-	*63%*	*14%*	*7%*	*20%u*	*1%*	*11%*	*13%*
Dangerous behaviour	33	22	12	13	5	3	2	9	-	18	6	9	9	3	9	-	9	3	-	-	18	6	5	5	24	9
	11%	*11%*	*11%*	*12%*	*6%*	*6%*	*9%*	*47%*	-	*10%*	*7%*	*33%*	*8%*	*5%*	*58%*	-	*13%*	*9%*	-	-	*18%u*	*6%*	*8%*	*11%*	*12%*	*9%*
Pornography	31	19	12	11	7	5	2	4	2	18	7	6	9	4	4	2	9	3	-	-	11	14	3	4	25	6
	10%	*10%*	*11%*	*11%*	*7%*	*9%*	*6%*	*18%*	*29%*	*9%*	*8%*	*21%*	*7%*	*8%*	*23%*	*62%*	*13%*	*9%*	-	-	*11%*	*13%*	*4%*	*9%*	*12%*	*6%*
Drugs/drug use	28	17	11	14	6	5	2	1	*	20	7	1	10	6	1	*	10	1	-	-	10	11	4	3	22	7
	9%	*9%*	*10%*	*14%*	*7%*	*8%*	*8%*	*5%*	*5%*	*11%*	*8%*	*5%*	*8%*	*11%*	*6%*	*11%*	*15%*	*2%*	-	-	*11%*	*11%*	*6%*	*7%*	*11%*	*7%*
Welfare of children or young people	27	14	13	10	9	3	6	-	-	18	9	-	7	6	-	-	11	2	-	-	9	7	5	6	16	11
	9%	*7%*	*12%*	*10%*	*10%*	*5%*	*21%*	-	-	*10%*	*10%*	-	*6%*	*12%*	-	-	*16%*	*7%*	-	-	*9%*	*7%*	*8%*	*15%*	*8%*	*11%*
Illegal child sexual abuse material	25	16	9	9	3	5	2	6	-	12	7	6	7	3	6	-	5	4	-	-	10	9	4	1	20	5
	8%	*8%*	*8%*	*9%*	*4%*	*9%*	*7%*	*28%*	-	*6%*	*8%*	*20%*	*6%*	*6%*	*35%*	-	*7%*	*12%*	-	-	*11%*	*9%*	*7%*	*2%*	*10%*	*5%*
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	25	11	14	8	9	3	3	*	1	18	6	1	8	2	*	-	9	4	-	1	10	9	2	4	19	6
	8%	*6%*	*13%*	*8%*	*10%*	*5%*	*11%*	*2%*	*8%*	*9%*	*7%*	*4%*	*7%*	*4%*	*2%*	-	*13%*	*13%*	-	*15%*	*10%*	*8%*	*4%*	*9%*	*9%*	*6%*
Suicide	23	19	4	5	3	8	2	6	-	8	9	6	6	8	6	-	2	2	-	-	15	5	1	2	20	3
	8%	*10%*	*4%*	*5%*	*3%*	*13%j*	*6%*	*28%*	-	*4%*	*11%*	*20%*	*5%*	*14%*	*35%*	-	*4%*	*5%*	-	-	*16%uvy*	*5%*	*1%*	*6%*	*10%*	*3%*
Content harmful to self-esteem (e.g. self-abuse)	23	12	11	13	6	3	2	1	-	18	5	1	10	2	1	-	8	3	-	-	11	7	4	2	17	6
	8%	*6%*	*10%*	*12%*	*6%*	*5%*	*7%*	*3%*	-	*10%*	*5%*	*2%*	*8%*	*3%*	*3%*	-	*12%*	*8%*	-	-	*11%*	*6%*	*6%*	*5%*	*9%*	*6%*
Accuracy of medical/health claims	23	14	8	9	8	5	-	-	-	17	5	-	11	3	-	-	6	2	-	-	8	7	7	1	15	8
	7%	*7%*	*8%*	*9%*	*10%*	*9%*	-	-	-	*9%*	*6%*	-	*9%*	*6%*	-	-	*9%*	*6%*	-	-	*8%*	*7%*	*11%*	*2%*	*8%*	*7%*
Incitement to hatred	20	12	8	3	4	7	5	1	*	7	12	1	5	6	1	-	2	6	-	*	6	4	6	4	10	11
	7%	*6%*	*8%*	*3%*	*5%*	*12%cl*	*17%*	*5%*	*4%*	*4%*	*14%cl*	*5%*	*4%*	*11%*	*6%*	-	*3%*	*19%p*	-	*8%*	*6%*	*4%*	*11%*	*10%*	*5%*	*10%*

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

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Absolutes/col percents

Table 110

Q15b Now still thinking about the content that caused concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please can you indicate each one you also found to be offensive?
Base: All who have seen something of concern on any on-line or on-demand service

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	**303**	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	**19**	13	6	5	6	6	2	-	-	11	8	-	8	5	-	-	3	3	-	-	6	10	2	1	15	3
	6%	*7%*	*5%*	*5%*	*7%*	*10%*	*8%*	-	-	*6%*	*9%*	-	*6%*	*10%*	-	-	*5%*	*8%*	-	-	*6%*	*9%*	*3%*	*4%*	*8%*	*3%*
Defamation/smearing of others	**19**	8	10	4	8	5	2	*	-	11	7	*	6	2	*	-	5	5	-	-	8	7	2	1	16	3
	6%	*4%*	*9%*	*4%*	*9%*	*8%*	*8%*	*2%*	-	*6%*	*8%*	*1%*	*5%*	*3%*	*2%*	-	*8%*	*16%*	-	-	*9%*	*7%*	*4%*	*2%*	*8%*	*3%*
Eating disorders	**18**	14	4	7	5	3	-	4	-	11	3	4	8	2	4	-	3	1	-	-	4	8	4	1	12	6
	6%	*7%*	*4%*	*7%*	*5%*	*5%*	-	*18%*	-	*6%*	*3%*	*13%*	*7%*	*4%*	*23%*	-	*5%*	*3%*	-	-	*5%*	*8%*	*7%*	*3%*	*6%*	*5%*
Incitement to crime	**17**	13	4	3	4	3	4	2	-	8	7	2	6	5	2	-	2	2	-	-	7	5	3	2	12	5
	6%	*7%*	*3%*	*3%*	*5%*	*6%*	*13%*	*10%*	-	*4%*	*8%*	*7%*	*5%*	*9%*	*12%*	-	*3%*	*6%*	-	-	*7%*	*5%*	*5%*	*4%*	*6%*	*5%*
Nakedness/naked bodies/body parts	**14**	5	10	7	4	2	1	-	-	11	3	-	4	*	-	-	7	3	-	-	7	5	2	1	12	2
	5%	*2%*	*9%c*	*7%*	*4%*	*3%*	*3%*	-	-	*6%*	*3%*	-	*4%*	*1%*	-	-	*10%*	*8%*	-	-	*7%*	*5%*	*3%*	*1%*	*6%*	*2%*
Infringing someone's privacy	**13**	11	2	2	3	1	2	6	-	4	3	6	4	2	6	-	*	1	-	-	10	1	1	1	11	2
	4%	*6%*	*2%*	*2%*	*3%*	*2%*	*7%*	*28%*	-	*2%*	*4%*	*20%*	*3%*	*3%*	*35%*	-	*1%*	*5%*	-	-	*11%uy*	*1%*	*2%*	*2%*	*6%*	*2%*
Inaccurate information	**12**	8	4	3	5	2	-	2	-	8	2	2	6	*	2	-	2	2	-	-	4	6	1	1	10	2
	4%	*4%*	*3%*	*3%*	*5%*	*3%*	-	*8%*	-	*4%*	*2%*	*6%*	*5%*	*1%*	*10%*	-	*3%*	*5%*	-	-	*4%*	*6%*	*1%*	*2%*	*5%*	*2%*
Offence of religion	**11**	6	4	5	2	1	2	*	-	7	3	*	5	1	*	-	2	2	-	-	3	5	1	2	8	2
	4%	*3%*	*4%*	*5%*	*2%*	*2%*	*7%*	*2%*	-	*4%*	*4%*	*2%*	*4%*	*2%*	*3%*	-	*3%*	*7%*	-	-	*3%*	*5%*	*1%*	*4%*	*4%*	*2%*
Exorcism/the paranormal	**3**	2	1	3	-	1	-	-	-	3	1	-	2	1	-	-	1	-	-	-	2	1	1	-	3	1
	1%	*1%*	*1%*	*3%*	-	*1%*	-	-	-	*2%*	*1%*	-	*1%*	*1%*	-	-	*2%*	-	-	-	*2%*	*1%*	*1%*	-	*1%*	*1%*
Discrimination based on non-religious beliefs	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on religious beliefs	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gender discrimination (e.g. sexism)	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Age discrimination	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Malicious views	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	**10**	2	8	-	3	4	1	1	1	3	5	2	1	1	1	-	2	4	*	1	5	4	2	-	8	2
	3%	*1%*	*7%a*	-	*4%*	*7%c*	*4%*	*5%*	*12%*	*2%*	*6%c*	*7%*	*1%*	*1%*	*4%*	-	*3%*	*14%*	*10%*	*23%*	*5%*	*4%*	*3%*	-	*4%*	*2%*
I did not find any of these offensive	**59**	40	19	21	18	12	4	3	-	39	16	3	27	13	*	-	12	4	3	-	15	25	11	8	40	19
	19%	*20%*	*18%*	*21%*	*20%*	*21%*	*15%*	*17%*	-	*21%*	*19%*	*12%*	*22%*	*23%*	*3%*	-	*18%*	*12%*	*79%*	-	*15%*	*24%*	*18%*	*20%*	*20%*	*19%*

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

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Absolutes/col percents

Table 110

Q15b Now still thinking about the content that caused concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please can you indicate each one you also found to be offensive?
Base: All who have seen something of concern on any on-line or on-demand service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	328	246	80	189	130	1	15	39	31	27	37	15	20	49	62	295	16	8	9	85	64	146
Base	303	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Effective Base	221	165	54	133	83	1	8	31	23	20	34	10	18	44	52	205	10	7	6	58	50	98
Violence (in general)	68	50	18	38	29	-	7	11	6	8	3	4	2	7	8	56	6	1	5	23	11	22
	22%	22%	23%	23%	23%	-	37%	29%	21%	27%	12%	14%	8%	17%	21%	21%	42%	31%	33%	28%	19%	16%
Bad language	49	37	11	33	15	-	2	7	4	7	5	6	2	8	5	47	2	-	-	13	13	21
	16%	17%	15%	20%	12%	-	13%	19%	15%	26%	18%	21%	9%	18%	14%	17%	12%	-	-	16%	22%	16%
Sex/sexually explicit content	45	33	13	27	17	-	1	4	9	7	3	4	-	7	6	41	-	1	3	14	10	17
	15%	15%	16%	16%	13%	-	7%	10%	35%	25%	11%	13%	-	17%	15%	15%	-	26%	20%	17%	18%	13%
Bullying/victimising	35	28	7	26	9	*	1	5	-	8	3	5	3	4	5	33	-	1	1	5	11	16
	12%	12%	9%	15%	7%	100%	3%	13%	-	30%	10%	16%	13%	10%	12%	12%	-	11%	9%	7%	20%s	12%
Racism	34	27	6	19	13	*	2	3	-	4	3	8	1	2	8	31	1	1	2	5	7	19
	11%	12%	8%	11%	10%	100%	10%	9%	-	13%	11%	27%	7%	4%	20%m	11%	3%	14%	16%	6%	12%	14%
Misleading advertising	34	24	10	23	11	-	1	2	1	2	2	16	1	1	6	32	-	-	2	4	4	23
	11%	10%	14%	14%	9%	-	4%	6%	5%	7%	7%	54%	6%	2%	14%m	12%	-	-	16%	5%	7%	18%s
Dangerous behaviour	33	27	6	23	11	-	3	2	4	5	2	10	1	2	3	32	1	1	-	8	7	16
	11%	12%	8%	14%	8%	-	16%	5%	14%	17%	9%	36%	6%	5%	6%	12%	5%	11%	-	10%	13%	13%
Pornography	31	21	9	18	12	-	1	3	3	7	2	2	1	5	5	29	-	-	1	7	9	13
	10%	10%	12%	11%	10%	-	5%	8%	12%	25%	7%	7%	6%	12%	12%	11%	-	-	9%	9%	16%	10%
Drugs/drug use	28	23	6	17	10	-	3	6	3	2	3	3	2	1	4	27	-	-	1	12	5	11
	9%	10%	7%	10%	7%	-	19%	15%m	10%	6%	11%	12%	13%	2%	10%	10%	-	-	9%	14%	8%	8%
Welfare of children or young people	27	24	2	15	10	-	5	4	-	1	3	1	1	3	5	23	2	-	1	9	4	10
	9%	11%	3%	9%	8%	-	27%	12%	-	4%	9%	4%	7%	6%	12%	9%	15%	-	9%	11%	7%	8%
Illegal child sexual abuse material	25	19	6	18	6	-	-	2	-	1	2	11	-	3	3	22	-	-	3	2	3	17
	8%	9%	7%	11%	4%	-	-	6%	-	4%	7%	39%	-	6%	7%	8%	-	-	20%	3%	6%	13%s
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	25	17	8	16	9	-	1	2	1	2	4	2	3	2	7	24	-	-	1	3	6	14
	8%	8%	10%	9%	7%	-	5%	5%	3%	8%	14%	7%	14%	5%	17%	9%	-	-	9%	4%	11%	10%
Suicide	23	20	3	13	9	-	1	4	-	1	2	6	2	1	2	18	-	-	5	5	3	11
	8%	9%	4%	8%	7%	-	3%	11%	-	3%	6%	20%	12%	2%	6%	7%	-	-	36%	6%	5%	9%
Content harmful to self-esteem (e.g. self-abuse)	23	18	6	14	10	-	1	4	4	2	2	5	3	2	1	23	-	-	-	9	4	10
	8%	8%	7%	8%	8%	-	3%	12%	14%	6%	9%	16%	17%	4%	2%	9%	-	-	-	11%	7%	8%
Accuracy of medical/health claims	23	20	2	15	8	-	1	4	3	-	2	3	1	2	3	20	1	1	2	9	2	10
	7%	9%	3%	9%	6%	-	7%	11%	12%	-	6%	12%	6%	5%	8%	7%	3%	14%	11%	10%	3%	7%
Incitement to hatred	20	11	9	10	11	-	-	2	-	1	3	1	-	3	4	14	6	-	1	2	4	7
	7%	5%	12%	6%	8%	-	-	6%	-	5%	9%	4%	-	6%	9%	5%	38%	-	7%	3%	7%	6%

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

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Absolutes/col percents

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Base: All who have seen something of concern on any on-line or on-demand service

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	**303**	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	**19**	16	3	13	5	-	-	4	-	1	2	1	1	3	4	17	-	-	2	4	3	10
	6%	*7%*	*4%*	*8%*	*4%*	-	-	*12%*	-	*5%*	*5%*	*4%*	*8%*	*7%*	*10%*	*6%*	-	-	*11%*	*5%*	*5%*	*7%*
Defamation/smearing of others	**19**	16	3	12	6	-	-	1	-	2	3	5	1	2	3	17	1	-	1	1	6	10
	6%	*7%*	*4%*	*7%*	*5%*	-	-	*4%*	-	*8%*	*12%*	*16%*	*4%*	*4%*	*7%*	*6%*	*3%*	-	*7%*	*2%*	*10%*	*8%*
Eating disorders	**18**	13	5	11	6	-	-	1	-	4	1	2	3	2	3	16	-	-	2	1	5	11
	6%	*6%*	*7%*	*7%*	*5%*	-	-	*2%*	-	*13%*	*3%*	*8%*	*16%*	*6%*	*8%*	*6%*	-	-	*11%*	*1%*	*8%*	*8%*
Incitement to crime	**17**	13	4	11	6	-	1	3	1	2	1	1	-	2	4	13	1	-	2	4	2	7
	6%	*6%*	*5%*	*7%*	*5%*	-	*3%*	*7%*	*3%*	*5%*	*3%*	*4%*	-	*4%*	*10%*	*5%*	*9%*	-	*16%*	*5%*	*4%*	*5%*
Nakedness/naked bodies/body parts	**14**	12	2	9	4	-	1	2	-	2	2	2	-	3	2	14	-	*	-	3	4	7
	5%	*5%*	*2%*	*6%*	*3%*	-	*4%*	*6%*	-	*7%*	*7%*	*7%*	-	*6%*	*5%*	*5%*	-	*7%*	-	*4%*	*7%*	*5%*
Infringing someone's privacy	**13**	12	1	12	1	-	-	*	1	-	1	7	1	-	2	12	1	-	1	1	1	10
	4%	*5%*	*2%*	*7%d*	*1%*	-	-	*1%*	*3%*	-	*3%*	*24%*	*4%*	-	*5%*	*4%*	*5%*	-	*7%*	*2%*	*1%*	*7%*
Inaccurate information	**12**	11	1	7	4	-	-	1	1	1	1	1	-	2	2	9	-	-	2	1	2	6
	4%	*5%*	*1%*	*4%*	*3%*	-	-	*1%*	*3%*	*3%*	*5%*	*4%*	-	*6%*	*5%*	*4%*	-	-	*15%*	*2%*	*4%*	*4%*
Offence of religion	**11**	9	2	6	5	-	1	1	1	2	2	-	-	1	3	11	-	-	-	3	4	4
	4%	*4%*	*2%*	*4%*	*4%*	-	*5%*	*4%*	*3%*	*6%*	*8%*	-	-	*3%*	*6%*	*4%*	-	-	-	*4%*	*7%*	*3%*
Exorcism/the paranormal	**3**	3	1	3	1	-	-	-	1	-	-	-	-	-	3	3	-	-	-	1	-	3
	1%	*1%*	*1%*	*2%*	*	-	-	-	*3%*	-	-	-	-	-	*7%*	*1%*	-	-	-	*1%*	-	*2%*
Discrimination based on non-religious beliefs	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on religious beliefs	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gender discrimination (e.g. sexism)	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Age discrimination	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Malicious views	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	**10**	10	*	6	4	-	-	3	1	2	-	1	*	2	-	9	-	1	1	4	2	3
	3%	*4%*	*	*4%*	*3%*	-	-	*7%*	*4%*	*7%*	-	*2%*	*2%*	*5%*	-	*3%*	-	*17%*	*6%*	*4%*	*3%*	*2%*
I did not find any of these offensive	**59**	39	20	34	21	-	5	4	4	4	8	3	7	12	7	54	2	1	2	14	12	29
	19%	*17%*	*27%*	*20%*	*16%*	-	*28%*	*12%*	*16%*	*14%*	*28%*	*9%*	*38%*	*28%*	*18%*	*20%*	*10%*	*19%*	*17%*	*17%*	*21%*	*22%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Base: All who have seen something of concern on any on-line or on-demand service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	328	250	251	265	168	237	174	195	149	110	247	176	212	159	113	325	3	317	319	325
Base	303	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Effective Base	221	183	179	192	135	169	124	154	105	91	177	126	166	113	91	219	3	214	226	219
Violence (in general)	68	46	41	49	33	40	34	29	33	17	41	34	33	34	17	65	3	64	65	65
	22%	21%	18%	20%	23%	19%	23%	16%	23%	18%	19%	22%	18%	23%	18%	22%	48%	22%	22%	22%
Bad language	49	34	31	40	22	30	22	33	30	17	31	22	36	30	17	49	-	48	49	49
	16%	16%	14%	16%	15%	14%	15%	19%	21%	19%	14%	14%	19%	20%	18%	16%	-	17%	17%	16%
Sex/sexually explicit content	45	31	32	42	24	32	23	32	26	15	32	23	34	28	15	45	-	43	45	45
	15%	14%	14%	17%	17%	15%	15%	18%	18%	16%	14%	15%	18%	18%	15%	15%	-	15%	15%	15%
Bullying/victimising	35	28	28	26	14	26	19	20	16	15	28	19	23	16	16	35	-	34	35	35
	12%	13%	13%	11%	10%	12%	13%	11%	11%	16%	13%	13%	12%	11%	16%	12%	-	12%	12%	12%
Racism	34	27	25	23	16	23	21	19	17	10	25	21	20	18	10	34	-	34	28	34
	11%	12%	11%	10%	11%	11%	14%	11%	12%	10%	11%	14%	11%	12%	10%	11%	-	12%	10%	11%
Misleading advertising	34	28	24	23	13	21	16	19	16	11	22	16	19	16	14	32	2	29	26	32
	11%	13%	11%	9%	9%	10%	11%	11%	11%	12%	10%	11%	10%	10%	14%	11%	37%	10%	9%	11%
Dangerous behaviour	33	26	16	20	9	16	20	13	16	9	16	20	13	17	9	33	-	33	28	33
	11%	12%	7%	8%	6%	8%	14%	8%	11%	9%	7%	14%	7%	11%	9%	11%	-	12%	10%	11%
Pornography	31	22	24	23	15	23	15	20	13	10	24	16	22	13	10	31	-	29	31	31
	10%	10%	11%	10%	10%	11%	10%	11%	9%	10%	11%	11%	11%	9%	10%	10%	-	10%	11%	10%
Drugs/drug use	28	23	22	25	14	22	17	21	17	15	22	17	22	17	15	28	-	28	27	28
	9%	11%	10%	10%	10%	10%	11%	12%	12%	17%	10%	11%	12%	12%	16%	10%	-	10%	10%	10%
Welfare of children or young people	27	19	21	23	16	20	14	17	14	10	21	14	17	14	10	27	-	27	27	27
	9%	9%	9%	9%	11%	9%	10%	10%	10%	11%	9%	10%	9%	9%	10%	9%	-	9%	9%	9%
Illegal child sexual abuse material	25	19	13	18	10	12	15	13	10	6	13	15	15	11	6	23	2	23	17	23
	8%	9%	6%	8%	7%	6%	10%	7%	7%	6%	6%	10%	8%	7%	6%	8%	37%	8%	6%	8%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	25	19	21	18	18	20	14	16	16	9	20	14	17	17	9	25	-	25	25	25
	8%	9%	9%	7%	12%	9%	9%	9%	11%	10%	9%	9%	9%	11%	9%	8%	-	9%	9%	8%
Suicide	23	16	15	15	8	15	13	9	12	5	15	13	9	13	5	23	-	23	18	23
	8%	7%	6%	6%	6%	7%	9%	5%	8%	6%	7%	8%	5%	8%	5%	8%	-	8%	6%	8%
Content harmful to self-esteem (e.g. self-abuse)	23	17	17	19	12	16	8	10	14	12	17	8	13	14	12	23	-	23	23	23
	8%	8%	8%	8%	8%	8%	5%	6%	9%	13%A	8%	5%	7%	9%	12%A	8%	-	8%	8%	8%
Accuracy of medical/health claims	23	19	19	19	15	17	13	16	12	8	17	13	16	12	8	23	-	23	23	23
	7%	9%	8%	8%	10%	8%	8%	9%	9%	9%	8%	8%	9%	8%	8%	8%	-	8%	8%	8%
Incitement to hatred	20	17	16	14	11	16	12	10	8	8	16	12	13	9	8	17	3	17	17	17
	7%	8%	7%	6%	7%	7%	8%	6%	6%	8%	7%	8%	7%	6%	8%	6%	48%	6%	6%	6%

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

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Absolutes/col percents

Table 110

Q15b Now still thinking about the content that caused concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please can you indicate each one you also found to be offensive?
Base: All who have seen something of concern on any on-line or on-demand service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	303	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	19	13	16	11	8	16	10	10	11	5	16	10	10	11	5	19	-	19	19	19
	6%	6%	7%	4%	6%	7%	7%	5%	8%	5%	7%	7%	5%	7%	5%	6%	-	6%	6%	6%
Defamation/smearing of others	19	14	16	16	10	15	10	13	13	8	16	10	15	13	8	19	-	19	19	19
	6%	7%	7%	7%	7%	7%	7%	8%	9%	8%	7%	7%	8%	9%	8%	6%	-	6%	6%	6%
Eating disorders	18	16	10	12	5	10	10	8	6	7	10	10	8	6	7	16	2	16	16	16
	6%	7%	4%	5%	4%	4%	7%	5%	4%	8%	4%	7%	5%	4%	7%	5%	37%	5%	5%	5%
Incitement to crime	17	12	11	15	10	11	7	8	8	8	11	7	10	8	8	17	-	17	16	17
	6%	5%	5%	6%	7%	5%	5%	4%	5%	8%	5%	5%	5%	5%	8%	6%	-	6%	6%	6%
Nakedness/naked bodies/body parts	14	11	11	12	11	11	10	11	9	4	11	10	11	9	4	14	-	14	14	14
	5%	5%	5%	5%	7%	5%	7%	6%	6%	5%	5%	6%	6%	6%	4%	5%	-	5%	5%	5%
Infringing someone's privacy	13	12	5	6	3	5	10	4	3	4	5	10	4	3	4	13	-	13	8	13
	4%	5%	2%	2%	2%	2%	7%	2%	2%	4%	2%	7%	2%	2%	4%	4%	-	5%	3%	4%
Inaccurate information	12	9	11	10	7	10	5	7	7	5	10	5	7	7	5	12	-	12	12	12
	4%	4%	5%	4%	5%	5%	3%	4%	5%	5%	4%	3%	4%	4%	5%	4%	-	4%	4%	4%
Offence of religion	11	7	8	5	4	8	5	3	4	3	8	5	4	4	3	11	-	11	11	11
	4%	3%	3%	2%	3%	4%	3%	2%	3%	4%	3%	3%	2%	3%	4%	4%	-	4%	4%	4%
Exorcism/the paranormal	3	3	1	2	1	1	2	2	1	1	1	2	2	1	1	3	-	3	3	3
	1%	2%	*	1%	*	*	1%	1%	*	1%	*	1%	1%	*	1%	1%	-	1%	1%	1%
Discrimination based on non-religious beliefs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on religious beliefs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gender discrimination (e.g. sexism)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Age discrimination	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Malicious views	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	10	8	7	8	5	5	5	4	3	3	7	5	6	4	4	10	-	10	10	10
	3%	4%	3%	3%	3%	3%	4%	2%	2%	4%	3%	4%	3%	2%	4%	3%	-	4%	4%	3%
I did not find any of these offensive	59	46	52	48	29	48	31	36	22	17	52	32	37	26	17	58	1	57	57	58
	19%	21%	23%	20%	20%	23%	21%	21%	15%	18%	24%	21%	20%	17%	18%	20%	14%	20%	20%	20%

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

Table 110

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Base: All who have seen something of concern on any on-line or on-demand service

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	328	225	55	86	211	135	193	107	48	10	41	167	118	285	54	67	157	64	221	210
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Effective Base	221	183	29	62	140	108	114	88	36	9	22	106	98	202	37	48	108	55	161	149
Violence (in general)	68	41	19	20	43	35	33	21	18	2	12	31	25	56	17	19	28	11	39	37
	22%	*21%*	*30%*	*23%*	*23%*	*26%*	*20%*	*20%*	*37%*	*23%*	*28%*	*21%*	*22%*	*22%*	*31%*	*30%*	*20%*	*20%*	*20%*	*21%*
Bad language	49	29	12	24	18	30	18	20	12	5	3	23	22	46	6	7	22	8	30	29
	16%	*15%*	*18%*	28%ad	*10%*	22%d	*11%*	*19%*	*26%*	*54%*	*7%*	*16%*	*20%*	*18%*	*11%*	*11%*	*16%*	*15%*	*16%*	*16%*
Sex/sexually explicit content	45	31	12	16	28	27	18	22	9	3	4	18	23	41	12	13	21	7	28	27
	15%	*16%*	*18%*	*19%*	*15%*	*20%*	*11%*	*21%*	*19%*	*36%*	*8%*	*12%*	*20%*	*16%*	*22%*	*21%*	*15%*	*13%*	*14%*	*15%*
Bullying/victimising	35	23	8	10	22	17	18	9	11	-	3	17	13	31	7	8	17	5	22	21
	12%	*12%*	*12%*	*12%*	*12%*	*12%*	*11%*	*8%*	22%g	-	*8%*	*12%*	*12%*	*12%*	*14%*	*12%*	*13%*	*9%*	*12%*	*12%*
Racism	34	22	9	4	29	12	22	8	6	3	2	18	15	33	3	5	21	4	24	23
	11%	*11%*	*14%*	*5%*	15%c	*9%*	*13%*	*7%*	*13%*	*27%*	*4%*	*12%*	*13%*	*13%*	*6%*	*8%*	*15%*	*7%*	*13%*	*13%*
Misleading advertising	34	20	7	9	21	13	21	11	3	-	2	19	14	32	2	2	23	6	29	20
	11%	*10%*	*11%*	*10%*	*11%*	*10%*	*12%*	*11%*	*6%*	-	*4%*	*13%*	*12%*	*13%*	*4%*	*4%*	17%o	*11%*	15%o	*11%*
Dangerous behaviour	33	16	14	13	18	12	22	7	6	1	5	14	14	29	8	10	16	4	20	21
	11%	*8%*	*22%*	*15%*	*10%*	*9%*	*13%*	*7%*	*13%*	*7%*	*11%*	*10%*	*12%*	*11%*	*16%*	*15%*	*11%*	*8%*	*10%*	*12%*
Pornography	31	17	9	8	21	17	13	11	9	1	6	13	11	24	8	9	14	6	20	18
	10%	*9%*	*14%*	*10%*	*11%*	*13%*	*8%*	*11%*	*18%*	*10%*	*13%*	*9%*	*10%*	*9%*	*15%*	*14%*	*10%*	*10%*	*10%*	*10%*
Drugs/drug use	28	22	2	6	20	15	13	11	4	2	2	13	12	25	1	4	14	8	22	23
	9%	*11%*	*3%*	*7%*	*11%*	*11%*	*8%*	*10%*	*9%*	*17%*	*5%*	*9%*	*11%*	*10%*	*3%*	*6%*	*10%*	*15%*	*11%*	*13%*
Welfare of children or young people	27	23	2	12	13	16	11	11	8	1	6	10	12	21	1	3	13	6	19	18
	9%	*12%*	*3%*	*14%*	*7%*	*12%*	*7%*	*11%*	*16%*	*10%*	*13%*	*7%*	*10%*	*8%*	*2%*	*4%*	*10%*	*10%*	*10%*	*10%*
Illegal child sexual abuse material	25	15	6	5	19	13	12	10	4	2	1	13	11	24	1	1	19	3	22	19
	8%	*8%*	*9%*	*6%*	*10%*	*9%*	*7%*	*9%*	*8%*	*16%*	*2%*	*9%*	*9%*	*9%*	*2%*	*1%*	14%no	*5%*	12%o	11%o
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	25	17	5	5	18	13	12	11	5	2	2	9	14	23	2	4	15	4	18	17
	8%	*9%*	*7%*	*6%*	*10%*	*10%*	*7%*	*10%*	*11%*	*17%*	*5%*	*6%*	*12%*	*9%*	*3%*	*7%*	*11%*	*7%*	*10%*	*9%*
Suicide	23	9	14	4	19	5	19	2	4	2	7	12	4	17	1	1	12	2	14	13
	8%	*5%*	*21%*	*5%*	*10%*	*4%*	11%e	*2%*	*8%*	*16%*	*16%*	*9%*	*4%*	*6%*	*2%*	*2%*	*8%*	*4%*	*7%*	*7%*
Content harmful to self-esteem (e.g. self-abuse)	23	17	3	10	12	8	15	6	1	-	2	9	12	21	8	8	10	4	13	12
	8%	*8%*	*4%*	*11%*	*6%*	*6%*	*9%*	*6%*	*3%*	-	*5%*	*6%*	*10%*	*8%*	*15%*	*12%*	*7%*	*7%*	*7%*	*7%*
Accuracy of medical/health claims	23	21	1	11	11	15	8	12	2	-	1	13	8	22	3	3	12	4	16	16
	7%	*11%*	*1%*	*13%*	*6%*	*11%*	*5%*	*12%*	*5%*	-	*2%*	*9%*	*7%*	*8%*	*7%*	*5%*	*9%*	*7%*	*8%*	*9%*
Incitement to hatred	20	12	6	7	9	11	10	6	7	1	2	11	7	18	3	3	12	2	14	15
	7%	*6%*	*9%*	*8%*	*5%*	*8%*	*6%*	*6%*	*15%*	*7%*	*5%*	*8%*	*6%*	*7%*	*6%*	*5%*	*9%*	*3%*	*7%*	*8%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Base: All who have seen something of concern on any on-line or on-demand service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	19	18	1	6	12	11	8	10	3	-	2	11	6	17	*	1	16	1	17	14
	6%	9%	1%	7%	7%	8%	4%	10%	6%	-	4%	8%	5%	7%	1%	2%	12%nop	2%	9%	8%
Defamation/smearing of others	19	15	1	5	14	12	6	9	4	-	1	11	7	18	2	2	10	3	13	13
	6%	8%	2%	5%	7%	9%	4%	9%	9%	-	2%	8%	6%	7%	4%	4%	7%	6%	7%	7%
Eating disorders	18	10	5	11	7	12	6	8	4	-	1	12	5	17	4	4	11	2	13	8
	6%	5%	8%	12%d	4%	9%	4%	7%	9%	-	2%	8%	4%	7%	7%	6%	8%	3%	7%	5%
Incitement to crime	17	15	1	6	11	8	9	5	5	1	4	8	4	12	1	1	10	3	13	11
	6%	7%	1%	7%	6%	6%	5%	5%	11%	7%	10%	6%	4%	5%	2%	2%	7%	5%	7%	6%
Nakedness/naked bodies/body parts	14	12	2	3	11	8	6	6	2	-	1	4	9	13	-	-	10	2	12	11
	5%	6%	3%	4%	6%	6%	3%	6%	5%	-	2%	3%	8%	5%	-	-	7%	4%	6%	6%
Infringing someone's privacy	13	7	6	3	10	1	12	1	1	-	2	11	1	12	1	1	10	2	11	12
	4%	4%	10%	3%	6%	1%	7%d	1%	1%	-	4%	8%d	1%	5%	1%	2%	7%	3%	6%	6%
Inaccurate information	12	9	1	2	10	5	7	3	3	1	2	8	2	10	3	3	5	1	6	6
	4%	5%	1%	2%	5%	4%	4%	3%	6%	12%	4%	5%	2%	4%	7%	5%	4%	2%	3%	3%
Offence of religion	11	7	2	2	9	5	6	3	2	-	2	4	5	9	1	1	6	2	9	7
	4%	3%	3%	3%	5%	4%	3%	3%	5%	-	4%	3%	4%	3%	2%	2%	5%	4%	5%	4%
Exorcism/the paranormal	3	3	-	1	2	1	3	-	1	-	1	1	1	3	-	-	1	2	3	3
	1%	2%	-	2%	1%	*	2%	-	1%	-	2%	1%	1%	1%	-	-	1%	4%	2%	2%
Discrimination based on non-religious beliefs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on religious beliefs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gender discrimination (e.g. sexism)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Age discrimination	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Malicious views	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	10	6	2	1	7	2	9	1	1	-	1	6	3	9	3	3	5	2	7	7
	3%	3%	3%	1%	4%	1%	5%	1%	2%	-	3%	4%	3%	3%	6%	5%	4%	3%	3%	4%
I did not find any of these offensive	59	42	13	11	43	19	41	17	5	2	10	29	20	49	7	13	21	15	35	39
	19%	21%	21%	13%	23%	14%	24%e	16%	11%	17%	23%	20%	18%	19%	14%	20%	15%	27%	18%	22%

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

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Absolutes/col percents

Table 110

Q15b Now still thinking about the content that caused concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please can you indicate each one you also found to be offensive?
Base: All who have seen something of concern on any on-line or on-demand service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	328	328	-	-	258	70	270	58	67	181	40
Base	303	303	-**	-**	244	59*	255	48*	65*	173	40**
Effective Base	221	221	-	-	170	53	180	42	47	123	22
Violence (in general)	68	68	-	-	68	-	68	-	10	46	3
	22%	22%	-	-	28%e	-	27%g	-	15%	27%	8%
Bad language	49	49	-	-	49	-	49	-	12	38	2
	16%	16%	-	-	20%e	-	19%g	-	19%	22%	6%
Sex/sexually explicit content	45	45	-	-	45	-	45	*	11	34	5
	15%	15%	-	-	19%e	-	18%g	1%	17%	20%	12%
Bullying/victimising	35	35	-	-	35	-	35	-	12	28	3
	12%	12%	-	-	14%e	-	14%g	-	18%	16%	6%
Racism	34	34	-	-	34	-	34	-	6	23	4
	11%	11%	-	-	14%e	-	13%g	-	9%	14%	10%
Misleading advertising	34	34	-	-	34	-	34	*	14	21	4
	11%	11%	-	-	14%e	-	13%g	1%	22%	12%	9%
Dangerous behaviour	33	33	-	-	33	-	33	-	10	28	2
	11%	11%	-	-	14%e	-	13%g	-	15%	16%	6%
Pornography	31	31	-	-	31	-	31	-	6	24	3
	10%	10%	-	-	13%e	-	12%g	-	9%	14%	9%
Drugs/drug use	28	28	-	-	28	-	28	1	9	19	1
	9%	9%	-	-	12%e	-	11%	1%	13%	11%	2%
Welfare of children or young people	27	27	-	-	27	-	26	1	8	17	1
	9%	9%	-	-	11%e	-	10%	3%	12%	10%	2%
Illegal child sexual abuse material	25	25	-	-	25	-	25	-	9	21	2
	8%	8%	-	-	10%e	-	10%g	-	13%	12%	6%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	25	25	-	-	25	-	25	-	7	18	3
	8%	8%	-	-	10%e	-	10%g	-	11%	11%	7%
Suicide	23	23	-	-	23	-	23	-	8	12	8
	8%	8%	-	-	10%e	-	9%g	-	12%	7%	20%
Content harmful to self-esteem (e.g. self-abuse)	23	23	-	-	23	-	23	-	8	19	-
	8%	8%	-	-	10%e	-	9%g	-	13%	11%	-
Accuracy of medical/health claims	23	23	-	-	23	-	22	1	9	18	1
	7%	7%	-	-	9%e	-	9%	2%	14%	10%	3%
Incitement to hatred	20	20	-	-	20	-	20	-	7	16	1
	7%	7%	-	-	8%e	-	8%	-	11%	10%	2%

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

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Absolutes/col percents

Table 110

Q15b Now still thinking about the content that caused concern on the on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you have seen, please can you indicate each one you also found to be offensive?
Base: All who have seen something of concern on any on-line or on-demand service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	**19**	19	-	-	19	-	19	-	6	15	2
	6%	*6%*	-	-	*8%d*	-	*7%*	-	*9%*	*9%*	*4%*
Defamation/smearing of others	**19**	19	-	-	19	-	19	-	8	14	1
	6%	*6%*	-	-	*8%d*	-	*7%*	-	*13%*	*8%*	*2%*
Eating disorders	**18**	18	-	-	18	-	18	-	7	13	4
	6%	*6%*	-	-	*7%d*	-	*7%*	-	*10%*	*8%*	*9%*
Incitement to crime	**17**	17	-	-	17	-	17	-	6	15	-
	6%	*6%*	-	-	*7%*	-	*7%*	-	*9%*	*9%*	*-*
Nakedness/naked bodies/body parts	**14**	14	-	-	14	-	14	-	3	11	1
	5%	*5%*	-	-	*6%*	-	*6%*	-	*5%*	*6%*	*3%*
Infringing someone's privacy	**13**	13	-	-	13	-	13	-	5	11	1
	4%	*4%*	-	-	*5%*	-	*5%*	-	*8%*	*6%*	*2%*
Inaccurate information	**12**	12	-	-	12	-	11	1	4	5	2
	4%	*4%*	-	-	*5%*	-	*4%*	*1%*	*6%*	*3%*	*6%*
Offence of religion	**11**	11	-	-	11	-	11	-	3	6	2
	4%	*4%*	-	-	*4%*	-	*4%*	-	*5%*	*4%*	*5%*
Exorcism/the paranormal	**3**	3	-	-	3	-	3	-	2	1	1
	1%	*1%*	-	-	*1%*	-	*1%*	-	*4%*	*1%*	*1%*
Discrimination based on non-religious beliefs	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on religious beliefs	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Gender discrimination (e.g. sexism)	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Age discrimination	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Malicious views	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	**10**	10	-	-	10	-	8	2	1	8	-
	3%	*3%*	-	-	*4%*	-	*3%*	*4%*	*2%*	*5%*	*-*
I did not find any of these offensive	**59**	59	-	-	-	59	17	42	8	24	13
	19%	*19%*	-	-	-	*100%d*	*7%*	*87%d*	*12%*	*14%*	*34%*

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

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Absolutes/col percents

Table 111

Q15c Thinking about the things you have seen that have concerned you, which of these do you think could be harmful to children?
Base: All who have seen something of concern on any on-line or on-demand service

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**328**	193	135	99	105	66	28	20	10	204	94	30	122	53	13	5	82	41	7	5	107	119	61	41	226	102
Base	**303**	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Effective Base	**221**	128	98	85	65	43	23	8	5	150	65	12	91	36	5	3	59	33	7	2	65	84	44	30	147	73
Violence (in general)	**79**	46	34	20	24	10	15	8	2	44	26	9	25	13	6	1	19	13	1	*	28	29	8	15	57	23
	26%	*23%*	*31%*	*20%*	*28%*	*18%*	*56%*	*38%*	*22%*	*23%*	*30%*	*33%*	*21%*	*24%*	*39%*	*38%*	*28%*	*40%*	*34%*	*8%*	*28%*	*28%*	*14%*	*35%*	*28%*	*22%*
Sex/sexually explicit content	**61**	36	26	26	16	12	3	1	3	42	16	4	23	10	1	2	19	6	-	*	24	21	8	8	45	16
	20%	*18%*	*23%*	*26%*	*18%*	*21%*	*11%*	*5%*	*32%*	*22%*	*18%*	*13%*	*19%*	*18%*	*6%*	*62%*	*28%*	*19%*	-	*7%*	*25%*	*20%*	*12%*	*20%*	*22%*	*16%*
Bad language	**54**	32	22	20	15	7	6	6	*	35	13	6	20	6	6	*	15	7	-	-	18	23	8	6	40	14
	18%	*16%*	*20%*	*19%*	*17%*	*12%*	*21%*	*29%*	*5%*	*18%*	*15%*	*22%*	*17%*	*10%*	*36%*	*11%*	*22%*	*23%*	-	-	*18%*	*22%*	*13%*	*14%*	*20%*	*13%*
Bullying/victimising	**41**	26	16	13	10	8	6	4	*	23	14	5	14	8	4	-	9	7	-	*	15	16	7	3	31	10
	14%	*13%*	*14%*	*13%*	*11%*	*14%*	*22%*	*20%*	*5%*	*12%*	*16%*	*16%*	*12%*	*14%*	*25%*	-	*12%*	*21%*	-	*10%*	*16%*	*16%*	*12%*	*7%*	*16%*	*10%*
Pornography	**41**	23	18	19	7	7	2	4	2	25	9	6	12	5	4	2	13	4	-	-	16	16	5	4	32	9
	14%	*12%*	*16%*	***19%d***	*7%*	*12%*	*8%*	*20%*	*29%*	*14%*	*11%*	*23%*	*10%*	*9%*	*25%*	*62%*	*19%*	*14%*	-	-	*16%*	*15%*	*8%*	*11%*	*16%*	*9%*
Dangerous behaviour	**41**	29	12	9	12	5	4	10	-	22	9	10	14	5	10	-	8	4	*	-	18	11	7	4	29	12
	13%	*15%*	*11%*	*9%*	*14%*	*9%*	*13%*	*51%*	-	*11%*	*11%*	*36%*	*12%*	*10%*	*60%*	-	*11%*	*12%*	*10%*	-	*19%*	*11%*	*12%*	*11%*	*14%*	*11%*
Drugs/drug use	**41**	25	16	19	8	4	4	5	*	27	8	5	14	6	5	*	13	3	-	-	13	17	5	6	30	11
	13%	*13%*	*14%*	*18%*	*10%*	*7%*	*15%*	*24%*	*5%*	*14%*	*10%*	*18%*	*12%*	*11%*	*29%*	*11%*	*19%*	*8%*	-	-	*13%*	*16%*	*8%*	*16%*	*15%*	*11%*
Racism	**40**	26	14	15	9	7	4	6	-	23	11	6	16	5	6	-	8	6	-	-	14	14	4	8	29	12
	13%	*14%*	*13%*	*14%*	*10%*	*11%*	*15%*	*30%*	-	*12%*	*12%*	*21%*	*13%*	*8%*	*37%*	-	*11%*	*20%*	-	-	*15%*	*14%*	*6%*	*19%*	*14%*	*11%*
Welfare of children or young people	**34**	14	20	13	8	5	8	-	-	21	13	-	6	8	-	-	15	5	-	-	11	12	4	8	23	12
	11%	*7%*	***19%a***	*13%*	*10%*	*9%*	*28%*	-	-	*11%*	*15%*	-	*5%*	*14%*	-	-	*22%*	*17%*	-	-	*11%*	*12%*	*7%*	*18%*	*11%*	*11%*
Content harmful to self-esteem (e.g. self-abuse)	**34**	14	19	21	8	3	2	1	-	28	5	1	12	2	1	-	16	3	-	-	14	10	5	4	25	9
	11%	*7%*	***18%a***	***20%efj***	*9%*	*5%*	*7%*	*3%*	-	*15%*	*6%*	*2%*	*10%*	*3%*	*3%*	-	*24%*	*9%*	-	-	*15%*	*10%*	*9%*	*9%*	*12%*	*9%*
Suicide	**33**	25	8	13	4	9	2	6	-	17	11	6	10	9	6	-	6	2	-	-	18	10	1	5	27	6
	11%	*13%*	*8%*	*13%*	*5%*	*15%*	*6%*	*28%*	-	*9%*	*12%*	*20%*	*9%*	*16%*	*35%*	-	*9%*	*6%*	-	-	***18%wy***	*9%*	*2%*	*11%*	***14%w***	*6%*
Eating disorders	**29**	17	13	14	7	5	-	4	-	21	5	4	11	2	4	-	10	2	-	-	9	13	4	3	22	8
	10%	*9%*	*11%*	*14%*	*8%*	*8%*	-	*18%*	-	*11%*	*5%*	*13%*	*9%*	*4%*	*23%*	-	*15%*	*8%*	-	-	*9%*	*13%*	*7%*	*8%*	*11%*	*7%*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	**27**	16	11	9	7	8	3	-	-	16	11	-	9	6	-	-	7	5	-	-	11	12	1	2	23	4
	9%	*8%*	*10%*	*9%*	*8%*	*13%*	*11%*	-	-	*9%*	*12%*	-	*8%*	*11%*	-	-	*10%*	*14%*	-	-	*11%*	***12%y***	*2%*	*6%*	***12%y***	*4%*
Misleading advertising	**26**	17	10	11	5	5	2	*	3	16	7	3	10	6	*	-	6	1	-	3	6	7	11	2	13	13
	9%	*9%*	*9%*	*11%*	*5%*	*9%*	*7%*	*2%*	*34%*	*8%*	*8%*	*11%*	*9%*	*11%*	*2%*	-	*8%*	*3%*	-	*63%*	*6%*	*7%*	***19%kl***	*5%*	*7%*	*13%*
Illegal child sexual abuse material	**26**	17	9	9	4	4	2	6	-	14	6	6	9	2	6	-	5	4	-	-	11	8	6	1	19	6
	8%	*9%*	*8%*	*9%*	*5%*	*7%*	*7%*	*28%*	-	*7%*	*7%*	*20%*	*7%*	*4%*	*35%*	-	*7%*	*12%*	-	-	*11%*	*8%*	*10%*	*2%*	*10%*	*6%*
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	**24**	12	12	8	7	5	4	1	*	14	9	1	9	3	1	-	6	6	-	*	10	8	1	4	19	6
	8%	*6%*	*11%*	*8%*	*8%*	*9%*	*13%*	*4%*	*4%*	*8%*	*10%*	*4%*	*7%*	*5%*	*5%*	-	*8%*	*18%*	-	*8%*	*11%*	*8%*	*2%*	*11%*	*9%*	*6%*

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

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Absolutes/col percents

Table 111

Q15c Thinking about the things you have seen that have concerned you, which of these do you think could be harmful to children?
Base: All who have seen something of concern on any on-line or on-demand service

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	303	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Incitement to hatred	24	11	13	8	4	5	6	1	*	13	11	1	6	4	1	-	6	7	-	*	10	7	3	4	17	7
	8%	6%	12%	8%	5%	8%	20%	5%	4%	7%	12%	5%	5%	6%	6%	-	9%	22%	-	8%	10%	7%	5%	10%	9%	7%
Incitement to crime	24	18	6	10	5	4	4	2	-	14	8	2	10	7	2	-	5	1	-	-	11	7	5	1	18	6
	8%	9%	5%	10%	5%	7%	14%	10%	-	8%	9%	7%	8%	12%	12%	-	7%	4%	-	-	12%	7%	8%	2%	9%	6%
Accuracy of medical/health claims	22	14	8	8	7	6	2	-	-	15	7	-	10	4	-	-	5	3	-	-	7	6	6	2	14	8
	7%	7%	8%	7%	8%	10%	6%	-	-	8%	8%	-	8%	7%	-	-	7%	10%	-	-	8%	6%	10%	6%	7%	8%
Nakedness/naked bodies/body parts	19	9	11	9	5	4	2	-	-	14	6	-	5	3	-	-	8	3	-	-	9	8	2	1	17	3
	6%	4%	10%	9%	6%	7%	7%	-	-	7%	7%	-	4%	6%	-	-	12%	8%	-	-	9%	7%	4%	1%	8%	3%
Defamation/smearing of others	19	11	8	5	7	3	3	*	-	12	6	*	8	3	*	-	4	4	-	-	9	6	2	2	15	4
	6%	6%	7%	5%	8%	5%	11%	2%	-	6%	7%	1%	7%	5%	2%	-	6%	11%	-	-	9%	6%	4%	4%	7%	4%
Inaccurate information	18	10	9	6	3	6	1	1	*	10	7	1	5	4	1	-	5	3	-	*	8	6	4	1	13	5
	6%	5%	8%	6%	4%	10%	2%	6%	4%	5%	8%	5%	4%	7%	7%	-	8%	10%	-	8%	8%	5%	6%	4%	7%	5%
Offence of religion	10	6	4	3	1	2	3	1	*	4	5	1	3	3	*	-	1	2	*	*	3	5	2	1	8	3
	3%	3%	4%	3%	1%	3%	9%	4%	4%	2%	5%	4%	3%	5%	3%	-	2%	6%	10%	8%	3%	5%	3%	2%	4%	2%
Infringing someone's privacy	8	6	2	1	3	1	2	*	-	4	3	*	4	2	*	-	*	1	-	-	3	2	2	1	6	2
	3%	3%	2%	1%	4%	2%	7%	2%	-	2%	4%	1%	3%	3%	2%	-	1%	5%	-	-	4%	2%	3%	2%	3%	2%
Exorcism/the paranormal	5	3	2	4	1	-	-	-	-	5	-	-	3	-	-	-	2	-	-	-	1	2	1	1	3	1
	2%	1%	2%	4%	1%	-	-	-	-	3%	-	-	2%	-	-	-	3%	-	-	-	2%	2%	1%	1%	2%	1%
Discrimination based on non-religious beliefs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on religious beliefs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gender discrimination (e.g. sexism)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Age discrimination	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Malicious views	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	7	2	4	-	2	3	*	1	*	2	3	1	1	1	1	-	1	3	*	*	4	2	1	-	6	1
	2%	1%	4%	-	2%	5%c	2%	5%	5%	1%	4%	5%	1%	1%	4%	-	1%	8%	10%	10%	4%	2%	2%	-	3%	1%
None of these	48	34	14	16	16	10	3	4	1	32	12	4	23	10	1	-	9	2	3	1	10	23	10	5	33	15
	16%	18%	13%	16%	18%	16%	10%	18%	7%	17%	14%	14%	19%	18%	6%	-	13%	7%	66%	13%	11%	22%	17%	11%	17%	15%

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

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Absolutes/col percents

Table 111

Q15c Thinking about the things you have seen that have concerned you, which of these do you think could be harmful to children?
Base: All who have seen something of concern on any on-line or on-demand service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	328	246	80	189	130	1	15	39	31	27	37	15	20	49	62	295	16	8	9	85	64	146
Base	303	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Effective Base	221	165	54	133	83	1	8	31	23	20	34	10	18	44	52	205	10	7	6	58	50	98
Violence (in general)	79	57	22	45	33	-	7	13	6	10	3	7	3	11	11	69	5	2	3	25	13	31
	26%	25%	29%	27%	25%	-	37%	34%j	21%	34%	12%	24%	13%	25%	28%	26%	33%	39%	23%	31%	23%	24%
Sex/sexually explicit content	61	46	14	39	20	-	3	6	5	10	6	5	3	10	9	58	1	1	1	14	16	28
	20%	20%	18%	24%	16%	-	16%	16%	20%	36%	20%	17%	17%	24%	23%	21%	7%	19%	9%	17%	28%	21%
Bad language	54	40	12	39	15	-	2	7	7	9	4	2	3	8	8	51	2	1	-	16	14	21
	18%	18%	16%	23%d	12%	-	13%	18%	27%	33%	16%	7%	15%	19%	19%	19%	12%	19%	-	20%	24%	16%
Bullying/victimising	41	34	7	29	12	*	1	7	-	8	4	5	3	6	7	39	1	1	-	7	11	21
	14%	15%	9%	17%	9%	100%	3%	18%	-	27%	13%	16%	17%	14%	17%	15%	8%	18%	-	9%	20%	16%
Pornography	41	30	10	26	14	-	1	7	3	8	4	2	3	4	7	39	*	-	1	11	12	17
	14%	13%	13%	16%	11%	-	5%	18%	12%	27%	15%	7%	14%	10%	18%	15%	3%	-	9%	13%	21%	13%
Dangerous behaviour	41	35	6	27	14	-	1	4	4	7	2	16	2	2	2	39	1	-	1	9	9	21
	13%	16%	8%	16%	11%	-	8%	11%	14%	23%	9%	54%	8%	4%	4%	14%	8%	-	7%	11%	16%	16%
Drugs/drug use	41	33	7	26	13	-	6	6	2	7	3	6	3	3	4	40	-	1	-	13	10	16
	13%	15%	9%	16%	10%	-	30%	16%	7%	26%	11%	21%	16%	7%	9%	15%	-	19%	-	16%	18%	12%
Racism	40	31	10	22	17	*	4	4	-	5	2	11	3	2	8	38	-	-	2	8	6	24
	13%	14%	12%	13%	13%	100%	23%	10%	-	16%	6%	39%	16%	4%	19%m	14%	-	-	16%	9%	11%	18%
Welfare of children or young people	34	27	7	17	15	-	5	4	-	3	3	3	3	5	5	31	2	1	1	9	6	16
	11%	12%	9%	10%	12%	-	27%	10%	-	10%	10%	12%	15%	11%	13%	11%	14%	12%	9%	11%	10%	12%
Content harmful to self-esteem (e.g. self-abuse)	34	26	8	22	12	-	1	6	5	3	5	5	4	3	3	33	1	-	-	11	8	15
	11%	11%	11%	13%	9%	-	3%	15%	17%	11%	16%	16%	22%	6%	8%	12%	3%	-	-	13%	14%	11%
Suicide	33	27	6	17	15	-	3	5	-	1	2	8	2	3	4	28	-	-	5	7	3	18
	11%	12%	8%	10%	11%	-	16%	12%	-	3%	6%	29%	12%	8%	9%	10%	-	-	36%	9%	5%	14%
Eating disorders	29	21	8	20	9	-	-	-	2	4	3	6	4	5	5	28	-	-	2	2	7	19
	10%	9%	10%	12%	7%	-	-	-	8%	13%	12%g	19%	19%	11%	11%g	10%	-	-	11%	2%	12%s	14%s
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	27	22	5	19	7	-	1	6	-	1	2	3	1	6	5	25	-	-	2	7	3	16
	9%	10%	7%	12%	5%	-	5%	15%	-	4%	5%	12%	8%	14%	13%	9%	-	-	11%	8%	5%	12%
Misleading advertising	26	17	9	14	13	-	-	5	-	*	2	8	1	1	5	22	3	-	1	5	2	15
	9%	8%	12%	8%	10%	-	-	13%	-	2%	7%	27%	6%	2%	12%	8%	23%	-	7%	6%	4%	11%
Illegal child sexual abuse material	26	20	6	17	7	-	-	2	-	1	2	11	-	4	4	24	-	-	1	2	3	19
	8%	9%	7%	10%	6%	-	-	5%	-	4%	7%	39%	-	10%	10%	9%	-	-	9%	2%	6%	15%s
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	24	18	6	14	9	-	1	3	2	2	3	3	3	1	6	24	1	-	-	5	5	13
	8%	8%	8%	8%	7%	-	5%	7%	6%	8%	10%	12%	14%	3%	15%m	9%	5%	-	-	6%	9%	10%

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

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Absolutes/col percents

Table 111

Q15c Thinking about the things you have seen that have concerned you, which of these do you think could be harmful to children?
Base: All who have seen something of concern on any on-line or on-demand service

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	303	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Incitement to hatred	24	16	9	14	10	-	-	3	1	2	2	5	1	3	3	21	3	-	1	4	4	12
	8%	7%	12%	8%	8%	-	-	8%	3%	9%	6%	16%	7%	6%	9%	8%	20%	-	7%	5%	7%	9%
Incitement to crime	24	20	4	16	8	-	1	3	1	2	3	5	1	3	3	22	1	-	1	5	4	13
	8%	9%	6%	10%	6%	-	6%	7%	5%	5%	10%	16%	7%	7%	9%	8%	9%	-	7%	6%	8%	10%
Accuracy of medical/health claims	22	19	2	15	7	-	3	4	2	1	2	2	1	2	3	19	1	1	2	8	3	8
	7%	9%	3%	9%	6%	-	14%	9%	7%	4%	6%	7%	6%	5%	7%	7%	8%	14%	11%	10%	5%	6%
Nakedness/naked bodies/body parts	19	17	2	13	5	-	1	3	-	2	2	2	1	3	3	18	*	1	-	5	4	10
	6%	8%	3%	8%	4%	-	7%	9%	-	7%	7%	7%	4%	7%	9%	7%	3%	19%	-	6%	7%	7%
Defamation/smearing of others	19	15	3	12	6	-	1	1	-	1	3	6	1	3	2	17	1	-	1	2	4	11
	6%	7%	4%	7%	5%	-	5%	2%	-	5%	10%	21%	4%	6%	5%	6%	3%	-	7%	2%	7%	9%
Inaccurate information	18	14	4	10	8	-	-	2	*	1	2	2	-	3	2	13	3	-	2	3	3	7
	6%	6%	5%	6%	7%	-	-	6%	1%	3%	7%	7%	-	7%	6%	5%	23%	-	15%	3%	5%	6%
Offence of religion	10	8	2	8	2	-	-	3	-	1	*	-	*	1	3	9	-	-	2	3	1	4
	3%	4%	2%	5%	2%	-	-	9%	-	3%	2%	-	2%	2%	7%	3%	-	-	11%	4%	2%	3%
Infringing someone's privacy	8	7	1	5	3	-	-	*	-	-	1	1	1	1	2	6	1	-	1	*	1	5
	3%	3%	2%	3%	2%	-	-	1%	-	-	3%	4%	4%	3%	5%	2%	5%	-	7%	1%	1%	4%
Exorcism/the paranormal	5	4	1	3	1	-	-	-	2	-	-	-	-	1	3	5	-	-	-	2	-	3
	2%	2%	1%	2%	1%	-	-	-	6%	-	-	-	-	1%	6%	2%	-	-	-	2%	-	2%
Discrimination based on non-religious beliefs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on religious beliefs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gender discrimination (e.g. sexism)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Age discrimination	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Malicious views	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	7	6	1	4	3	-	-	2	*	1	-	1	*	1	-	5	-	1	1	2	1	2
	2%	3%	1%	2%	2%	-	-	4%	2%	5%	-	2%	2%	1%	-	2%	-	17%	6%	3%	2%	1%
None of these	48	33	15	27	17	-	5	3	6	3	8	3	2	8	6	44	2	-	2	14	11	19
	16%	15%	19%	16%	14%	-	25%	9%	24%	12%	27%	9%	12%	19%	15%	16%	11%	-	17%	17%	19%	14%

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

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Absolutes/col percents

Table 111

Q15c Thinking about the things you have seen that have concerned you, which of these do you think could be harmful to children?
Base: All who have seen something of concern on any on-line or on-demand service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**328**	250	251	265	168	237	174	195	149	110	247	176	212	159	113	325	3	317	319	325
Base	**303**	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Effective Base	**221**	183	179	192	135	169	124	154	105	91	177	126	166	113	91	219	3	214	226	219
Violence (in general)	**79**	55	52	59	40	51	36	36	38	25	52	36	43	40	26	76	3	75	76	76
	26%	*25%*	*23%*	*24%*	*28%*	*24%*	*24%*	*21%*	*27%*	*27%*	*24%*	*24%*	*23%*	*26%*	*26%*	*26%*	*48%*	*26%*	*26%*	*26%*
Sex/sexually explicit content	**61**	47	50	53	38	48	33	42	30	20	49	34	47	32	20	61	-	59	61	61
	20%	*22%*	*22%*	*22%*	*26%*	*23%*	*22%*	*24%*	*21%*	*21%*	*22%*	*23%*	*25%*	*21%*	*21%*	*21%*	-	*20%*	*21%*	*21%*
Bad language	**54**	40	39	43	31	38	27	36	30	19	39	27	40	31	19	54	-	53	54	54
	18%	*18%*	*17%*	*18%*	*21%*	*18%*	*18%*	*20%*	*21%*	*20%*	*18%*	*18%*	*21%*	*21%*	*19%*	*18%*	-	*18%*	*19%*	*18%*
Bullying/victimising	**41**	33	33	28	19	29	22	21	21	17	33	22	24	21	18	41	-	41	41	41
	14%	*15%*	*14%*	*12%*	*13%*	*14%*	*15%*	*12%*	*15%*	*18%*	*15%*	*15%*	*13%*	*14%*	*18%*	*14%*	-	*14%*	*14%*	*14%*
Pornography	**41**	31	31	31	24	30	22	24	19	14	31	22	27	20	14	41	-	39	41	41
	14%	*14%*	*14%*	*13%*	*17%*	*14%*	*15%*	*14%*	*14%*	*15%*	*14%*	*14%*	*14%*	*13%*	*15%*	*14%*	-	*14%*	*14%*	*14%*
Dangerous behaviour	**41**	27	20	28	10	19	20	19	22	12	20	20	21	23	12	41	-	41	35	41
	13%	*13%*	*9%*	*12%*	*7%*	*9%*	*14%*	*11%*	*15%*	*12%*	*9%*	*13%*	*11%*	*15%*	*12%*	*14%*	-	*14%*	*12%*	*14%*
Drugs/drug use	**41**	35	29	30	18	29	23	27	23	19	29	23	28	24	19	41	-	41	40	41
	13%	*16%*	*13%*	*12%*	*12%*	*14%*	*16%*	*16%*	*16%*	*20%*	*13%*	*15%*	*15%*	*16%*	*20%*	*14%*	-	*14%*	*14%*	*14%*
Racism	**40**	33	31	30	19	29	22	23	21	13	31	23	24	22	13	38	2	38	32	38
	13%	*15%*	*14%*	*12%*	*13%*	*14%*	*15%*	*13%*	*15%*	*13%*	*14%*	*15%*	*13%*	*15%*	*13%*	*13%*	*37%*	*13%*	*11%*	*13%*
Welfare of children or young people	**34**	26	29	29	19	28	22	21	16	10	29	22	22	18	10	34	-	34	34	34
	11%	*12%*	*13%*	*12%*	*13%*	*13%*	*15%*	*12%*	*11%*	*11%*	*13%*	*14%*	*12%*	*12%*	*10%*	*12%*	-	*12%*	*12%*	*12%*
Content harmful to self-esteem (e.g. self-abuse)	**34**	26	25	30	18	24	15	20	18	15	25	15	23	20	15	34	-	33	34	34
	11%	*12%*	*11%*	*12%*	*12%*	*11%*	*10%*	*12%*	*13%*	*17%*	*11%*	*10%*	*12%*	*13%*	*16%*	*11%*	-	*11%*	*12%*	*11%*
Suicide	**33**	23	24	24	12	24	15	17	21	9	24	15	17	22	9	33	-	33	27	33
	11%	*10%*	*10%*	*10%*	*8%*	*11%*	*10%*	*10%*	*14%*	*10%*	*11%*	*10%*	*9%*	*15%*	*10%*	*11%*	-	*11%*	*9%*	*11%*
Eating disorders	**29**	27	20	23	13	20	18	19	16	12	20	18	19	17	12	27	2	27	27	27
	10%	*12%*	*9%*	*10%*	*9%*	*10%*	*12%*	*11%*	*11%*	*13%*	*9%*	*12%*	*10%*	*11%*	*12%*	*9%*	*37%*	*9%*	*9%*	*9%*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	**27**	21	23	18	14	22	16	15	17	8	23	16	15	17	8	27	-	27	27	27
	9%	*10%*	*10%*	*7%*	*10%*	*11%*	*11%*	*9%*	*12%*	*9%*	*10%*	*11%*	*8%*	*12%*	*8%*	*9%*	-	*9%*	*9%*	*9%*
Misleading advertising	**26**	20	24	20	15	21	9	14	14	9	21	9	16	15	12	26	-	24	26	26
	9%	*9%*	*11%*	*8%*	*10%*	*10%*	*6%*	*8%*	*10%*	*10%*	*10%*	*6%*	*9%*	*10%*	*12%*	*9%*	-	*8%*	*9%*	*9%*
Illegal child sexual abuse material	**26**	20	15	19	13	14	16	14	11	6	15	16	16	11	6	23	2	23	18	23
	8%	*9%*	*7%*	*8%*	*9%*	*7%*	*11%*	*8%*	*7%*	*6%*	*7%*	*11%*	*8%*	*8%*	*6%*	*8%*	*37%*	*8%*	*6%*	*8%*

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

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Absolutes/col percents

Table 111

Q15c Thinking about the things you have seen that have concerned you, which of these do you think could be harmful to children?
Base: All who have seen something of concern on any on-line or on-demand service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	303	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	24	20	22	18	17	20	12	15	16	9	22	12	17	17	9	24	-	24	24	24
	8%	9%	10%	7%	12%	9%	8%	8%	11%	10%	10%	8%	9%	11%	9%	8%	-	8%	8%	8%
Incitement to hatred	24	18	19	17	10	18	11	13	11	9	19	11	15	11	9	21	3	21	21	21
	8%	8%	9%	7%	7%	9%	8%	8%	7%	10%	9%	8%	8%	8%	9%	7%	48%	7%	7%	7%
Incitement to crime	24	21	18	22	14	18	14	14	13	9	18	14	16	13	9	24	-	24	24	24
	8%	10%	8%	9%	10%	8%	10%	8%	9%	10%	8%	10%	9%	9%	10%	8%	-	8%	8%	8%
Accuracy of medical/health claims	22	17	18	18	13	17	12	15	12	6	17	12	15	12	6	22	-	22	22	22
	7%	8%	8%	7%	9%	8%	8%	8%	8%	6%	8%	8%	8%	8%	6%	7%	-	8%	8%	7%
Nakedness/naked bodies/body parts	19	16	15	17	16	15	12	14	12	7	15	12	15	12	7	19	-	19	19	19
	6%	7%	7%	7%	11%	7%	8%	8%	8%	7%	7%	8%	8%	8%	7%	7%	-	7%	7%	7%
Defamation/smearing of others	19	15	16	17	10	16	11	15	14	9	16	11	16	14	9	19	-	19	19	19
	6%	7%	7%	7%	7%	7%	7%	9%	10%	9%	7%	7%	8%	9%	9%	6%	-	6%	7%	6%
Inaccurate information	18	14	17	16	13	15	10	9	9	5	15	10	12	9	5	18	-	18	18	18
	6%	7%	7%	6%	9%	7%	7%	5%	6%	5%	7%	7%	7%	6%	5%	6%	-	6%	6%	6%
Offence of religion	10	8	7	8	5	7	4	6	7	4	7	4	7	7	4	10	-	10	10	10
	3%	4%	3%	3%	3%	3%	3%	4%	5%	4%	3%	3%	4%	5%	4%	3%	-	4%	4%	3%
Infringing someone's privacy	8	6	6	6	4	6	5	5	4	4	6	5	5	4	4	8	-	8	8	8
	3%	3%	3%	2%	3%	3%	3%	3%	3%	4%	3%	3%	3%	2%	4%	3%	-	3%	3%	3%
Exorcism/the paranormal	5	5	2	3	2	2	3	3	1	3	2	3	3	1	3	5	-	5	5	5
	2%	2%	1%	1%	1%	1%	2%	2%	*	3%	1%	2%	2%	*	3%	2%	-	2%	2%	2%
Discrimination based on non-religious beliefs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on religious beliefs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gender discrimination (e.g. sexism)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Age discrimination	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Malicious views	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	7	6	5	6	3	4	4	3	4	2	5	4	4	4	3	7	-	7	7	7
	2%	3%	2%	2%	2%	2%	3%	2%	2%	2%	2%	3%	2%	2%	3%	2%	-	2%	2%	2%
None of these	48	38	41	39	22	38	25	30	18	16	41	25	31	19	16	47	1	46	46	47
	16%	17%	18%	16%	15%	18%	17%	17%	12%	17%	18%	17%	16%	13%	16%	16%	14%	16%	16%	16%

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

Table 111

Q15c Thinking about the things you have seen that have concerned you, which of these do you think could be harmful to children?
Base: All who have seen something of concern on any on-line or on-demand service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	328	225	55	86	211	135	193	107	48	10	41	167	118	285	54	67	157	64	221	210
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Effective Base	221	183	29	62	140	108	114	88	36	9	22	106	98	202	37	48	108	55	161	149
Violence (in general)	79	50	22	20	53	40	40	27	18	2	15	32	32	64	21	23	33	11	44	41
	26%	25%	34%	23%	28%	29%	24%	26%	38%	23%	34%	22%	28%	25%	40%prs	37%	24%	21%	23%	23%
Sex/sexually explicit content	61	43	9	12	45	33	28	28	13	2	8	27	26	52	11	14	26	14	39	39
	20%	22%	14%	14%	24%	24%	17%	27%	28%	23%	18%	18%	23%	20%	21%	22%	19%	25%	20%	22%
Bad language	54	33	15	22	28	34	20	24	13	5	3	22	29	51	8	10	27	8	35	33
	18%	17%	23%	25%	15%	25%	12%	23%	26%	54%	7%	15%	25%	20%	16%	15%	20%	15%	18%	18%
Bullying/victimising	41	26	10	10	28	18	24	12	8	-	4	19	17	36	7	8	20	5	26	24
	14%	13%	15%	11%	15%	13%	14%	11%	18%	-	10%	13%	15%	14%	14%	12%	15%	10%	14%	13%
Pornography	41	27	9	10	29	24	17	18	12	2	6	16	18	34	8	10	19	9	27	27
	14%	14%	13%	12%	15%	18%	10%	17%	25%	17%	14%	11%	16%	13%	15%	15%	13%	16%	14%	15%
Dangerous behaviour	41	20	15	13	22	15	26	8	7	1	4	21	15	37	10	11	18	2	20	21
	13%	10%	23%	15%	12%	11%	16%	8%	16%	10%	10%	15%	13%	14%	19%q	17%	13%	4%	11%	11%
Drugs/drug use	41	28	8	8	30	22	19	14	12	2	5	16	19	35	10	12	14	10	24	26
	13%	14%	12%	9%	16%	16%	11%	13%	24%	17%	12%	11%	16%	13%	19%	19%	10%	18%	12%	15%
Racism	40	25	9	3	34	14	26	10	7	3	4	16	20	36	4	6	24	6	31	27
	13%	13%c	14%	3%	18%c	10%	16%	10%	15%	27%	9%	11%	17%	14%	8%	10%	18%	12%	16%	15%
Welfare of children or young people	34	27	4	11	22	20	15	14	9	2	6	13	15	28	2	2	20	6	26	23
	11%	14%	6%	13%	12%	14%	9%	14%	20%	17%	14%	9%	13%	11%	3%	4%	14%	11%	13%	13%
Content harmful to self-esteem (e.g. self-abuse)	34	25	5	12	20	11	22	9	2	-	4	16	14	30	12	12	13	6	18	17
	11%	13%	8%	14%	11%	8%	13%	9%	4%	-	8%	11%	13%	12%	22%prs	18%	9%	11%	10%	9%
Suicide	33	17	14	5	26	7	26	4	5	2	9	16	7	24	5	5	15	4	18	17
	11%	9%	21%	6%	14%	5%	15%c	3%	11%	16%	21%	11%	7%	9%	9%	7%	11%	7%	10%	9%
Eating disorders	29	20	7	11	18	19	10	13	5	1	1	16	13	28	7	8	17	4	21	18
	10%	10%	10%	13%	10%	14%	6%	13%	11%	13%	2%	11%	11%	11%	13%	12%	12%	7%	11%	10%
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	27	23	2	5	21	16	11	14	4	1	2	13	11	24	1	3	22	1	24	20
	9%	12%	4%	6%	11%	12%	7%	13%	8%	10%	6%	9%	10%	9%	2%	4%	16%noq	3%	12%q	11%
Misleading advertising	26	16	5	10	13	9	17	8	2	-	3	12	11	24	2	3	14	4	18	15
	9%	8%	7%	11%	7%	7%	10%	8%	5%	-	6%	8%	10%	9%	3%	5%	10%	8%	9%	8%
Illegal child sexual abuse material	26	15	6	3	20	13	13	10	4	2	1	13	12	25	1	2	18	4	23	20
	8%	8%	10%	4%	11%	9%	8%	9%	9%	16%	2%	9%	11%	10%	2%	2%	13%no	8%	12%	11%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	24	16	6	4	19	13	11	10	6	2	3	8	14	22	4	5	12	5	17	16
	8%	8%	9%	5%	10%	10%	7%	9%	12%	17%	6%	5%	12%	8%	7%	8%	9%	9%	9%	9%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Incitement to hatred	24	16	4	4	17	9	15	6	6	1	3	7	14	21	3	3	15	2	17	15
	8%	8%	6%	4%	9%	7%	9%	5%	13%	7%	7%	5%	12%	8%	6%	5%	11%	3%	9%	8%
Incitement to crime	24	21	1	8	15	11	14	6	6	-	5	10	8	19	1	1	15	4	19	16
	8%	11%	1%	9%	8%	8%	8%	6%	12%	-	13%	7%	7%	7%	2%	2%	11%	7%	10%	9%
Accuracy of medical/health claims	22	19	2	12	9	15	6	12	2	1	2	12	8	20	3	4	12	4	16	17
	7%	10%	3%	14%d	5%	11%d	4%	12%	5%	10%	4%	8%	7%	8%	5%	6%	9%	7%	8%	9%
Nakedness/naked bodies/body parts	19	14	3	3	15	11	9	8	5	-	2	6	12	18	3	3	11	3	14	13
	6%	7%	4%	4%	8%	8%	5%	7%	10%	-	4%	4%	10%	7%	5%	4%	8%	5%	7%	7%
Defamation/smearing of others	19	16	2	5	14	11	8	9	3	1	2	9	8	17	1	2	9	4	13	13
	6%	8%	4%	6%	7%	8%	5%	8%	6%	10%	4%	6%	7%	7%	2%	3%	7%	7%	7%	7%
Inaccurate information	18	12	5	5	13	10	8	7	4	1	3	10	6	16	4	5	10	1	11	12
	6%	6%	7%	6%	7%	7%	5%	7%	9%	12%	6%	7%	5%	6%	8%	8%	7%	2%	6%	7%
Offence of religion	10	9	1	5	6	5	5	4	2	1	1	7	2	9	2	2	6	1	8	7
	3%	4%	2%	5%	3%	4%	3%	4%	4%	7%	3%	5%	2%	4%	3%	2%	5%	2%	4%	4%
Infringing someone's privacy	8	6	1	3	4	1	7	1	1	-	2	6	-	6	1	1	4	2	6	6
	3%	3%	1%	3%	2%	1%	4%	1%	1%	-	4%	4%d	-	2%	1%	1%	3%	3%	3%	4%
Exorcism/the paranormal	5	4	1	2	3	-	5	-	-	-	1	3	1	4	1	1	2	2	4	4
	2%	2%	1%	2%	2%	-	3%	-	-	-	2%	2%	1%	2%	1%	1%	1%	4%	2%	2%
Discrimination based on non-religious beliefs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on religious beliefs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gender discrimination (e.g. sexism)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Age discrimination	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Malicious views	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	7	5	*	-	6	2	5	1	1	-	1	4	1	5	2	2	4	1	5	4
	2%	3%	1%	-	3%	1%	3%	1%	2%	-	2%	3%	1%	2%	4%	3%	3%	2%	2%	2%
None of these	48	33	11	12	32	14	35	13	3	2	10	21	17	38	7	12	18	11	29	33
	16%	17%	17%	13%	17%	10%	21%e	12%	6%	17%	23%	15%	15%	15%	13%	19%	13%	20%	15%	18%

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

Table 111

Q15c Thinking about the things you have seen that have concerned you, which of these do you think could be harmful to children?
Base: All who have seen something of concern on any on-line or on-demand service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	328	328	-	-	258	70	270	58	67	181	40
Base	303	303	-**	-**	244	59*	255	48*	65*	173	40**
Effective Base	221	221	-	-	170	53	180	42	47	123	22
Violence (in general)	79	79	-	-	77	3	79	-	14	50	5
	26%	26%	-	-	31%e	4%	31%g	-	21%	29%	12%
Sex/sexually explicit content	61	61	-	-	55	6	61	-	16	43	7
	20%	20%	-	-	23%	10%	24%g	-	24%	25%	17%
Bad language	54	54	-	-	52	1	54	-	11	36	4
	18%	18%	-	-	21%e	3%	21%g	-	17%	21%	10%
Bullying/victimising	41	41	-	-	39	3	41	-	10	32	4
	14%	14%	-	-	16%e	4%	16%g	-	15%	18%	10%
Pornography	41	41	-	-	39	2	41	-	10	30	2
	14%	14%	-	-	16%e	4%	16%g	-	15%	18%	6%
Dangerous behaviour	41	41	-	-	40	1	41	-	11	34	1
	13%	13%	-	-	16%e	2%	16%g	-	16%	19%	4%
Drugs/drug use	41	41	-	-	37	3	41	-	12	26	3
	13%	13%	-	-	15%	5%	16%g	-	18%	15%	8%
Racism	40	40	-	-	40	-	40	-	11	26	7
	13%	13%	-	-	16%e	-	16%g	-	16%	15%	19%
Welfare of children or young people	34	34	-	-	32	2	34	-	7	22	3
	11%	11%	-	-	13%	4%	13%g	-	10%	13%	7%
Content harmful to self-esteem (e.g. self-abuse)	34	34	-	-	30	3	34	-	12	24	3
	11%	11%	-	-	12%	6%	13%g	-	19%	14%	8%
Suicide	33	33	-	-	31	2	33	-	13	17	9
	11%	11%	-	-	13%e	3%	13%g	-	20%	10%	22%
Eating disorders	29	29	-	-	26	4	29	-	9	16	7
	10%	10%	-	-	11%	6%	11%g	-	14%	9%	17%
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	27	27	-	-	26	1	27	-	6	20	3
	9%	9%	-	-	10%	2%	11%g	-	9%	12%	8%
Misleading advertising	26	26	-	-	25	1	26	-	8	13	2
	9%	9%	-	-	10%	2%	10%g	-	13%	8%	5%
Illegal child sexual abuse material	26	26	-	-	24	1	26	-	7	21	3
	8%	8%	-	-	10%	2%	10%g	-	11%	12%	7%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	24	24	-	-	24	-	24	-	7	15	5
	8%	8%	-	-	10%e	-	10%g	-	10%	9%	12%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 111

Q15c Thinking about the things you have seen that have concerned you, which of these do you think could be harmful to children?
Base: All who have seen something of concern on any on-line or on-demand service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Incitement to hatred	**24**	24	-	-	24	1	24	-	10	18	2
	8%	*8%*	-	-	*10%e*	*1%*	*10%f*	-	*15%*	*11%*	*4%*
Incitement to crime	**24**	24	-	-	24	1	24	-	11	18	-
	8%	*8%*	-	-	*10%e*	*1%*	*10%f*	-	*17%*	*11%*	*-*
Accuracy of medical/health claims	**22**	22	-	-	21	*	22	-	7	19	2
	7%	*7%*	-	-	*9%e*	*1%*	*9%*	-	*11%*	*11%*	*5%*
Nakedness/naked bodies/body parts	**19**	19	-	-	17	2	19	-	4	13	2
	6%	*6%*	-	-	*7%*	*4%*	*8%*	-	*6%*	*8%*	*5%*
Defamation/smearing of others	**19**	19	-	-	19	-	19	-	10	13	-
	6%	*6%*	-	-	*8%e*	*-*	*7%*	-	*16%*	*8%*	*-*
Inaccurate information	**18**	18	-	-	18	-	18	-	3	12	3
	6%	*6%*	-	-	*7%e*	*-*	*7%*	-	*5%*	*7%*	*8%*
Offence of religion	**10**	10	-	-	10	-	10	-	4	8	*
	3%	*3%*	-	-	*4%*	*-*	*4%*	-	*7%*	*4%*	*1%*
Infringing someone's privacy	**8**	8	-	-	7	1	8	-	5	6	1
	3%	*3%*	-	-	*3%*	*1%*	*3%*	-	*7%*	*3%*	*2%*
Exorcism/the paranormal	**5**	5	-	-	4	1	5	-	2	2	1
	2%	*2%*	-	-	*2%*	*1%*	*2%*	-	*3%*	*1%*	*3%*
Discrimination based on non-religious beliefs	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Discrimination based on religious beliefs	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Gender discrimination (e.g. sexism)	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Age discrimination	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Malicious views	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	**7**	7	-	-	6	*	7	-	1	5	-
	2%	*2%*	-	-	*3%*	*1%*	*3%*	-	*1%*	*3%*	*-*
None of these	**48**	48	-	-	6	42	-	48	5	16	10
	16%	*16%*	-	-	*2%*	*71%d*	*-*	*100%d*	*8%*	*9%*	*26%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 112

Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything else you have watched on-line or on-demand) caused you concern on
TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)?
Base: All who have seen something of concern on an ODO service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	128	74	54	45	50	15	11	4	3	95	26	7	55	13	3	3	40	13	1	-	38	47	21	22	85	43
Base	108	66*	42*	46*	35*	13**	11**	3**	1**	81*	23**	4**	50*	13**	2**	1**	31*	10**	***	-**	32*	38*	19**	20**	70*	38*
Effective Base	113	64	50	41	46	14	10	3	3	84	24	6	48	12	3	3	37	12	1	-	34	42	18	19	76	38
Soaps	44	29	15	22	14	6	1	1	*	36	7	1	25	4	1	*	12	3	-	-	14	17	9	4	31	13
	41%	44%	36%	48%	41%	48%	9%	24%	30%	45%	30%	26%	49%	28%	29%	30%	37%	33%	-	-	45%	43%	50%	20%	44%	35%
Comedy	42	26	16	21	15	3	1	1	-	37	4	1	23	2	1	-	14	2	-	-	10	14	10	8	24	18
	39%	39%	37%	46%	44%	23%	9%	42%	-	45%	17%	28%	46%	16%	51%	-	45%	18%	-	-	31%	36%	56%	39%	34%	47%
Drama	39	25	14	15	19	3	1	-	1	34	4	1	24	-	-	1	10	4	-	-	9	11	10	8	20	19
	36%	38%	32%	32%	54%c	24%	10%	-	67%	42%	18%	23%	48%	-	-	67%	31%	39%	-	-	28%	29%	55%	43%	29%	49%x
News and current affairs	29	20	9	12	9	4	3	*	*	21	8	1	13	6	*	*	8	2	-	-	7	12	4	6	19	11
	27%	30%	23%	26%	25%	34%	33%	17%	33%	26%	34%	22%	26%	49%	21%	33%	26%	15%	-	-	20%	32%	24%	33%	27%	29%
Sport	28	22	6	17	9	2	-	-	-	26	2	-	19	2	-	-	6	-	-	-	10	9	4	6	18	10
	26%	33%b	15%	37%	26%	19%	-	-	-	32%	10%	-	39%	19%	-	-	21%	-	-	-	31%	22%	23%	28%	26%	26%
Music video	27	15	12	11	6	6	5	-	-	17	10	-	8	7	-	-	8	4	-	-	6	11	6	5	17	10
	25%	23%	29%	24%	16%	45%	44%	-	-	21%	45%	-	17%	53%	-	-	27%	34%	-	-	18%	29%	32%	23%	24%	27%
Factual / Documentary	25	15	10	13	8	3	2	-	-	21	5	-	13	2	-	-	8	2	-	-	8	8	5	4	16	9
	23%	23%	24%	29%	22%	24%	15%	-	-	26%	20%	-	25%	19%	-	-	26%	20%	-	-	26%	21%	27%	20%	23%	23%
Adult content i.e. pornography	25	14	11	10	8	4	2	-	*	19	5	*	11	2	-	*	8	3	-	-	7	7	4	7	13	11
	23%	21%	26%	23%	24%	29%	15%	-	30%	23%	23%	10%	23%	16%	-	30%	25%	30%	-	-	21%	18%	21%	37%	19%	29%
Film	23	13	10	9	8	5	1	-	*	16	6	*	10	2	-	*	6	4	-	-	5	7	6	5	12	11
	21%	19%	24%	19%	22%	43%	6%	-	30%	20%	26%	10%	21%	16%	-	30%	19%	39%	-	-	16%	18%	32%	25%	17%	29%
Personal or political opinion	21	18	2	13	6	1	1	*	-	18	2	*	16	2	*	-	2	-	-	-	6	5	5	5	11	10
	19%	28%b	6%	27%	16%	10%	9%	17%	-	22%	9%	11%	31%	17%	21%	-	8%	-	-	-	18%	14%	28%	23%	16%	26%
General entertainment (reality shows, talent shows, cooking, etc)	21	12	8	8	5	5	2	-	-	13	7	-	7	5	-	-	6	2	-	-	4	9	5	2	13	8
	19%	19%	20%	18%	15%	41%	18%	-	-	17%	31%	-	14%	42%	-	-	21%	17%	-	-	14%	22%	29%	11%	19%	20%
Children's programme	20	12	8	8	11	1	-	-	-	19	1	-	12	-	-	-	7	1	-	-	3	6	7	4	9	11
	18%	18%	20%	18%	31%	7%	-	-	-	23%	4%	-	23%	-	-	-	24%	8%	-	-	10%	16%	37%	20%	13%	28%
Game/Quiz show	19	10	8	10	6	2	1	-	-	15	4	-	9	1	-	-	6	2	-	-	5	7	2	5	11	8
	17%	16%	20%	21%	16%	19%	12%	-	-	19%	16%	-	18%	11%	-	-	20%	21%	-	-	15%	17%	12%	28%	16%	20%
Education	18	12	6	9	6	4	-	-	-	15	4	-	8	4	-	-	6	-	-	-	4	8	5	1	12	6
	17%	18%	15%	19%	16%	28%	-	-	-	18%	15%	-	17%	28%	-	-	20%	-	-	-	12%	22%	27%	4%	18%	15%
User generated/non-professional content (e.g. on YouTube)	13	7	5	5	5	2	1	*	*	9	2	1	6	-	*	*	3	2	-	-	3	6	1	3	9	4
	12%	11%	13%	10%	14%	13%	6%	17%	30%	12%	10%	21%	13%	-	21%	30%	9%	23%	-	-	9%	16%	4%	15%	13%	10%
Advertising	1	1	*	1	-	*	-	-	-	1	*	-	1	-	-	-	-	*	-	-	1	*	-	-	1	-
	1%	1%	1%	2%	-	3%	-	-	-	1%	2%	-	2%	-	-	-	-	4%	-	-	2%	1%	-	-	2%	-

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

Table 112

Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything else you have watched on-line or on-demand) caused you concern on
TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)?
Base: All who have seen something of concern on an ODO service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	**108**	66*	42*	46*	35*	13**	11**	3**	1**	81*	23**	4**	50*	13**	2**	1**	31*	10**	***	-**	32*	38*	19**	20**	70*	38*
Other	**1**	1	-	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-
	1%	*2%*	-	-	-	-	*11%*	-	-	-	*5%*	-	-	*9%*	-	-	-	-	-	-	*4%*	-	-	-	*2%*	-
Dk/None	*	-	*	-	-	-	-	*	-	-	-	*	-	-	-	-	-	-	*	-	-	-	*	-	-	*
	*	-	*1%*	-	-	-	-	*17%*	-	-	-	*11%*	-	-	-	-	-	-	*100%*	-	-	-	*3%*	-	-	*1%*
Net: Any soaps/comedy/drama	**77**	47	29	33	28	10	3	2	1	61	13	3	39	6	2	1	22	7	-	-	24	26	16	11	50	27
	71%	*71%*	*70%*	*72%*	*79%*	*80%*	*28%*	*66%*	*67%*	*75%*	*56%*	*66%*	*78%*	*44%*	*79%*	*67%*	*71%*	*72%*	-	-	*75%*	*69%*	*85%*	*55%*	*72%*	*70%*
Net: Any news/political/ personal opinion	**39**	29	10	18	11	6	3	*	*	29	9	1	20	7	*	*	9	2	-	-	11	14	8	6	25	14
	36%	*43%b*	*24%*	*39%*	*32%*	*44%*	*33%*	*17%*	*33%*	*36%*	*39%*	*22%*	*40%*	*59%*	*21%*	*33%*	*28%*	*15%*	-	-	*35%*	*36%*	*40%*	*33%*	*35%*	*37%*
Net: Any entertainment	**40**	22	17	15	12	8	3	*	*	28	11	1	16	5	*	*	12	6	-	-	7	15	8	9	22	17
	37%	*33%*	*42%*	*34%*	*35%*	*62%*	*30%*	*17%*	*30%*	*34%*	*48%*	*21%*	*32%*	*42%*	*21%*	*30%*	*38%*	*55%*	-	-	*23%*	*39%*	*45%*	*45%*	*32%*	*45%*

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TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)?
Base: All who have seen something of concern on an ODO service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	128	105	22	65	59	1	5	16	14	9	14	4	4	20	27	113	9	2	4	35	23	55
Base	108	89*	18**	54*	51*	***	5**	15**	10**	9**	12**	5**	5**	17**	17**	96	6**	1**	5**	30*	21**	44*
Effective Base	113	94	18	59	51	1	5	15	12	8	13	3	4	19	25	100	8	2	4	31	21	48
Soaps	44	35	8	27	16	-	2	9	5	2	4	3	1	8	6	40	2	-	3	16	6	18
	41%	40%	42%	51%d	31%	-	55%	55%	43%	23%	34%	67%	15%	44%	37%	42%	29%	-	51%	51%	30%	41%
Comedy	42	36	4	20	21	-	2	5	3	3	6	3	3	6	7	38	1	1	2	9	10	19
	39%	41%	25%	38%	42%	-	35%	30%	31%	39%	52%	67%	71%	35%	38%	40%	8%	52%	42%	31%	47%	44%
Drama	39	34	5	18	20	-	2	5	3	3	5	2	1	6	6	34	3	1	1	10	8	16
	36%	38%	28%	34%	40%	-	43%	35%	25%	30%	44%	43%	29%	36%	35%	35%	53%	52%	20%	33%	38%	36%
News and current affairs	29	27	2	18	11	*	2	4	1	1	5	-	-	6	7	26	-	-	4	7	6	13
	27%	30%	13%	34%	21%	100%	38%	27%	8%	12%	39%	-	-	34%	41%	27%	-	-	77%	22%	28%	29%
Sport	28	26	2	14	14	-	1	1	2	3	3	3	3	3	5	24	1	-	3	4	6	14
	26%	29%	12%	26%	28%	-	17%	8%	23%	32%	24%	67%	56%	16%	32%	26%	21%	-	51%	14%	27%	32%
Music video	27	23	4	15	11	-	1	5	2	3	3	-	-	6	5	26	1	-	1	8	6	11
	25%	26%	22%	28%	22%	-	21%	34%	19%	34%	26%	-	-	35%	30%	27%	8%	-	20%	27%	29%	25%
Factual / Documentary	25	23	2	13	11	-	1	1	2	3	5	1	1	5	6	24	1	-	-	4	8	12
	23%	26%	12%	24%	22%	-	18%	6%	21%	31%	44%	13%	28%	27%	34%	25%	14%	-	-	13%	39%	28%
Adult content i.e. pornography	25	18	6	17	8	-	2	1	1	4	4	-	-	4	7	25	-	-	-	5	9	11
	23%	20%	36%	32%d	15%	-	55%	9%	9%	48%	37%	-	-	24%	40%	26%	-	-	-	16%	41%	25%
Film	23	18	5	8	14	-	1	1	3	1	4	-	-	4	6	20	1	1	1	5	5	10
	21%	21%	25%	16%	26%	-	17%	9%	26%	11%	33%	-	-	24%	33%	21%	22%	52%	20%	16%	24%	22%
Personal or political opinion	21	18	3	9	12	*	1	2	1	-	3	2	-	6	4	20	-	-	1	5	3	12
	19%	20%	16%	16%	23%	100%	21%	16%	14%	-	23%	43%	-	32%	25%	21%	-	-	20%	16%	14%	27%
General entertainment (reality shows, talent shows, cooking, etc)	21	20	1	16	5	-	1	4	1	2	1	1	-	1	5	17	1	-	3	5	4	7
	19%	22%	3%	29%d	9%	-	21%	24%	8%	29%	11%	24%	-	8%	27%	17%	22%	-	51%	18%	18%	17%
Children's programme	20	19	1	10	10	-	-	4	2	-	3	1	1	2	3	16	1	1	2	6	3	8
	18%	21%	7%	18%	20%	-	-	24%	20%	-	23%	20%	28%	13%	17%	17%	14%	52%	46%	19%	13%	17%
Game/Quiz show	19	18	1	11	7	-	1	2	3	1	3	-	-	1	3	15	2	1	1	6	4	5
	17%	20%	5%	21%	15%	-	17%	13%	33%	17%	24%	-	-	8%	19%	16%	32%	48%	20%	20%	21%	11%
Education	18	15	3	9	9	*	1	-	-	-	2	3	-	3	7	16	1	-	2	1	2	13
	17%	17%	16%	16%	18%	100%	17%	-	-	-	21%	67%	-	15%	39%	17%	8%	-	31%	2%	12%	29%d
User generated/non-professional content (e.g. on YouTube)	13	11	1	6	7	-	1	2	*	1	2	-	-	2	2	10	1	-	1	3	3	4
	12%	13%	7%	11%	13%	-	17%	12%	4%	11%	14%	-	-	14%	11%	11%	23%	-	20%	10%	13%	10%
Advertising	1	*	1	1	-	-	-	-	-	*	1	-	-	-	-	1	-	-	-	-	1	-
	1%	*	4%	2%	-	-	-	-	-	5%	7%	-	-	-	-	1%	-	-	-	-	6%	-

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

Table 112

Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything else you have watched on-line or on-demand) caused you concern on
TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)?
Base: All who have seen something of concern on an ODO service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	**108**	89*	18**	54*	51*	***	5**	15**	10**	9**	12**	5**	5**	17**	17**	96	6**	1**	5**	30*	21**	44*
Other	**1**	1	-	1	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	1
	1%	*1%*	-	*2%*	-	-	-	-	-	-	-	-	-	*6%*	-	*1%*	-	-	-	-	-	*3%*
Dk/None	*	-	*	*	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-
	*	-	*3%*	*1%*	-	-	-	-	-	-	-	-	-	-	-	-	*7%*	-	-	-	-	-
Net: Any soaps/comedy/drama	**77**	67	9	40	36	-	5	11	8	6	9	3	5	12	11	68	4	1	4	23	14	31
	71%	*75%*	*49%*	*74%*	*70%*	-	*100%*	*70%*	*72%*	*64%*	*72%*	*67%*	*100%*	*70%*	*62%*	*71%*	*69%*	*52%*	*74%*	*75%*	*69%*	*70%*
Net: Any news/political/ personal opinion	**39**	33	5	20	18	*	2	4	2	1	5	2	-	9	9	35	-	-	4	8	6	20
	36%	*38%*	*30%*	*37%*	*36%*	*100%*	*38%*	*27%*	*22%*	*12%*	*45%*	*43%*	-	*53%*	*50%*	*36%*	-	-	*77%*	*27%*	*31%*	*45%*
Net: Any entertainment	**40**	34	5	20	18	-	2	4	4	4	6	1	-	6	7	33	3	1	3	9	10	14
	37%	*38%*	*30%*	*38%*	*35%*	-	*38%*	*27%*	*34%*	*51%*	*47%*	*24%*	-	*32%*	*41%*	*35%*	*45%*	*52%*	*51%*	*31%*	*49%*	*31%*

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Table 112

Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything else you have watched on-line or on-demand) caused you concern on
TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)?
Base: All who have seen something of concern on an ODO service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	128	101	101	111	70	98	77	85	62	46	99	77	89	66	46	127	1	126	124	127
Base	108	85*	85*	97*	59*	83*	62*	73*	54*	40*	83*	62*	76*	57*	40*	106	2**	105	104	106
Effective Base	113	89	90	98	63	87	69	77	55	40	88	69	81	59	40	114	1	113	111	114
Soaps	44	39	33	42	26	33	29	35	30	21	33	29	35	30	21	42	2	41	42	42
	41%	*47%*	*39%*	*43%*	*44%*	*40%*	*46%*	*47%*	*54%*	*54%*	*40%*	*46%*	*47%*	*52%*	*54%*	*40%*	*100%*	*39%*	*40%*	*40%*
Comedy	42	34	36	38	24	35	22	32	26	20	35	22	33	26	20	40	2	39	40	40
	39%	*40%*	*42%*	*39%*	*42%*	*42%*	*35%*	*43%*	*47%*	*50%*	*42%*	*35%*	*43%*	*46%*	*50%*	*37%*	*100%*	*37%*	*38%*	*37%*
Drama	39	31	29	36	20	28	20	26	20	16	28	20	26	21	16	37	2	37	36	37
	36%	*37%*	*34%*	*37%*	*34%*	*34%*	*31%*	*35%*	*37%*	*42%*	*34%*	*31%*	*34%*	*37%*	*42%*	*34%*	*100%*	*35%*	*35%*	*34%*
News and current affairs	29	23	25	28	13	25	19	25	17	12	25	19	25	17	12	29	-	29	29	29
	27%	*27%*	*30%*	*29%*	*23%*	*31%*	*30%*	*34%*	*31%*	*29%*	*31%*	*30%*	*33%*	*30%*	*29%*	*28%*	-	*28%*	*28%*	*28%*
Sport	28	20	22	26	11	22	12	21	16	14	22	12	21	18	14	26	2	26	26	26
	26%	*23%*	*25%*	*27%*	*19%*	*26%*	*19%*	*28%*	*30%*	*35%*	*26%*	*19%*	*27%*	*32%*	*35%*	*25%*	*100%*	*25%*	*25%*	*25%*
Music video	27	21	21	23	15	21	16	20	17	9	21	16	20	17	9	27	-	27	27	27
	25%	*25%*	*25%*	*24%*	*25%*	*25%*	*26%*	*27%*	*31%*	*24%*	*25%*	*26%*	*27%*	*29%*	*24%*	*26%*	-	*26%*	*26%*	*26%*
Factual / Documentary	25	20	20	22	15	20	16	19	10	8	20	16	19	12	8	25	-	25	25	25
	23%	*24%*	*23%*	*22%*	*26%*	*24%*	*26%*	*26%*	*19%*	*21%*	*24%*	*26%*	*25%*	*20%*	*21%*	*24%*	-	*24%*	*24%*	*24%*
Adult content i.e. pornography	25	23	20	22	15	20	17	20	15	14	20	17	20	15	14	25	-	24	25	25
	23%	*27%*	*24%*	*22%*	*25%*	*25%*	*28%*	*27%*	*27%*	*35%*	*24%*	*28%*	*26%*	*27%*	*35%*	*23%*	-	*23%*	*24%*	*23%*
Film	23	19	19	20	12	19	15	17	13	6	19	15	17	14	6	23	-	23	23	23
	21%	*22%*	*22%*	*20%*	*21%*	*22%*	*24%*	*23%*	*24%*	*14%*	*22%*	*24%*	*22%*	*24%*	*14%*	*22%*	-	*22%*	*22%*	*22%*
Personal or political opinion	21	17	18	19	10	18	11	15	11	10	18	11	15	11	10	19	2	18	19	19
	19%	*20%*	*21%*	*20%*	*17%*	*22%*	*18%*	*21%*	*20%*	*26%*	*22%*	*18%*	*20%*	*19%*	*26%*	*18%*	*100%*	*17%*	*18%*	*18%*
General entertainment (reality shows, talent shows, cooking, etc)	21	17	14	19	8	14	12	18	15	6	14	12	19	16	6	21	-	21	21	21
	19%	*20%*	*16%*	*20%*	*14%*	*17%*	*20%*	*25%*	*28%*	*16%*	*17%*	*20%*	*25%*	*28%*	*16%*	*19%*	-	*20%*	*20%*	*19%*
Children's programme	20	16	18	19	9	18	10	18	11	10	18	10	18	11	10	20	-	20	20	20
	18%	*19%*	*21%*	*20%*	*16%*	*21%*	*16%*	*24%*	*21%*	*26%*	*21%*	*16%*	*24%*	*20%*	*26%*	*19%*	-	*19%*	*19%*	*19%*
Game/Quiz show	19	14	14	17	9	14	10	14	13	10	14	10	14	15	10	19	-	19	18	19
	17%	*17%*	*17%*	*17%*	*16%*	*17%*	*16%*	*19%*	*24%*	*26%*	*17%*	*16%*	*18%*	*26%*	*26%*	*18%*	-	*18%*	*18%*	*18%*
Education	18	15	13	16	8	13	9	12	10	7	13	9	12	10	7	16	2	15	16	16
	17%	*18%*	*15%*	*16%*	*13%*	*16%*	*15%*	*16%*	*19%*	*18%*	*15%*	*15%*	*16%*	*18%*	*18%*	*15%*	*100%*	*14%*	*15%*	*15%*
User generated/non-professional content (e.g. on YouTube)	13	8	11	11	5	11	6	7	6	3	11	6	8	6	3	13	-	13	13	13
	12%	*10%*	*13%*	*11%*	*9%*	*14%*	*10%*	*10%*	*11%*	*8%*	*14%*	*10%*	*10%*	*11%*	*8%*	*12%*	-	*12%*	*12%*	*12%*

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

Table 112

Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything else you have watched on-line or on-demand) caused you concern on
TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)?
Base: All who have seen something of concern on an ODO service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**108**	85*	85*	97*	59*	83*	62*	73*	54*	40*	83*	62*	76*	57*	40*	106	2**	105	104	106
Advertising	**1**	1	1	1	1	1	1	-	-	*	1	1	-	-	*	1	-	1	1	1
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	-	-	*1%*	*1%*	*1%*	-	-	*1%*	*1%*	-	*1%*	*1%*	*1%*
Other	**1**	1	1	1	-	1	-	-	-	1	1	-	-	-	1	1	-	1	-	1
	1%	*1%*	*1%*	*1%*	-	*1%*	-	-	-	*3%*	*1%*	-	-	-	*3%*	*1%*	-	*1%*	-	*1%*
Dk/None	*	*	*	*	*	*	*	*	-	-	*	*	*	-	-	*	-	*	*	*
	*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	-	-	*1%*	*1%*	*1%*	-	-	*	-	*	*	*
Net: Any soaps/comedy/drama	**77**	63	58	71	44	56	45	56	46	30	56	45	58	48	30	75	2	74	74	75
	71%	*74%*	*68%*	*73%*	*75%*	*67%*	*72%*	*77%*	*85%*	*75%*	*67%*	*72%*	*76%*	*83%*	*75%*	*70%*	*100%*	*70%*	*71%*	*70%*
Net: Any news/political/ personal opinion	**39**	31	33	36	19	33	23	30	20	16	33	23	31	21	16	37	2	36	37	37
	36%	*36%*	*39%*	*37%*	*32%*	*40%*	*38%*	*41%*	*38%*	*40%*	*40%*	*38%*	*40%*	*37%*	*40%*	*34%*	*100%*	*34%*	*35%*	*34%*
Net: Any entertainment	**40**	31	32	35	18	32	25	29	23	9	32	25	31	24	9	40	-	40	40	40
	37%	*37%*	*37%*	*36%*	*30%*	*38%*	*40%*	*40%*	*42%*	*23%*	*38%*	*40%*	*41%*	*42%*	*23%*	*37%*	-	*38%*	*38%*	*37%*

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TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)?
Base: All who have seen something of concern on an ODO service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	128	94	23	39	84	63	65	49	19	7	19	58	50	108	16	21	66	26	92	88
Base	108	81*	18**	34*	71*	60*	49*	46*	17**	7**	16**	45*	47*	92*	14**	19**	55*	23**	77*	72*
Effective Base	113	84	21	35	74	56	59	43	18	6	17	51	45	95	15	20	57	23	80	77
Soaps	44	34	6	14	29	31	13	25	10	4	2	19	23	42	5	6	25	9	34	30
	41%	42%	32%	41%	41%	52%d	27%	55%	60%	54%	15%	43%	48%	46%	35%	31%	45%	41%	44%	42%
Comedy	42	31	7	18	24	25	17	19	6	5	2	18	21	39	4	6	23	9	31	28
	39%	38%	36%	52%	34%	42%	35%	41%	34%	68%	16%	41%	45%	43%	31%	32%	41%	39%	41%	39%
Drama	39	30	5	17	21	26	13	20	8	2	3	20	15	35	5	7	21	6	27	26
	36%	37%	28%	50%d	30%	44%	26%	45%	44%	35%	22%	45%	32%	38%	33%	35%	38%	28%	35%	36%
News and current affairs	29	23	4	13	17	15	14	12	3	3	7	14	9	23	1	3	19	5	24	22
	27%	29%	24%	38%	23%	26%	29%	27%	17%	44%	42%	31%	19%	25%	10%	16%	34%	22%	30%	31%
Sport	28	21	3	14	15	15	13	13	3	1	5	15	8	23	2	3	17	6	23	20
	26%	26%	19%	40%d	21%	25%	27%	28%	18%	17%	34%	34%	17%	25%	16%	16%	32%	26%	30%	28%
Music video	27	18	6	6	21	14	13	12	4	2	4	12	11	23	4	5	13	6	19	18
	25%	23%	31%	17%	30%	24%	26%	26%	24%	27%	27%	27%	24%	25%	26%	28%	24%	26%	24%	25%
Factual / Documentary	25	21	3	13	12	11	15	9	4	1	8	11	6	17	2	4	15	5	20	21
	23%	26%	15%	37%d	17%	18%	30%	19%	21%	9%	51%	25%	13%	19%	14%	20%	27%	24%	26%	30%
Adult content i.e. pornography	25	17	7	8	16	15	9	13	6	3	2	11	10	22	3	5	14	4	18	18
	23%	21%	37%	23%	22%	26%	19%	28%	33%	36%	13%	25%	22%	24%	18%	27%	26%	17%	23%	25%
Film	23	17	3	7	15	12	10	11	5	2	3	12	7	20	2	2	11	4	16	17
	21%	21%	17%	21%	21%	21%	21%	24%	29%	23%	20%	28%	15%	21%	11%	12%	20%	20%	20%	24%
Personal or political opinion	21	16	2	9	12	11	9	8	2	2	2	11	8	18	2	3	14	3	17	14
	19%	19%	9%	27%	17%	19%	19%	17%	13%	35%	16%	24%	16%	20%	11%	13%	25%	13%	22%	19%
General entertainment (reality shows, talent shows, cooking, etc)	21	16	3	9	12	11	10	7	3	1	3	13	4	17	3	5	11	1	13	13
	19%	20%	18%	26%	16%	18%	20%	16%	20%	14%	21%	29%d	9%	19%	20%	26%	21%	6%	17%	18%
Children's programme	20	17	2	9	11	12	8	10	1	1	2	12	6	18	2	2	9	7	16	15
	18%	22%	10%	26%	16%	20%	17%	21%	5%	17%	15%	26%	13%	19%	12%	9%	15%	32%	20%	20%
Game/Quiz show	19	15	3	14	5	9	10	7	4	2	4	11	4	15	2	2	10	5	14	12
	17%	18%	19%	40%ad	8%	15%	20%	14%	23%	31%	27%	25%d	8%	16%	11%	8%	17%	21%	18%	17%
Education	18	14	2	8	10	12	6	11	2	-	3	10	6	15	2	3	12	3	15	12
	17%	17%	11%	23%	15%	20%	13%	24%	14%	-	17%	21%	12%	17%	16%	15%	22%	12%	19%	16%
User generated/non-professional content (e.g. on YouTube)	13	10	1	2	10	4	9	4	1	-	2	7	4	11	2	2	5	3	8	8
	12%	12%	8%	7%	14%	7%	18%	9%	5%	-	13%	16%	8%	12%	18%	13%	9%	12%	10%	11%
Advertising	1	-	1	-	1	-	1	-	-	-	-	1	-	1	-	-	1	-	1	*
	1%	-	7%	-	1%	-	2%	-	-	-	-	3%	-	1%	-	-	1%	-	1%	1%

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

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Absolutes/col percents

Table 112

Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything else you have watched on-line or on-demand) caused you concern on
TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)?
Base: All who have seen something of concern on an ODO service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	108	81*	18**	34*	71*	60*	49*	46*	17**	7**	16**	45*	47*	92*	14**	19**	55*	23**	77*	72*
Other	1	1	-	-	1	-	1	-	-	-	-	1	-	1	-	-	1	-	1	-
	1%	*1%*	-	-	*2%*	-	*2%*	-	-	-	-	*3%*	-	*1%*	-	-	*2%*	-	*1%*	-
Dk/None	*	*	-	-	*	-	*	-	-	-	-	*	-	*	-	-	-	-	-	*
	*	*1%*	-	-	*1%*	-	*1%*	-	-	-	-	*1%*	-	*1%*	-	-	-	-	-	*1%*
Net: Any soaps/comedy/drama	77	59	12	28	47	49	28	36	15	6	6	35	36	71	10	14	41	14	55	53
	71%	*72%*	*65%*	*83%*	*66%*	*82%*	*58%*	*80%*	*87%*	*91%*	*37%*	*78%*	*77%*	*77%*	*71%*	*74%*	*75%*	*62%*	*71%*	*74%*
Net: Any news/political/ personal opinion	39	30	5	16	23	20	19	16	4	3	7	18	13	31	2	4	26	6	32	26
	36%	*37%*	*28%*	*47%*	*32%*	*33%*	*39%*	*36%*	*26%*	*44%*	*47%*	*41%*	*28%*	*34%*	*16%*	*21%*	*48%*	*26%*	*41%*	*37%*
Net: Any entertainment	40	29	7	13	25	21	19	17	6	3	5	22	12	34	5	8	19	7	26	27
	37%	*36%*	*40%*	*39%*	*35%*	*35%*	*39%*	*38%*	*34%*	*36%*	*35%*	*48%*	*26%*	*37%*	*36%*	*41%*	*34%*	*31%*	*33%*	*37%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Table 112

Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything else you have watched on-line or on-demand) caused you concern on
TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)?
Base: All who have seen something of concern on an ODO service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**128**	128	-	-	113	15	114	14	29	73	18
Base	**108**	108	-**	-**	96*	12**	98	10**	28*	62*	15**
Effective Base	**113**	113	-	-	100	13	101	12	25	66	15
Soaps	**44**	44	-	-	43	1	42	2	14	27	4
	41%	*41%*	-	-	*45%*	*9%*	*43%*	*20%*	*51%*	*44%*	*29%*
Comedy	**42**	42	-	-	39	2	40	1	13	24	7
	39%	*39%*	-	-	*41%*	*20%*	*41%*	*15%*	*47%*	*38%*	*44%*
Drama	**39**	39	-	-	35	4	36	3	14	26	4
	36%	*36%*	-	-	*36%*	*31%*	*37%*	*28%*	*50%*	*42%*	*26%*
News and current affairs	**29**	29	-	-	29	-	29	-	12	23	3
	27%	*27%*	-	-	*31%*	-	*30%*	-	*43%*	*37%*	*18%*
Sport	**28**	28	-	-	27	2	28	*	16	15	4
	26%	*26%*	-	-	*28%*	*13%*	*28%*	*4%*	*58%*	*24%*	*25%*
Music video	**27**	27	-	-	25	2	26	1	5	15	5
	25%	*25%*	-	-	*26%*	*16%*	*27%*	*11%*	*19%*	*25%*	*36%*
Factual / Documentary	**25**	25	-	-	25	-	24	1	9	17	3
	23%	*23%*	-	-	*26%*	-	*25%*	*9%*	*32%*	*28%*	*20%*
Adult content i.e. pornography	**25**	25	-	-	23	1	24	1	9	14	3
	23%	*23%*	-	-	*24%*	*12%*	*24%*	*7%*	*33%*	*23%*	*22%*
Film	**23**	23	-	-	20	2	21	1	5	15	3
	21%	*21%*	-	-	*21%*	*20%*	*22%*	*15%*	*18%*	*23%*	*21%*
Personal or political opinion	**21**	21	-	-	20	1	20	1	9	14	3
	19%	*19%*	-	-	*21%*	*6%*	*20%*	*7%*	*33%*	*22%*	*18%*
General entertainment (reality shows, talent shows, cooking, etc)	**21**	21	-	-	21	-	21	-	8	15	2
	19%	*19%*	-	-	*21%*	-	*21%*	-	*27%*	*24%*	*14%*
Children's programme	**20**	20	-	-	18	2	19	1	7	16	-
	18%	*18%*	-	-	*19%*	*13%*	*20%*	*7%*	*26%*	*26%*	-
Game/Quiz show	**19**	19	-	-	18	1	19	-	9	13	2
	17%	*17%*	-	-	*18%*	*10%*	*19%*	-	*31%*	*22%*	*16%*
Education	**18**	18	-	-	16	2	17	1	10	11	3
	17%	*17%*	-	-	*17%*	*18%*	*18%*	*7%*	*35%*	*17%*	*23%*
User generated/non-professional content (e.g. on YouTube)	**13**	13	-	-	12	1	13	-	3	8	2
	12%	*12%*	-	-	*12%*	*7%*	*13%*	-	*10%*	*12%*	*14%*
Advertising	**1**	1	-	-	*	1	*	1	-	1	-
	1%	*1%*	-	-	*	*7%*	*	*8%*	-	*1%*	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

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TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)?
Base: All who have seen something of concern on an ODO service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**108**	108	-**	-**	96*	12**	98	10**	28*	62*	15**
Other	**1**	1	-	-	-	1	-	1	-	-	1
	1%	*1%*	-	-	-	*9%*	-	*11%*	-	-	*8%*
Dk/None	*	*	-	-	-	*	-	*	-	-	*
	*	*	-	-	-	*4%*	-	*5%*	-	-	*3%*
Net: Any soaps/comedy/drama	**77**	77	-	-	72	5	72	5	22	49	7
	71%	*71%*	-	-	*75%*	*41%*	*73%*	*48%*	*81%*	*79%*	*49%*
Net: Any news/political/ personal opinion	**39**	39	-	-	38	1	38	1	17	28	5
	36%	*36%*	-	-	*39%*	*6%*	*39%*	*7%*	*62%*	*45%*	*33%*
Net: Any entertainment	**40**	40	-	-	36	3	38	1	9	25	7
	37%	*37%*	-	-	*38%*	*27%*	*39%*	*15%*	*33%*	*40%*	*45%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)?
Base: All who have seen something of concern on an ODO service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	77	56	21	26	37	11	2	1	-	63	13	1	46	9	1	-	17	4	-	-	24	31	16	6	55	22
Base	66*	51*	15**	27**	26*	8**	1**	4**	-**	53*	10**	4**	41*	7**	4**	-**	12**	3**	-**	-**	18**	29**	15**	4**	47*	19**
Effective Base	60	43	19	24	34	9	2	1	-	55	11	1	40	8	1	-	15	4	-	-	22	22	13	5	42	18
Comedy	26	20	6	13	11	2	-	-	-	24	2	-	19	1	-	-	5	1	-	-	7	8	10	2	15	11
	40%	39%	40%	48%	44%	22%	-	-	-	46%	19%	-	47%	18%	-	-	43%	23%	-	-	40%	26%	65%	40%	32%	60%
Drama	26	20	6	9	10	3	1	4	-	19	3	4	15	2	4	-	4	1	-	-	10	11	3	2	21	5
	39%	40%	38%	33%	38%	34%	51%	100%	-	36%	36%	100%	36%	32%	100%	-	35%	48%	-	-	52%	39%	19%	54%	44%	27%
Film	21	18	3	9	5	3	1	4	-	13	4	4	11	4	4	-	3	1	-	-	6	8	5	2	14	7
	32%	35%	22%	32%	18%	38%	100%	100%	-	25%	46%	100%	26%	54%	100%	-	22%	25%	-	-	32%	29%	37%	36%	30%	37%
News and current affairs	21	17	3	10	7	3	1	-	-	17	4	-	14	3	-	-	2	1	-	-	8	7	3	3	15	6
	31%	34%	23%	35%	28%	41%	51%	-	-	32%	42%	-	36%	40%	-	-	18%	48%	-	-	41%	25%	23%	65%	31%	33%
Soaps	18	14	4	8	7	3	-	-	-	15	3	-	11	3	-	-	3	1	-	-	7	5	5	1	12	6
	27%	27%	27%	30%	26%	39%	-	-	-	28%	34%	-	28%	38%	-	-	28%	23%	-	-	39%	17%	31%	31%	26%	31%
Factual / Documentary	17	13	4	5	7	2	-	4	-	12	2	4	8	2	4	-	4	-	-	-	6	9	2	1	15	2
	26%	26%	26%	18%	27%	20%	-	100%	-	22%	17%	100%	20%	23%	100%	-	31%	-	-	-	33%	30%	12%	19%	31%	13%
Music video	17	15	2	6	4	7	-	-	-	10	7	-	9	6	-	-	1	1	-	-	6	6	4	*	13	4
	26%	30%	10%	24%	14%	81%	-	-	-	19%	71%	-	23%	85%	-	-	6%	31%	-	-	34%	22%	26%	9%	27%	22%
Adult content i.e. pornography	17	12	5	7	3	2	1	4	-	10	2	4	7	1	4	-	3	1	-	-	5	11	-	1	16	1
	25%	23%	31%	26%	13%	22%	51%	100%	-	20%	26%	100%	18%	15%	100%	-	25%	56%	-	-	26%	38%	-	15%	34%	3%
Sport	16	13	3	10	5	-	-	-	-	16	-	-	13	-	-	-	3	-	-	-	3	5	6	2	7	8
	24%	25%	19%	38%	20%	-	-	-	-	30%	-	-	32%	-	-	-	23%	-	-	-	15%	16%	43%	50%	15%	44%
General entertainment (reality shows, talent shows, cooking, etc)	13	10	3	4	4	1	-	4	-	9	1	4	6	1	4	-	3	-	-	-	4	6	2	1	10	3
	20%	20%	19%	16%	16%	8%	-	100%	-	16%	7%	100%	15%	9%	100%	-	23%	-	-	-	22%	22%	14%	14%	22%	14%
Personal or political opinion	11	9	3	5	6	1	-	-	-	11	1	-	9	-	-	-	2	1	-	-	6	3	1	2	8	3
	17%	17%	17%	17%	23%	9%	-	-	-	20%	8%	-	22%	-	-	-	14%	31%	-	-	30%	10%	6%	50%	18%	16%
Education	9	8	1	4	3	1	1	-	-	7	2	-	7	2	-	-	1	-	-	-	2	3	3	-	5	3
	13%	16%	4%	14%	13%	14%	49%	-	-	13%	18%	-	16%	25%	-	-	5%	-	-	-	11%	12%	23%	-	11%	18%
User generated/non-professional content (e.g. on YouTube)	9	6	3	3	3	2	-	-	-	6	2	-	5	1	-	-	1	1	-	-	3	4	2	-	7	2
	13%	12%	17%	11%	13%	28%	-	-	-	12%	24%	-	13%	14%	-	-	10%	52%	-	-	17%	13%	13%	-	14%	10%
Children's programme	8	5	3	3	3	2	-	-	-	6	2	-	3	2	-	-	3	-	-	-	4	3	1	-	7	1
	12%	10%	21%	11%	12%	26%	-	-	-	11%	23%	-	7%	31%	-	-	25%	-	-	-	22%	9%	10%	-	14%	8%
Game/Quiz show	7	6	1	4	1	2	-	-	-	5	2	-	4	2	-	-	1	-	-	-	4	3	1	-	6	1
	11%	12%	8%	13%	5%	26%	-	-	-	9%	23%	-	9%	31%	-	-	10%	-	-	-	20%	10%	4%	-	14%	3%
Advertising	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)?
Base: All who have seen something of concern on an ODO service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	66*	51*	15**	27**	26*	8**	1**	4**	-**	53*	10**	4**	41*	7**	4**	-**	12**	3**	-**	-**	18**	29**	15**	4**	47*	19**
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dk/None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Any soaps/comedy/drama	45	36	8	19	16	5	1	4	-	35	6	4	28	4	4	-	7	1	-	-	13	18	11	2	31	13
	68%	71%	55%	71%	62%	60%	51%	100%	-	67%	59%	100%	70%	63%	100%	-	57%	48%	-	-	70%	64%	75%	54%	66%	70%
Net: Any news/political/ personal opinion	26	20	6	11	11	4	1	-	-	21	5	-	17	3	-	-	4	2	-	-	10	9	4	3	19	7
	40%	40%	40%	39%	43%	50%	51%	-	-	41%	51%	-	43%	40%	-	-	32%	78%	-	-	56%	31%	29%	65%	41%	37%
Net: Any entertainment	32	25	8	13	10	5	1	4	-	23	6	4	17	4	4	-	6	2	-	-	10	12	8	2	22	11
	49%	48%	52%	46%	41%	55%	100%	100%	-	44%	60%	100%	42%	54%	100%	-	47%	77%	-	-	54%	41%	58%	50%	46%	56%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)?
Base: All who have seen something of concern on an ODO service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	77	69	8	45	29	1	1	11	10	5	7	2	2	10	24	72	2	1	2	22	12	38
Base	66*	59*	7**	41*	22**	***	1**	11**	7**	7**	6**	3**	3**	7**	16**	61*	2**	1**	3**	19**	13**	29*
Effective Base	60	55	6	35	24	1	1	10	9	3	7	2	2	10	23	56	2	1	2	20	8	32
Comedy	26	22	4	16	11	-	-	6	4	1	3	3	-	1	7	26	-	1	-	10	4	12
	40%	38%	52%	38%	48%	-	-	53%	57%	14%	49%	100%	-	20%	43%	42%	-	100%	-	53%	29%	40%
Drama	26	25	1	20	6	-	-	4	2	5	5	-	-	1	7	24	2	1	-	6	9	9
	39%	43%	9%	48%	28%	-	-	34%	28%	65%	76%	-	-	20%	45%	39%	100%	100%	-	30%	70%	29%
Film	21	21	1	14	6	-	-	3	2	6	1	-	-	2	5	19	2	1	-	5	7	6
	32%	35%	9%	34%	27%	-	-	30%	29%	86%	14%	-	-	24%	30%	31%	100%	100%	-	28%	54%	22%
News and current affairs	21	18	3	11	9	*	-	3	1	-	2	3	1	3	5	19	-	-	2	4	2	13
	31%	30%	39%	28%	40%	100%	-	32%	12%	-	36%	100%	50%	40%	32%	31%	-	-	61%	23%	16%	44%
Soaps	18	18	-	14	4	-	-	4	2	2	3	-	-	1	3	14	1	-	3	6	5	3
	27%	31%	-	34%	18%	-	-	35%	28%	28%	50%	-	-	8%	18%	23%	72%	-	100%	31%	38%	12%
Factual / Documentary	17	17	-	12	4	*	-	2	3	4	2	1	1	1	1	16	1	-	-	5	6	5
	26%	29%	-	30%	20%	100%	-	22%	36%	50%	40%	36%	50%	11%	9%	26%	72%	-	-	27%	46%	16%
Music video	17	17	-	12	3	-	1	6	3	1	2	-	-	-	3	15	1	-	2	10	3	3
	26%	29%	-	30%	15%	-	100%	57%	37%	15%	26%	-	-	-	16%	24%	28%	-	61%	51%	20%	9%
Adult content i.e. pornography	17	14	2	11	5	-	1	-	-	4	2	1	3	-	5	15	1	-	-	1	5	9
	25%	24%	33%	28%	23%	-	100%	-	-	50%	26%	36%	100%	-	34%	25%	72%	-	-	4%	40%	31%
Sport	16	13	2	8	6	-	-	2	3	-	3	2	-	2	3	16	-	-	-	5	3	8
	24%	23%	30%	20%	26%	-	-	21%	40%	-	49%	64%	-	30%	20%	26%	-	-	-	28%	22%	26%
General entertainment (reality shows, talent shows, cooking, etc)	13	12	1	10	3	-	-	1	2	4	3	-	-	1	3	13	-	-	-	3	7	4
	20%	21%	8%	24%	15%	-	-	8%	24%	50%	50%	-	-	8%	20%	21%	-	-	-	14%	50%	13%
Personal or political opinion	11	11	-	8	4	-	1	1	1	-	3	-	-	1	4	11	-	-	-	4	3	5
	17%	19%	-	19%	16%	-	100%	13%	19%	-	48%	-	-	19%	23%	19%	-	-	-	19%	22%	17%
Education	9	7	2	4	5	-	-	2	1	1	-	2	-	-	2	8	1	-	-	3	1	5
	13%	11%	30%	9%	22%	-	-	16%	12%	14%	-	64%	-	-	16%	14%	28%	-	-	14%	8%	16%
User generated/non-professional content (e.g. on YouTube)	9	7	2	5	2	*	1	3	-	-	1	-	1	1	2	9	-	-	-	4	1	4
	13%	12%	25%	13%	9%	100%	100%	25%	-	-	14%	-	50%	8%	16%	14%	-	-	-	19%	6%	15%
Children's programme	8	8	-	5	3	-	-	1	3	-	-	-	-	2	2	7	-	-	2	3	-	3
	12%	14%	-	13%	12%	-	-	8%	36%	-	-	-	-	21%	11%	11%	-	-	61%	18%	-	11%
Game/Quiz show	7	7	-	6	1	-	-	-	2	-	-	1	-	-	2	6	-	-	2	2	-	3
	11%	12%	-	14%	6%	-	-	-	28%	-	-	36%	-	-	14%	9%	-	-	61%	11%	-	12%
Advertising	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Table 113

Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything else you have watched on-line or on-demand) caused you concern on
On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)?
Base: All who have seen something of concern on an ODO service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	**66***	59*	7**	41*	22**	***	1**	11**	7**	7**	6**	3**	3**	7**	16**	61*	2**	1**	3**	19**	13**	29*
Other	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dk/None	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Any soaps/comedy/drama	**45**	40	4	32	13	-	-	7	6	6	5	3	-	2	11	40	2	1	3	12	11	16
	68%	*68%*	*60%*	*78%*	*57%*	-	-	*61%*	*80%*	*79%*	*90%*	*100%*	-	*28%*	*68%*	*65%*	*100%*	*100%*	*100%*	*66%*	*84%*	*55%*
Net: Any news/political/ personal opinion	**26**	23	3	15	11	*	1	3	2	-	3	3	1	4	7	25	-	-	2	7	3	15
	40%	*40%*	*39%*	*36%*	*50%*	*100%*	*100%*	*32%*	*31%*	-	*48%*	*100%*	*50%*	*49%*	*45%*	*40%*	-	-	*61%*	*35%*	*22%*	*53%*
Net: Any entertainment	**32**	29	3	19	11	*	1	5	3	6	3	-	1	3	8	30	2	1	-	9	9	12
	49%	*50%*	*41%*	*46%*	*48%*	*100%*	*100%*	*47%*	*41%*	*86%*	*50%*	-	*50%*	*40%*	*49%*	*49%*	*100%*	*100%*	-	*47%*	*70%*	*41%*

Prepared by BDRC Continental

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

Table 113

Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything else you have watched on-line or on-demand) caused you concern on
On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)?
Base: All who have seen something of concern on an ODO service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	77	61	58	70	45	57	49	59	49	28	58	50	61	51	28	76	1	76	76	76
Base	66*	54*	47*	59*	36*	46*	41*	48*	40*	25**	47*	43*	50*	42*	25**	64*	2**	64*	64*	64*
Effective Base	60	47	50	61	41	49	37	53	44	24	50	38	55	45	24	61	1	61	61	61
Comedy	26	21	21	24	13	20	12	21	14	14	21	12	21	14	14	24	2	24	24	24
	40%	38%	45%	41%	36%	44%	28%	43%	34%	56%	45%	28%	43%	33%	56%	37%	100%	37%	37%	37%
Drama	26	22	16	22	17	16	19	18	15	9	16	19	19	16	9	26	-	26	26	26
	39%	41%	35%	38%	48%	34%	47%	38%	38%	38%	35%	46%	38%	38%	38%	41%	-	41%	41%	41%
Film	21	18	10	17	12	10	16	14	12	6	10	16	14	13	6	21	-	21	21	21
	32%	34%	22%	30%	33%	22%	39%	29%	31%	24%	22%	38%	28%	31%	24%	33%	-	33%	33%	33%
News and current affairs	21	17	17	20	10	17	12	16	13	11	17	12	17	14	11	19	2	19	19	19
	31%	31%	36%	34%	29%	36%	29%	34%	31%	44%	36%	28%	34%	34%	44%	29%	100%	29%	29%	29%
Soaps	18	14	13	17	8	13	10	15	12	8	13	10	15	12	8	18	-	18	18	18
	27%	26%	29%	29%	22%	28%	25%	30%	30%	33%	29%	24%	31%	29%	33%	28%	-	28%	28%	28%
Factual / Documentary	17	14	9	13	8	9	11	11	9	6	9	11	11	9	6	17	-	17	17	17
	26%	26%	19%	22%	22%	19%	27%	22%	23%	26%	19%	26%	22%	22%	26%	27%	-	27%	27%	27%
Music video	17	16	9	17	10	9	15	15	12	6	9	15	15	12	6	17	-	17	17	17
	26%	29%	19%	28%	28%	19%	36%	31%	30%	25%	19%	35%	30%	29%	25%	26%	-	26%	26%	26%
Adult content i.e. pornography	17	15	10	13	11	10	13	11	10	6	10	14	11	11	6	17	-	17	17	17
	25%	28%	22%	22%	31%	22%	31%	22%	25%	22%	22%	33%	22%	26%	22%	26%	-	26%	26%	26%
Sport	16	13	10	15	7	10	8	12	9	7	10	8	12	10	7	13	2	13	13	13
	24%	25%	22%	26%	21%	22%	20%	25%	23%	30%	22%	20%	24%	24%	30%	21%	100%	21%	21%	21%
General entertainment (reality shows, talent shows, cooking, etc)	13	12	4	8	5	4	10	8	5	4	4	10	8	5	4	13	-	13	13	13
	20%	21%	8%	15%	15%	8%	24%	16%	13%	17%	8%	23%	16%	13%	17%	20%	-	20%	20%	20%
Personal or political opinion	11	10	9	11	10	9	9	10	7	6	9	9	10	7	6	11	-	11	11	11
	17%	18%	20%	19%	28%	20%	21%	21%	18%	23%	20%	20%	20%	18%	23%	18%	-	18%	18%	18%
Education	9	6	7	9	4	7	3	7	4	5	7	3	7	4	5	7	2	7	7	7
	13%	12%	14%	15%	10%	15%	7%	14%	9%	21%	14%	7%	13%	9%	21%	10%	100%	10%	10%	10%
User generated/non-professional content (e.g. on YouTube)	9	7	8	8	6	8	4	5	7	4	8	5	6	7	4	9	-	9	9	9
	13%	14%	16%	13%	17%	17%	9%	10%	16%	17%	16%	12%	11%	16%	17%	14%	-	14%	14%	14%
Children's programme	8	8	5	8	3	5	6	8	5	3	5	6	8	5	3	8	-	8	8	8
	12%	14%	10%	13%	9%	10%	14%	16%	13%	10%	10%	13%	16%	13%	10%	13%	-	13%	13%	13%
Game/Quiz show	7	7	3	7	2	3	4	7	6	2	3	4	7	6	2	7	-	7	7	7
	11%	13%	7%	12%	6%	7%	10%	15%	15%	10%	7%	9%	14%	15%	10%	11%	-	11%	11%	11%

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

Table 113

Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything else you have watched on-line or on-demand) caused you concern on
On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)?
Base: All who have seen something of concern on an ODO service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	66*	54*	47*	59*	36*	46*	41*	48*	40*	25**	47*	43*	50*	42*	25**	64*	2**	64*	64*	64*
Advertising	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dk/None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Any soaps/comedy/drama	45	37	30	39	21	30	27	33	24	18	30	27	33	25	18	42	2	42	42	42
	68%	*68%*	*64%*	*67%*	*58%*	*64%*	*65%*	*67%*	*60%*	*73%*	*64%*	*63%*	*67%*	*59%*	*73%*	*66%*	*100%*	*66%*	*66%*	*66%*
Net: Any news/political/ personal opinion	26	21	20	25	15	20	17	21	16	11	20	17	21	18	11	24	2	24	24	24
	40%	*40%*	*44%*	*43%*	*43%*	*43%*	*40%*	*43%*	*41%*	*46%*	*44%*	*39%*	*43%*	*42%*	*46%*	*38%*	*100%*	*38%*	*38%*	*38%*
Net: Any entertainment	32	27	17	27	18	17	21	21	20	9	17	22	22	21	9	32	-	32	32	32
	49%	*50%*	*37%*	*46%*	*50%*	*38%*	*51%*	*43%*	*50%*	*35%*	*37%*	*53%*	*44%*	*50%*	*35%*	*51%*	-	*51%*	*51%*	*51%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
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On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)?
Base: All who have seen something of concern on an ODO service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	77	59	11	31	40	45	32	35	14	2	3	45	28	73	10	12	43	19	62	58
Base	66*	48*	11**	29**	33*	44*	23**	31*	15**	2**	2**	37*	26**	63*	12**	14**	34*	16**	50*	46*
Effective Base	60	53	6	23	34	35	29	31	9	2	3	32	24	57	7	8	36	17	53	52
Comedy	26	19	4	13	13	21	5	16	4	1	-	12	13	25	5	5	14	6	20	18
	40%	40%	37%	44%	39%	48%	23%	53%	28%	65%	-	32%	51%	40%	39%	39%	42%	34%	40%	40%
Drama	26	19	6	18	7	22	4	14	10	1	-	18	8	26	7	7	14	4	18	16
	39%	38%	54%	60%	21%	50%	19%	46%	66%	35%	-	49%	30%	41%	60%	53%	42%	25%	37%	35%
Film	21	16	5	10	11	14	7	6	10	1	1	13	7	21	6	8	5	7	12	15
	32%	32%	44%	35%	34%	33%	32%	18%	66%	35%	38%	35%	28%	32%	52%	57%	16%	40%	24%	32%
News and current affairs	21	17	1	11	10	13	7	11	3	1	1	13	7	20	3	3	14	3	18	14
	31%	34%	6%	36%	29%	31%	32%	35%	21%	35%	38%	34%	27%	32%	27%	23%	42%	21%	35%	31%
Soaps	18	16	2	11	6	14	4	11	3	1	-	13	5	18	2	2	11	3	15	15
	27%	32%	16%	39%	19%	32%	19%	35%	19%	65%	-	35%	20%	29%	19%	17%	34%	21%	30%	32%
Factual / Documentary	17	13	5	11	6	10	7	5	6	-	1	10	6	16	6	6	7	4	11	10
	26%	26%	41%	37%	20%	24%	30%	17%	38%	-	38%	28%	23%	26%	48%	42%	21%	26%	23%	21%
Music video	17	16	1	7	10	13	4	10	5	-	-	8	9	17	1	1	10	5	15	15
	26%	34%	5%	23%	30%	30%	17%	33%	31%	-	-	21%	34%	27%	8%	7%	28%	31%	29%	32%
Adult content i.e. pornography	17	13	4	10	6	12	4	7	6	1	-	12	4	17	5	5	8	4	12	11
	25%	26%	33%	35%	19%	28%	19%	22%	41%	35%	-	33%	17%	26%	41%	36%	23%	24%	23%	24%
Sport	16	10	2	8	7	11	5	8	2	1	2	7	7	14	1	2	7	6	13	12
	24%	21%	17%	28%	22%	25%	20%	27%	15%	65%	77%	18%	28%	22%	7%	11%	21%	37%	27%	26%
General entertainment (reality shows, talent shows, cooking, etc)	13	8	5	9	4	10	3	5	5	-	-	10	4	13	5	5	6	2	8	6
	20%	16%	47%	31%	12%	23%	14%	18%	34%	-	-	26%	13%	21%	45%	39%	17%	11%	15%	13%
Personal or political opinion	11	10	1	9	1	9	2	7	3	-	1	6	4	10	2	2	6	4	9	8
	17%	20%d	9%	31%	2%	21%	11%	23%	19%	-	62%	17%	14%	16%	16%	14%	17%	23%	19%	18%
Education	9	5	2	2	7	7	2	6	2	-	-	3	6	9	-	1	5	2	8	5
	13%	9%	18%	8%	20%	16%	9%	18%	14%	-	-	7%	23%	14%	-	5%	16%	14%	15%	11%
User generated/non-professional content (e.g. on YouTube)	9	8	-	2	6	6	3	5	2	-	-	4	4	9	2	2	3	4	7	6
	13%	16%	-	6%	18%	13%	14%	15%	16%	-	-	11%	17%	14%	15%	13%	9%	23%	14%	14%
Children's programme	8	5	2	5	2	5	3	3	1	1	*	5	3	8	-	-	5	3	8	7
	12%	11%	20%	16%	6%	11%	15%	10%	4%	65%	23%	13%	11%	12%	-	-	15%	19%	17%	15%
Game/Quiz show	7	5	2	4	3	6	2	4	2	1	-	3	4	7	1	2	3	2	5	6
	11%	11%	17%	15%	8%	13%	7%	12%	10%	65%	-	9%	14%	11%	10%	14%	9%	13%	10%	13%
Advertising	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 113

Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything else you have watched on-line or on-demand) caused you concern on
On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)?
Base: All who have seen something of concern on an ODO service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	**66***	48*	11**	29**	33*	44*	23**	31*	15**	2**	2**	37*	26**	63*	12**	14**	34*	16**	50*	46*
Other	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dk/None	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Any soaps/comedy/drama	**45**	31	10	24	19	34	10	24	11	2	-	27	17	44	10	11	24	8	31	28
	68%	*64%*	*91%*	*83%*	*57%*	*79%*	*46%*	*79%*	*71%*	*100%*	-	*73%*	*64%*	*69%*	*84%*	*79%*	*70%*	*48%*	*63%*	*62%*
Net: Any news/political/ personal opinion	**26**	21	2	14	10	17	9	15	4	1	1	15	10	25	3	3	18	5	23	19
	40%	*43%*	*15%*	*46%*	*32%*	*40%*	*40%*	*48%*	*27%*	*35%*	*62%*	*42%*	*36%*	*40%*	*27%*	*23%*	*52%*	*33%*	*46%*	*41%*
Net: Any entertainment	**32**	24	6	13	18	21	12	12	13	1	1	18	14	32	8	10	12	9	21	22
	49%	*50%*	*57%*	*46%*	*55%*	*48%*	*52%*	*39%*	*81%*	*35%*	*38%*	*49%*	*52%*	*50%*	*66%*	*70%*	*36%*	*57%*	*43%*	*48%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 113

Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything else you have watched on-line or on-demand) caused you concern on
On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)?
Base: All who have seen something of concern on an ODO service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**77**	77	-	-	74	3	74	3	24	51	9
Base	**66***	66*	-**	-**	65*	2**	65*	1**	22*	45*	9**
Effective Base	**60**	60	-	-	58	3	59	3	21	39	7
Comedy	**26**	26	-	-	26	*	26	*	11	18	4
	40%	*40%*	-	-	*40%*	*23%*	*40%*	*32%*	*51%*	*39%*	*50%*
Drama	**26**	26	-	-	26	*	26	*	9	22	3
	39%	*39%*	-	-	*40%*	*23%*	*40%*	*32%*	*39%*	*47%*	*29%*
Film	**21**	21	-	-	21	*	21	*	5	18	1
	32%	*32%*	-	-	*32%*	*23%*	*32%*	*32%*	*24%*	*39%*	*7%*
News and current affairs	**21**	21	-	-	21	-	21	-	11	14	2
	31%	*31%*	-	-	*32%*	-	*32%*	-	*49%*	*31%*	*25%*
Soaps	**18**	18	-	-	18	-	18	-	8	16	-
	27%	*27%*	-	-	*28%*	-	*28%*	-	*35%*	*35%*	-
Factual / Documentary	**17**	17	-	-	17	-	16	1	6	13	1
	26%	*26%*	-	-	*27%*	-	*25%*	*68%*	*28%*	*29%*	*10%*
Music video	**17**	17	-	-	17	*	17	*	9	15	-
	26%	*26%*	-	-	*26%*	*23%*	*25%*	*32%*	*41%*	*33%*	-
Adult content i.e. pornography	**17**	17	-	-	17	-	16	*	5	14	1
	25%	*25%*	-	-	*26%*	-	*25%*	*38%*	*22%*	*30%*	*14%*
Sport	**16**	16	-	-	16	-	16	-	10	12	3
	24%	*24%*	-	-	*24%*	-	*24%*	-	*46%*	*27%*	*32%*
General entertainment (reality shows, talent shows, cooking, etc)	**13**	13	-	-	13	-	13	-	6	10	1
	20%	*20%*	-	-	*20%*	-	*20%*	-	*26%*	*22%*	*16%*
Personal or political opinion	**11**	11	-	-	11	1	11	-	6	10	-
	17%	*17%*	-	-	*17%*	*39%*	*18%*	-	*27%*	*22%*	-
Education	**9**	9	-	-	9	-	9	-	4	4	4
	13%	*13%*	-	-	*14%*	-	*14%*	-	*17%*	*9%*	*42%*
User generated/non-professional content (e.g. on YouTube)	**9**	9	-	-	8	1	9	-	3	6	1
	13%	*13%*	-	-	*12%*	*39%*	*13%*	-	*12%*	*13%*	*14%*
Children's programme	**8**	8	-	-	8	1	8	-	5	6	-
	12%	*12%*	-	-	*12%*	*39%*	*13%*	-	*21%*	*14%*	-
Game/Quiz show	**7**	7	-	-	7	-	7	-	6	4	1
	11%	*11%*	-	-	*11%*	-	*11%*	-	*29%*	*10%*	*7%*
Advertising	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

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On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)?
Base: All who have seen something of concern on an ODO service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**66***	66*	-**	-**	65*	2**	65*	1**	22*	45*	9**
Other	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Dk/None	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Net: Any soaps/comedy/drama	**45**	45	-	-	44	*	44	*	18	31	7
	68%	*68%*	-	-	*69%*	*23%*	*68%*	*32%*	*82%*	*69%*	*79%*
Net: Any news/political/ personal opinion	**26**	26	-	-	26	1	26	-	13	18	2
	40%	*40%*	-	-	*40%*	*39%*	*40%*	-	*59%*	*40%*	*25%*
Net: Any entertainment	**32**	32	-	-	32	1	32	*	8	24	3
	49%	*49%*	-	-	*49%*	*61%*	*49%*	*32%*	*35%*	*53%*	*38%*

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Table 114

Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything else you have watched on-line or on-demand) caused you concern on
Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go?
Base: All who have seen something of concern on an ODO service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	87	59	28	25	41	13	3	4	1	66	16	5	43	13	2	1	23	3	2	-	26	31	18	12	57	30
Base	78*	58*	20**	28**	29*	14**	2**	5**	***	57*	16**	6**	40*	13**	4**	***	17**	2**	1**	-**	21**	28**	20**	10**	49*	29**
Effective Base	66	44	25	23	37	10	3	2	1	56	12	2	37	10	1	1	20	3	2	-	23	22	14	11	43	23
Drama	30	22	8	12	10	4	1	4	-	21	5	4	14	4	4	-	8	1	-	-	10	11	6	3	21	9
	38%	37%	41%	42%	34%	30%	29%	70%	-	38%	30%	65%	35%	30%	89%	-	46%	27%	-	-	47%	39%	30%	31%	43%	31%
Comedy	26	17	9	12	12	2	-	-	-	24	2	-	16	1	-	-	8	1	-	-	7	10	7	2	17	8
	33%	29%	45%	42%	42%	15%	-	-	-	42%	13%	-	39%	9%	-	-	49%	39%	-	-	33%	38%	34%	18%	36%	29%
Adult content i.e. pornography	24	15	9	8	5	4	2	4	*	13	6	5	6	5	4	*	8	1	1	-	5	12	3	4	17	7
	31%	26%	44%	29%	19%	30%	73%	83%	100%	24%	36%	84%	14%	37%	89%	100%	46%	27%	58%	-	24%	43%	16%	38%	35%	24%
Factual / Documentary	18	16	2	2	6	6	-	4	-	9	6	4	7	6	4	-	2	-	-	-	4	10	3	1	14	4
	23%	28%	10%	8%	22%	43%	-	70%	-	15%	37%	65%	17%	43%	89%	-	12%	-	-	-	21%	34%	14%	14%	29%	14%
Sport	18	15	3	11	5	2	-	-	-	15	2	-	12	2	-	-	3	-	-	-	5	4	8	2	8	9
	23%	25%	15%	39%	16%	16%	-	-	-	27%	14%	-	31%	16%	-	-	18%	-	-	-	23%	13%	39%	16%	17%	32%
General entertainment (reality shows, talent shows, cooking, etc)	18	13	5	9	8	-	-	-	-	18	-	-	13	-	-	-	5	-	-	-	5	3	7	3	8	9
	22%	22%	23%	33%	29%	-	-	-	-	31%	-	-	32%	-	-	-	28%	-	-	-	24%	11%	34%	27%	17%	32%
Soaps	17	13	4	7	7	3	-	-	-	14	3	-	11	2	-	-	3	1	-	-	7	5	4	1	12	5
	22%	23%	20%	25%	25%	23%	-	-	-	25%	20%	-	27%	17%	-	-	19%	39%	-	-	33%	19%	19%	15%	25%	18%
Film	17	15	3	6	3	2	1	4	*	10	3	4	8	3	4	*	2	1	-	-	6	8	2	1	14	3
	22%	25%	13%	22%	12%	16%	56%	70%	100%	17%	22%	72%	19%	21%	89%	100%	12%	27%	-	-	30%	27%	10%	16%	28%	12%
Personal or political opinion	14	9	4	5	7	2	-	-	-	12	2	-	8	2	-	-	4	-	-	-	7	4	2	1	11	3
	18%	16%	22%	17%	25%	12%	-	-	-	21%	10%	-	19%	12%	-	-	26%	-	-	-	32%	15%	10%	8%	22%	9%
News and current affairs	13	10	3	4	5	3	1	-	-	10	3	-	7	3	-	-	2	1	-	-	4	2	6	1	6	7
	17%	17%	15%	16%	19%	20%	29%	-	-	17%	22%	-	18%	21%	-	-	14%	27%	-	-	17%	8%	30%	16%	12%	25%
Children's programme	13	9	4	6	6	1	-	-	-	12	1	-	8	1	-	-	4	-	-	-	3	5	5	1	7	6
	17%	15%	20%	20%	22%	6%	-	-	-	21%	5%	-	20%	6%	-	-	25%	-	-	-	13%	16%	24%	11%	15%	19%
Music video	12	7	5	5	5	2	-	-	-	10	2	-	6	1	-	-	4	1	-	-	4	3	4	2	7	5
	15%	12%	24%	17%	19%	15%	-	-	-	18%	13%	-	15%	9%	-	-	23%	39%	-	-	19%	10%	18%	19%	14%	18%
User generated/non-professional content (e.g. on YouTube)	12	8	3	-	4	4	1	4	-	4	4	4	2	3	4	-	2	1	-	-	2	5	3	2	7	5
	15%	14%	16%	-	13%	26%	29%	70%	-	7%	27%	65%	5%	21%	89%	-	11%	61%	-	-	9%	18%	14%	19%	15%	16%
Education	10	7	2	5	2	3	1	-	-	6	3	-	4	3	-	-	2	-	-	-	2	4	3	*	6	3
	12%	13%	11%	16%	6%	20%	27%	-	-	11%	21%	-	10%	25%	-	-	13%	-	-	-	9%	15%	15%	4%	13%	11%
Game/Quiz show	4	2	2	3	1	-	-	-	-	4	-	-	2	-	-	-	2	-	-	-	1	1	1	1	2	2
	6%	4%	10%	11%	4%	-	-	-	-	8%	-	-	6%	-	-	-	12%	-	-	-	6%	3%	7%	7%	4%	7%
Advertising	*	*	-	-	-	-	-	*	-	-	-	*	-	-	*	-	-	-	-	-	-	-	*	-	-	*
	1%	1%	-	-	-	-	-	9%	-	-	-	8%	-	-	11%	-	-	-	-	-	-	-	2%	-	-	2%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Base: All who have seen something of concern on an ODO service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	78*	58*	20**	28**	29*	14**	2**	5**	***	57*	16**	6**	40*	13**	4**	***	17**	2**	1**	-**	21**	28**	20**	10**	49*	29**
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dk/None	*	-	*	-	-	-	-	*	-	-	-	*	-	-	-	-	-	-	*	-	-	-	*	-	-	*
	1%	-	2%	-	-	-	-	9%	-	-	-	8%	-	-	-	-	-	-	42%	-	-	-	2%	-	-	2%
Net: Any soaps/comedy/drama	49	36	13	20	18	7	1	4	-	38	7	4	26	6	4	-	12	2	-	-	13	20	10	5	34	15
	63%	62%	66%	71%	64%	49%	29%	70%	-	67%	46%	65%	66%	43%	89%	-	71%	66%	-	-	64%	73%	53%	52%	69%	52%
Net: Any news/political/ personal opinion	24	18	6	9	10	4	1	-	-	19	5	-	13	4	-	-	6	1	-	-	10	4	8	2	14	10
	31%	31%	30%	33%	34%	32%	29%	-	-	33%	32%	-	34%	32%	-	-	33%	27%	-	-	46%	15%	40%	23%	28%	34%
Net: Any entertainment	35	28	8	12	12	6	1	4	*	24	7	4	18	6	4	*	6	1	-	-	10	11	10	5	21	15
	45%	48%	37%	44%	42%	43%	56%	70%	100%	43%	44%	72%	46%	42%	89%	100%	36%	61%	-	-	46%	39%	51%	49%	42%	50%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go?
Base: All who have seen something of concern on an ODO service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	87	76	11	47	36	1	4	7	9	8	11	5	3	12	21	80	6	-	1	20	19	41
Base	78*	67*	11**	43*	31**	***	3**	7**	6**	12**	9**	8**	3**	9**	13**	70*	6**	-**	2**	16**	21**	33*
Effective Base	66	60	7	36	27	1	4	6	8	6	10	5	3	12	20	63	4	-	1	17	14	34
Drama	30	29	1	22	8	-	1	4	3	7	4	-	-	4	5	28	-	-	2	8	11	9
	38%	43%	6%	52%	25%	-	25%	57%	55%	63%	40%	-	-	42%	40%	40%	-	-	100%	50%	52%	28%
Comedy	26	25	1	14	11	-	1	1	5	1	5	3	1	3	5	25	1	-	-	7	6	13
	33%	38%	5%	32%	35%	-	17%	19%	78%	9%	53%	37%	43%	36%	40%	36%	8%	-	-	41%	29%	38%
Adult content i.e. pornography	24	21	3	20	4	-	2	3	2	6	3	1	2	1	3	22	-	-	2	6	9	7
	31%	31%	28%	47%	12%	-	57%	40%	27%	50%	31%	16%	69%	9%	26%	32%	-	-	100%	38%	41%	23%
Factual / Documentary	18	15	3	11	6	*	1	1	1	4	2	1	-	2	3	14	3	-	2	2	6	6
	23%	23%	26%	26%	21%	100%	17%	8%	14%	32%	23%	16%	-	22%	21%	20%	46%	-	100%	12%	28%	18%
Sport	18	18	-	7	8	-	-	4	2	3	1	3	-	2	2	16	1	-	-	6	4	7
	23%	26%	-	16%	26%	-	-	56%	30%	23%	14%	42%	-	16%	13%	23%	22%	-	-	36%	19%	20%
General entertainment (reality shows, talent shows, cooking, etc)	18	15	3	11	5	-	1	3	1	3	3	5	-	1	2	18	-	-	-	5	6	7
	22%	22%	27%	25%	17%	-	25%	44%	14%	22%	32%	66%	-	7%	12%	25%	-	-	-	30%	26%	22%
Soaps	17	17	1	11	6	-	1	3	1	3	1	-	-	2	4	15	2	-	-	5	4	6
	22%	25%	6%	25%	21%	-	25%	39%	24%	23%	15%	-	-	27%	28%	22%	30%	-	-	31%	20%	19%
Film	17	15	2	13	3	*	-	3	1	5	1	-	-	2	4	15	2	-	-	4	6	6
	22%	23%	18%	30%	10%	100%	-	40%	13%	41%	9%	-	-	20%	32%	22%	31%	-	-	22%	27%	19%
Personal or political opinion	14	14	-	10	3	*	1	4	-	-	2	-	1	2	4	14	-	-	-	4	2	7
	18%	20%	-	23%	11%	100%	25%	52%	-	-	25%	-	31%	17%	33%	19%	-	-	-	28%	11%	21%
News and current affairs	13	10	3	6	6	-	-	1	2	-	2	2	-	1	2	9	4	-	-	3	2	4
	17%	14%	32%	14%	18%	-	-	20%	34%	-	17%	21%	-	7%	13%	13%	68%	-	-	22%	7%	12%
Children's programme	13	11	2	5	8	-	1	1	1	1	-	4	-	2	3	13	-	-	-	2	1	9
	17%	16%	21%	12%	25%	-	17%	8%	23%	9%	-	58%	-	19%	25%	18%	-	-	-	15%	5%	29%
Music video	12	9	3	5	7	-	-	1	1	-	3	2	-	1	3	11	1	-	-	3	3	6
	15%	14%	27%	12%	23%	-	-	20%	20%	-	32%	29%	-	10%	21%	16%	8%	-	-	16%	14%	18%
User generated/non-professional content (e.g. on YouTube)	12	8	4	7	5	*	1	1	*	4	1	-	-	-	1	8	3	-	-	2	5	1
	15%	11%	38%	15%	15%	100%	26%	8%	6%	37%	9%	-	-	-	11%	12%	54%	-	-	10%	24%	5%
Education	10	10	-	6	2	-	1	-	*	-	2	2	-	1	2	7	1	-	2	1	2	5
	12%	14%	-	13%	7%	-	17%	-	6%	-	17%	21%	-	10%	19%	11%	8%	-	100%	5%	8%	15%
Game/Quiz show	4	4	-	2	2	-	-	-	1	-	1	-	-	1	2	4	-	-	-	1	1	3
	6%	6%	-	5%	6%	-	-	-	15%	-	8%	-	-	10%	14%	6%	-	-	-	5%	3%	8%
Advertising	*	*	-	-	*	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-
	1%	1%	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	8%	-	-	-	-	-

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

Table 114

Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything else you have watched on-line or on-demand) caused you concern on
Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go?
Base: All who have seen something of concern on an ODO service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	**78***	67*	11**	43*	31**	***	3**	7**	6**	12**	9**	8**	3**	9**	13**	70*	6**	-**	2**	16**	21**	33*
Other	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dk/None	*	-	*	*	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-
	1%	-	*4%*	*1%*	-	-	-	-	-	-	-	-	-	-	-	-	*8%*	-	-	-	-	-
Net: Any soaps/comedy/drama	**49**	47	2	32	15	-	1	5	5	9	6	3	1	6	8	45	2	-	2	11	15	18
	63%	*70%*	*17%*	*74%*	*51%*	-	*42%*	*68%*	*87%*	*77%*	*69%*	*37%*	*43%*	*62%*	*64%*	*64%*	*39%*	-	*100%*	*71%*	*73%*	*55%*
Net: Any news/political/ personal opinion	**24**	20	3	13	8	*	1	4	2	-	2	2	1	2	6	20	4	-	-	7	2	11
	31%	*30%*	*32%*	*31%*	*28%*	*100%*	*25%*	*52%*	*34%*	-	*25%*	*21%*	*31%*	*24%*	*46%*	*28%*	*68%*	-	-	*40%*	*11%*	*33%*
Net: Any entertainment	**35**	27	8	21	11	*	2	4	2	8	3	5	-	2	4	30	5	-	-	8	11	12
	45%	*40%*	*77%*	*50%*	*36%*	*100%*	*51%*	*57%*	*33%*	*68%*	*32%*	*66%*	-	*27%*	*32%*	*43%*	*85%*	-	-	*47%*	*52%*	*36%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go?
Base: All who have seen something of concern on an ODO service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	87	73	71	82	52	71	60	66	50	29	71	60	68	53	29	86	1	86	85	86
Base	78*	66*	61*	72*	44*	61*	52*	54*	42*	27**	61*	52*	58*	45*	27**	76*	2**	76*	75*	76*
Effective Base	66	54	58	68	43	58	44	58	44	25	58	44	57	47	25	66	1	66	65	66
Drama	30	27	20	26	14	20	22	22	15	9	20	22	23	18	9	30	-	30	30	30
	38%	41%	32%	36%	31%	32%	42%	40%	36%	33%	32%	42%	39%	40%	33%	39%	-	39%	40%	39%
Comedy	26	20	22	25	14	22	13	21	15	9	22	13	21	15	9	26	-	26	25	26
	33%	31%	36%	35%	32%	36%	25%	39%	36%	32%	36%	25%	37%	34%	32%	34%	-	34%	34%	34%
Adult content i.e. pornography	24	23	17	20	10	17	17	19	15	12	17	17	19	16	12	24	-	24	24	24
	31%	34%	27%	28%	24%	27%	33%	35%	36%	44%	27%	33%	33%	35%	44%	32%	-	32%	32%	32%
Factual / Documentary	18	17	11	14	8	11	15	11	9	4	11	15	14	9	4	18	-	18	18	18
	23%	26%	18%	20%	19%	18%	28%	21%	21%	17%	18%	28%	24%	20%	17%	24%	-	24%	23%	24%
Sport	18	14	13	17	9	13	8	11	11	7	13	8	11	12	7	18	-	18	18	18
	23%	21%	22%	23%	21%	22%	16%	20%	25%	27%	22%	16%	18%	26%	27%	23%	-	23%	23%	23%
General entertainment (reality shows, talent shows, cooking, etc)	18	15	14	18	10	14	8	11	6	8	14	8	12	9	8	15	2	15	15	15
	22%	23%	23%	24%	22%	23%	16%	20%	15%	30%	23%	16%	20%	19%	30%	20%	100%	20%	20%	20%
Soaps	17	13	14	17	14	14	10	15	11	6	14	10	15	11	6	17	-	17	17	17
	22%	20%	22%	24%	32%	22%	19%	27%	27%	23%	22%	19%	26%	25%	23%	23%	-	23%	23%	23%
Film	17	15	10	13	10	10	13	9	9	5	10	13	9	10	5	17	-	17	17	17
	22%	23%	17%	18%	23%	17%	26%	17%	22%	20%	17%	26%	16%	22%	20%	23%	-	23%	23%	23%
Personal or political opinion	14	11	10	13	9	10	8	12	9	6	10	8	12	9	6	14	-	14	14	14
	18%	17%	17%	18%	20%	17%	15%	22%	21%	23%	17%	15%	20%	20%	23%	18%	-	18%	18%	18%
News and current affairs	13	12	10	13	9	10	10	6	4	4	10	10	9	5	4	13	-	13	13	13
	17%	19%	17%	18%	20%	17%	19%	12%	10%	16%	17%	19%	16%	11%	16%	17%	-	17%	17%	17%
Children's programme	13	10	11	12	7	11	5	10	7	6	11	5	10	7	6	11	2	11	10	11
	17%	15%	19%	17%	16%	19%	10%	19%	17%	24%	19%	10%	17%	16%	24%	14%	100%	14%	14%	14%
Music video	12	11	8	11	6	8	6	9	5	4	8	6	9	5	4	10	2	10	10	10
	15%	16%	13%	15%	15%	13%	12%	16%	12%	17%	13%	12%	15%	12%	17%	13%	100%	13%	13%	13%
User generated/non-professional content (e.g. on YouTube)	12	11	7	8	6	7	11	4	2	2	7	11	7	3	2	12	-	12	12	12
	15%	17%	12%	11%	15%	12%	20%h	7%	5%	7%	12%	20%m	12%	6%	7%	15%	-	15%	15%	15%
Education	10	8	7	9	5	7	6	7	6	4	7	6	7	6	4	10	-	10	9	10
	12%	13%	11%	12%	12%	11%	12%	13%	14%	13%	11%	12%	12%	13%	13%	13%	-	13%	12%	13%
Game/Quiz show	4	3	3	4	2	3	3	4	2	1	3	3	4	2	1	4	-	4	4	4
	6%	5%	6%	5%	5%	6%	6%	7%	5%	3%	6%	6%	6%	5%	3%	6%	-	6%	6%	6%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
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Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything else you have watched on-line or on-demand) caused you concern on
Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go?
Base: All who have seen something of concern on an ODO service

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**78***	66*	61*	72*	44*	61*	52*	54*	42*	27**	61*	52*	58*	45*	27**	76*	2**	76*	75*	76*
Advertising	*	*	*	-	-	*	*	-	-	-	*	*	-	-	-	*	-	*	*	*
	1%	*1%*	*1%*	-	-	*1%*	*1%*	-	-	-	*1%*	*1%*	-	-	-	*1%*	-	*1%*	*1%*	*1%*
Other	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dk/None	*	*	*	*	*	*	*	*	-	-	*	*	*	-	-	*	-	*	*	*
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	-	*1%*	*1%*	*1%*	-	-	*1%*	-	*1%*	*1%*	*1%*
Net: Any soaps/comedy/drama	**49**	40	37	44	27	37	31	36	28	16	37	31	37	31	16	49	-	49	49	49
	63%	*61%*	*60%*	*62%*	*61%*	*60%*	*58%*	*65%*	*65%*	*60%*	*60%*	*58%*	*63%*	*68%*	*60%*	*65%*	-	*65%*	*64%*	*65%*
Net: Any news/political/ personal opinion	**24**	21	18	23	15	18	16	15	12	9	18	16	18	12	9	24	-	24	24	24
	31%	*31%*	*30%*	*32%*	*35%*	*30%*	*30%*	*28%*	*27%*	*33%*	*30%*	*30%*	*31%*	*27%*	*33%*	*31%*	-	*31%*	*32%*	*31%*
Net: Any entertainment	**35**	32	26	31	21	26	25	17	14	12	26	25	21	17	12	33	2	33	33	33
	45%	*48%*	*42%*	*44%*	*48%*	*42%*	*47%*	*31%*	*34%*	*44%*	*42%*	*47%*	*36%*	*38%*	*44%*	*44%*	*100%*	*44%*	*44%*	*44%*

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Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go?
Base: All who have seen something of concern on an ODO service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	87	64	13	37	44	46	41	37	13	3	8	51	28	79	10	14	51	14	65	65
Base	78*	54*	16**	38**	35*	49*	29*	36*	14**	3**	7**	44*	27**	71*	13**	17**	42*	14**	55*	54*
Effective Base	66	56	8	27	36	35	36	30	8	3	7	35	25	60	7	10	39	12	52	53
Drama	30	23	6	19	9	19	11	13	7	2	2	18	10	28	7	9	14	3	18	18
	38%	*43%*	*39%*	*49%*	*26%*	*39%*	*37%*	*35%*	*50%*	*65%*	*31%*	*42%*	*35%*	*39%*	*51%*	*51%*	*34%*	*26%*	*32%*	*33%*
Comedy	26	19	5	10	12	13	13	11	2	1	*	17	9	25	3	5	15	3	18	17
	33%	*36%*	*32%*	*27%*	*34%*	*27%*	*44%*	*29%*	*15%*	*43%*	*7%*	*38%*	*32%*	*36%*	*26%*	*32%*	*36%*	*21%*	*32%*	*31%*
Adult content i.e. pornography	24	16	6	15	8	18	6	12	7	3	1	16	7	23	6	8	11	3	14	17
	31%	*29%*	*37%*	*41%*	*24%*	*38%*	*19%*	*32%*	*45%*	*100%*	*10%*	*37%*	*26%*	*33%*	*44%*	*46%*	*26%*	*25%*	*26%*	*31%*
Factual / Documentary	18	10	6	13	4	14	4	9	4	-	1	16	1	17	5	5	11	1	13	12
	23%	*19%*	*41%*	*35%*	*12%*	*28%*	*15%*	*26%*	*30%*	-	*12%*	*36%*	*5%*	*24%*	*38%*	*29%*	*27%*	*11%*	*23%*	*22%*
Sport	18	15	3	9	7	10	8	6	4	-	3	7	7	15	2	4	6	6	12	14
	23%	*27%*	*18%*	*24%*	*20%*	*20%*	*27%*	*15%*	*30%*	-	*43%*	*17%*	*27%*	*21%*	*12%*	*23%*	*14%*	*43%*	*21%*	*26%*
General entertainment (reality shows, talent shows, cooking, etc)	18	12	2	8	9	12	5	12	2	-	1	9	7	16	4	4	8	3	11	8
	22%	*22%*	*10%*	*22%*	*24%*	*25%*	*18%*	*33%*	*12%*	-	*18%*	*21%*	*26%*	*23%*	*33%*	*26%*	*20%*	*21%*	*21%*	*16%*
Soaps	17	14	2	10	6	12	5	10	5	-	1	10	6	17	3	4	9	4	13	14
	22%	*27%*	*10%*	*27%*	*18%*	*25%*	*18%*	*28%*	*31%*	-	*9%*	*23%*	*24%*	*23%*	*24%*	*22%*	*21%*	*31%*	*23%*	*25%*
Film	17	11	5	10	8	12	5	6	8	1	*	11	5	17	5	5	6	5	11	11
	22%	*21%*	*32%*	*25%*	*22%*	*25%*	*17%*	*16%*	*54%*	*23%*	*7%*	*26%*	*20%*	*23%*	*36%*	*27%*	*15%*	*38%*	*21%*	*21%*
Personal or political opinion	14	11	2	8	5	9	5	8	3	-	-	8	5	14	1	1	10	2	12	9
	18%	*20%*	*10%*	*22%*	*15%*	*18%*	*17%*	*22%*	*20%*	-	-	*19%*	*20%*	*19%*	*7%*	*5%*	*24%*	*17%*	*22%*	*17%*
News and current affairs	13	7	5	7	6	8	5	7	2	1	*	10	2	13	2	2	7	4	11	10
	17%	*13%*	*31%*	*19%*	*17%*	*17%*	*17%*	*18%*	*14%*	*23%*	*7%*	*23%*	*9%*	*18%*	*12%*	*9%*	*17%*	*29%*	*20%*	*19%*
Children's programme	13	9	1	7	6	7	6	7	1	-	1	6	6	12	2	3	8	1	9	6
	17%	*17%*	*7%*	*18%*	*16%*	*14%*	*20%*	*19%*	*7%*	-	*12%*	*15%*	*21%*	*17%*	*17%*	*19%*	*20%*	*6%*	*17%*	*11%*
Music video	12	9	1	5	7	9	3	8	3	-	-	7	5	12	1	1	9	1	10	7
	15%	*16%*	*3%*	*14%*	*19%*	*19%*	*10%*	*23%*	*21%*	-	-	*15%*	*20%*	*17%*	*7%*	*5%*	*22%*	*6%*	*18%*	*13%*
User generated/non-professional content (e.g. on YouTube)	12	4	6	8	4	9	2	5	4	1	*	10	1	11	4	4	7	1	7	7
	15%	*8%*	*41%*	*21%*	*10%*	*19%*	*8%*	*15%*	*30%*	*23%*	*7%*	*22%*	*5%*	*16%*	*28%*	*22%*	*16%*	*5%*	*13%*	*14%*
Education	10	7	3	4	4	4	6	2	1	-	-	8	1	10	2	2	6	1	7	5
	12%	*13%*	*17%*	*12%*	*12%*	*7%*	*20%*	*6%*	*9%*	-	-	*18%*	*5%*	*13%*	*12%*	*9%*	*14%*	*4%*	*12%*	*10%*
Game/Quiz show	4	4	1	1	3	1	4	1	-	-	1	2	2	4	-	-	3	-	3	4
	6%	*7%*	*4%*	*4%*	*8%*	*1%*	*13%*	*2%*	-	-	*11%*	*4%*	*6%*	*5%*	-	-	*8%*	-	*6%*	*7%*
Advertising	*	-	-	-	*	-	*	-	-	-	-	*	-	*	-	-	-	*	*	*
	1%	-	-	-	*1%*	-	*2%*	-	-	-	-	*1%*	-	*1%*	-	-	-	*3%*	*1%*	*1%*

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

Table 114

Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything else you have watched on-line or on-demand) caused you concern on
Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go?
Base: All who have seen something of concern on an ODO service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	**78***	54*	16**	38**	35*	49*	29*	36*	14**	3**	7**	44*	27**	71*	13**	17**	42*	14**	55*	54*
Other	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dk/None	*	*	-	-	*	-	*	-	-	-	-	*	-	*	-	-	-	-	-	*
	1%	*1%*	-	-	*1%*	-	*2%*	-	-	-	-	*1%*	-	*1%*	-	-	-	-	-	*1%*
Net: Any soaps/comedy/drama	**49**	37	10	27	18	30	19	22	10	2	3	32	13	46	12	14	25	6	31	29
	63%	*68%*	*65%*	*72%*	*50%*	*62%*	*65%*	*61%*	*66%*	*65%*	*47%*	*74%*	*49%*	*64%*	*92%*	*82%*	*60%*	*47%*	*56%*	*54%*
Net: Any news/political/	**24**	15	7	14	10	14	9	12	5	1	*	16	7	23	2	2	15	5	21	18
personal opinion	***31%***	*29%*	*41%*	*37%*	*28%*	*30%*	*32%*	*34%*	*34%*	*23%*	*7%*	*37%*	*25%*	*33%*	*19%*	*15%*	*37%*	*39%*	*38%*	*32%*
Net: Any entertainment	**35**	21	9	17	17	25	10	19	9	1	2	23	11	34	9	9	17	7	24	21
	45%	*39%*	*59%*	*46%*	*49%*	*52%*	*35%*	*51%*	*59%*	*23%*	*26%*	*52%*	*39%*	*47%*	*69%*	*53%*	*41%*	*53%*	*44%*	*39%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go?
Base: All who have seen something of concern on an ODO service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**87**	87	-	-	74	13	76	11	25	55	8
Base	**78***	78*	-**	-**	68*	10**	70*	8**	26*	51*	7**
Effective Base	**66**	66	-	-	56	11	58	8	22	41	6
Drama	**30**	30	-	-	27	3	28	2	15	26	1
	38%	*38%*	-	-	*40%*	*29%*	*40%*	*21%*	*58%*	*51%*	*9%*
Comedy	**26**	26	-	-	22	4	22	4	11	17	1
	33%	*33%*	-	-	*33%*	*38%*	*32%*	*49%*	*42%*	*34%*	*18%*
Adult content i.e. pornography	**24**	24	-	-	22	1	23	1	11	20	-
	31%	*31%*	-	-	*33%*	*14%*	*33%*	*9%*	*41%*	*40%*	-
Factual / Documentary	**18**	18	-	-	18	1	18	-	8	14	1
	23%	*23%*	-	-	*26%*	*6%*	*26%*	-	*29%*	*28%*	*8%*
Sport	**18**	18	-	-	13	4	14	3	8	11	1
	23%	*23%*	-	-	*19%*	*45%*	*21%*	*43%*	*30%*	*23%*	*9%*
General entertainment (reality shows, talent shows, cooking, etc)	**18**	18	-	-	14	3	16	2	13	10	3
	22%	*22%*	-	-	*21%*	*35%*	*23%*	*21%*	*51%*	*20%*	*40%*
Soaps	**17**	17	-	-	17	1	16	1	6	13	2
	22%	*22%*	-	-	*24%*	*7%*	*23%*	*16%*	*21%*	*25%*	*23%*
Film	**17**	17	-	-	17	*	17	*	5	14	1
	22%	*22%*	-	-	*25%*	*4%*	*24%*	*5%*	*19%*	*28%*	*13%*
Personal or political opinion	**14**	14	-	-	13	1	14	-	6	11	1
	18%	*18%*	-	-	*19%*	*6%*	*19%*	-	*23%*	*22%*	*9%*
News and current affairs	**13**	13	-	-	11	2	11	2	4	10	-
	17%	*17%*	-	-	*16%*	*20%*	*16%*	*26%*	*15%*	*20%*	-
Children's programme	**13**	13	-	-	13	-	13	-	7	7	3
	17%	*17%*	-	-	*19%*	-	*18%*	-	*27%*	*14%*	*41%*
Music video	**12**	12	-	-	12	*	12	*	6	8	3
	15%	*15%*	-	-	*17%*	*4%*	*17%*	*5%*	*24%*	*15%*	*40%*
User generated/non-professional content (e.g. on YouTube)	**12**	12	-	-	11	1	11	1	1	11	-
	15%	*15%*	-	-	*16%*	*7%*	*15%*	*13%*	*3%*	*22%*	-
Education	**10**	10	-	-	8	2	8	2	7	5	1
	12%	*12%*	-	-	*11%*	*20%*	*11%*	*26%*	*29%*	*9%*	*9%*
Game/Quiz show	**4**	4	-	-	4	1	4	1	2	3	1
	6%	*6%*	-	-	*5%*	*7%*	*5%*	*9%*	*6%*	*6%*	*9%*
Advertising	*	*	-	-	-	*	-	*	-	-	-
	1%	*1%*	-	-	-	*5%*	-	*6%*	-	-	-

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Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go?
Base: All who have seen something of concern on an ODO service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**78***	78*	-**	-**	68*	10**	70*	8**	26*	51*	7**
Other	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Dk/None	*	*	-	-	-	*	-	*	-	-	*
	1%	*1%*	-	-	-	*5%*	-	*6%*	-	-	*7%*
Net: Any soaps/comedy/drama	**49**	49	-	-	43	6	44	5	22	36	2
	63%	*63%*	-	-	*64%*	*57%*	*63%*	*65%*	*82%*	*70%*	*32%*
Net: Any news/political/ personal opinion	**24**	24	-	-	21	3	22	2	8	18	1
	31%	*31%*	-	-	*31%*	*26%*	*31%*	*26%*	*32%*	*36%*	*9%*
Net: Any entertainment	**35**	35	-	-	31	4	32	3	15	25	4
	45%	*45%*	-	-	*45%*	*45%*	*46%*	*39%*	*57%*	*48%*	*53%*

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Paid Video On-demand content available through your subscription service provider (e.g. film rental on a pay per view basis on Virgin Media, Sky Go, etc.)?
Base: All who have seen something of concern on an ODO service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	59	43	16	24	21	8	4	1	1	45	12	2	32	10	-	1	13	2	1	-	23	19	13	4	42	17
Base	57*	44*	13**	26**	18**	8**	3**	***	***	44*	12**	1**	33**	10**	-**	***	11**	1**	***	-**	19**	19**	15**	4**	38*	18**
Effective Base	45	32	14	21	14	5	4	1	1	35	9	2	24	7	-	1	12	2	1	-	20	13	10	4	32	13
News and current affairs	19	17	2	7	7	5	1	-	-	13	6	-	12	5	-	-	1	1	-	-	6	9	4	1	14	5
	34%	39%	16%	25%	39%	64%	18%	-	-	30%	50%	-	36%	51%	-	-	13%	45%	-	-	31%	44%	29%	17%	37%	27%
Drama	18	13	5	7	9	1	1	-	-	15	2	-	11	1	-	-	4	1	-	-	5	6	5	2	11	7
	31%	29%	38%	26%	48%	18%	18%	-	-	35%	18%	-	34%	14%	-	-	38%	45%	-	-	24%	31%	33%	54%	28%	37%
Adult content i.e. pornography	17	12	4	10	3	1	3	-	*	12	4	*	9	3	-	*	4	1	-	-	6	5	4	2	11	5
	29%	28%	33%	36%	16%	15%	76%	-	100%	28%	34%	47%	26%	32%	-	100%	33%	45%	-	-	34%	26%	25%	44%	30%	29%
Comedy	13	10	4	3	9	2	-	-	-	11	2	-	8	2	-	-	4	-	-	-	4	3	5	1	7	6
	23%	22%	28%	11%	49%	21%	-	-	-	26%	15%	-	24%	17%	-	-	33%	-	-	-	19%	18%	33%	36%	18%	33%
Sport	13	10	3	5	5	3	-	-	-	10	3	-	7	3	-	-	3	-	-	-	7	5	1	-	12	1
	23%	23%	24%	19%	29%	34%	-	-	-	23%	24%	-	22%	27%	-	-	28%	-	-	-	36%	27%	6%	-	32%	5%
Soaps	12	10	2	6	3	2	1	-	-	9	2	-	7	2	-	-	2	-	-	-	6	4	3	-	9	3
	21%	22%	18%	24%	18%	19%	24%	-	-	21%	21%	-	22%	23%	-	-	21%	-	-	-	29%	20%	17%	-	24%	14%
Children's programme	11	8	4	7	4	-	-	-	-	11	-	-	8	-	-	-	4	-	-	-	3	2	6	-	5	6
	20%	18%	28%	28%	22%	-	-	-	-	26%	-	-	23%	-	-	-	33%	-	-	-	18%	10%	41%	-	14%	33%
Personal or political opinion	11	7	4	5	3	3	-	-	-	7	3	-	3	3	-	-	4	-	-	-	4	1	6	-	5	6
	19%	15%	33%	18%	15%	42%	-	-	-	17%	30%	-	10%	34%	-	-	38%	-	-	-	20%	7%	39%	-	13%	31%
Music video	11	6	4	3	5	3	1	-	-	7	3	-	4	3	-	-	3	1	-	-	2	7	1	1	9	2
	19%	15%	32%	10%	26%	33%	18%	-	-	16%	29%	-	11%	27%	-	-	31%	45%	-	-	11%	34%	9%	17%	22%	11%
General entertainment (reality shows, talent shows, cooking, etc)	10	7	3	5	3	2	-	-	-	8	2	-	5	2	-	-	3	-	-	-	4	5	-	1	9	1
	17%	16%	24%	19%	15%	27%	-	-	-	17%	19%	-	14%	22%	-	-	28%	-	-	-	21%	24%	-	36%	22%	7%
Film	9	6	3	4	4	1	-	-	*	8	1	*	5	1	-	*	2	1	-	-	5	3	1	-	8	1
	17%	15%	23%	14%	22%	16%	-	-	100%	17%	11%	47%	17%	5%	-	100%	20%	55%	-	-	26%	17%	9%	-	21%	8%
Game/Quiz show	9	7	3	8	2	-	-	-	-	9	-	-	7	-	-	-	3	-	-	-	3	2	4	-	5	4
	17%	16%	20%	30%	9%	-	-	-	-	21%	-	-	21%	-	-	-	24%	-	-	-	15%	11%	31%	-	13%	25%
Education	9	6	3	6	2	1	-	-	-	8	1	-	4	1	-	-	3	-	-	-	4	3	2	-	7	2
	16%	13%	26%	21%	13%	14%	-	-	-	18%	10%	-	14%	11%	-	-	31%	-	-	-	21%	14%	15%	-	18%	12%
Factual / Documentary	5	4	1	3	3	-	-	-	-	5	-	-	4	-	-	-	1	-	-	-	3	2	-	1	5	1
	9%	10%	9%	10%	15%	-	-	-	-	12%	-	-	13%	-	-	-	10%	-	-	-	14%	10%	-	20%	12%	4%
User generated/non-professional content (e.g. on YouTube)	2	1	1	-	1	1	1	-	-	1	1	-	1	1	-	-	-	1	-	-	1	-	1	1	1	1
	3%	3%	5%	-	5%	6%	18%	-	-	2%	10%	-	2%	5%	-	-	-	45%	-	-	4%	-	4%	17%	2%	6%
Advertising	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Base: All who have seen something of concern on an ODO service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	**57***	44*	13**	26**	18**	8**	3**	***	***	44*	12**	1**	33**	10**	-**	***	11**	1**	***	-**	19**	19**	15**	4**	38*	18**
Other	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dk/None	*	-	*	-	-	-	-	*	-	-	-	*	-	-	-	-	-	-	*	-	-	-	*	-	-	*
	1%	-	*4%*	-	-	-	-	*100%*	-	-	-	*53%*	-	-	-	-	-	-	*100%*	-	-	-	*3%*	-	-	*3%*
Net: Any soaps/comedy/drama	**28**	22	6	12	11	4	1	-	-	23	6	-	17	5	-	-	5	1	-	-	9	10	7	2	19	9
	50%	*51%*	*44%*	*45%*	*60%*	*51%*	*42%*	-	-	*51%*	*48%*	-	*53%*	*49%*	-	-	*46%*	*45%*	-	-	*49%*	*51%*	*48%*	*54%*	*50%*	*49%*
Net: Any news/political/ personal opinion	**25**	19	6	10	9	6	1	-	-	19	6	-	13	6	-	-	6	1	-	-	8	10	7	1	18	8
	45%	*44%*	*49%*	*39%*	*50%*	*72%*	*18%*	-	-	*43%*	*56%*	-	*41%*	*57%*	-	-	*51%*	*45%*	-	-	*42%*	*51%*	*49%*	*17%*	*46%*	*43%*
Net: Any entertainment	**17**	11	6	8	5	3	1	-	*	13	4	*	8	3	-	*	5	1	-	-	7	7	1	2	14	3
	31%	*26%*	*47%*	*29%*	*29%*	*43%*	*18%*	-	*100%*	*29%*	*36%*	*47%*	*24%*	*27%*	-	*100%*	*42%*	*100%*	-	-	*35%*	*38%*	*9%*	*54%*	*36%*	*18%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 115

Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything else you have watched on-line or on-demand) caused you concern on
Paid Video On-demand content available through your subscription service provider (e.g. film rental on a pay per view basis on Virgin Media, Sky Go, etc.)?
Base: All who have seen something of concern on an ODO service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	59	53	6	38	20	-	3	9	7	2	8	2	1	7	15	54	4	-	1	19	10	25
Base	57*	49*	7**	36**	20**	-**	2**	12**	5**	3**	7**	3**	1**	5**	10**	50*	5**	-**	2**	20**	10**	20**
Effective Base	45	42	4	29	15	-	3	7	6	2	7	2	1	7	14	42	3	-	1	14	9	21
News and current affairs	19	16	3	14	5	-	-	4	2	-	2	-	-	1	3	14	4	-	2	7	2	5
	34%	32%	48%	40%	25%	-	-	35%	43%	-	29%	-	-	27%	36%	27%	81%	-	100%	33%	20%	25%
Drama	18	17	1	12	6	-	1	5	1	-	4	1	-	2	4	18	-	-	-	6	4	7
	31%	34%	9%	34%	28%	-	23%	37%	16%	-	61%	36%	-	42%	38%	35%	-	-	-	30%	42%	36%
Adult content i.e. pornography	17	13	3	13	4	-	1	6	2	-	2	3	-	1	3	17	-	-	-	8	2	7
	29%	27%	46%	36%	19%	-	42%	46%	31%	-	22%	100%	-	15%	28%	33%	-	-	-	41%	15%	35%
Comedy	13	13	-	8	5	-	-	2	2	-	3	1	-	1	3	13	1	-	-	4	3	6
	23%	27%	-	23%	25%	-	-	14%	43%	-	41%	36%	-	27%	31%	25%	10%	-	-	20%	28%	29%
Sport	13	13	-	7	6	-	1	-	3	2	1	1	-	1	4	11	-	-	2	3	2	6
	23%	26%	-	19%	31%	-	23%	-	50%	53%	10%	36%	-	11%	42%	23%	-	-	100%	16%	23%	30%
Soaps	12	11	1	8	2	-	-	3	1	-	2	-	-	-	3	9	1	-	2	4	2	3
	21%	23%	8%	23%	11%	-	-	25%	16%	-	23%	-	-	-	35%	18%	26%	-	100%	20%	16%	17%
Children's programme	11	9	2	7	4	-	-	3	1	2	1	2	-	1	1	11	-	-	-	4	2	5
	20%	18%	31%	20%	22%	-	-	23%	27%	47%	10%	64%	-	27%	12%	23%	-	-	-	21%	22%	25%
Personal or political opinion	11	8	3	7	3	-	-	2	-	2	2	-	-	-	3	8	3	-	-	2	3	3
	19%	16%	39%	21%	17%	-	-	19%	-	47%	22%	-	-	-	28%	16%	54%	-	-	12%	30%	14%
Music video	11	10	1	7	4	-	-	2	1	-	2	1	1	-	2	9	1	-	2	3	2	4
	19%	20%	9%	20%	19%	-	-	14%	16%	-	22%	36%	100%	-	20%	17%	10%	-	100%	13%	15%	22%
General entertainment (reality shows, talent shows, cooking, etc)	10	10	-	7	3	-	-	-	1	-	2	1	1	1	2	8	-	-	2	1	2	5
	17%	20%	-	19%	16%	-	-	-	23%	-	29%	36%	100%	11%	20%	17%	-	-	100%	6%	20%	25%
Film	9	9	*	5	5	-	1	1	*	-	2	-	-	2	3	9	1	-	-	2	2	5
	17%	18%	6%	13%	24%	-	34%	7%	8%	-	22%	-	-	45%	29%	18%	10%	-	-	11%	15%	27%
Game/Quiz show	9	7	2	4	5	-	-	1	1	-	1	2	1	1	1	8	1	-	-	2	1	5
	17%	15%	31%	12%	27%	-	-	12%	16%	-	10%	64%	100%	18%	6%	16%	26%	-	-	12%	7%	26%
Education	9	9	-	5	3	-	-	1	1	-	2	-	-	1	3	9	1	-	-	3	2	4
	16%	18%	-	14%	14%	-	-	11%	23%	-	23%	-	-	27%	30%	17%	10%	-	-	13%	16%	22%
Factual / Documentary	5	5	-	3	1	-	-	1	-	-	2	-	-	-	1	4	1	-	-	1	2	1
	9%	11%	-	9%	4%	-	-	11%	-	-	21%	-	-	-	12%	8%	26%	-	-	7%	15%	6%
User generated/non-professional content (e.g. on YouTube)	2	1	1	2	-	-	-	-	-	-	1	-	-	-	1	1	1	-	-	-	1	1
	3%	3%	9%	6%	-	-	-	-	-	-	11%	-	-	-	7%	3%	10%	-	-	-	8%	3%
Advertising	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Prepared by BDRC Continental

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

Table 115

Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything else you have watched on-line or on-demand) caused you concern on
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Base: All who have seen something of concern on an ODO service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	**57***	49*	7**	36**	20**	-**	2**	12**	5**	3**	7**	3**	1**	5**	10**	50*	5**	-**	2**	20**	10**	20**
Other	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dk/None	*	-	*	*	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-
	1%	-	*7%*	*1%*	-	-	-	-	-	-	-	-	-	-	-	-	*9%*	-	-	-	-	-
Net: Any soaps/comedy/drama	**28**	27	1	19	8	-	1	7	2	-	5	1	-	3	6	25	2	-	2	10	5	10
	50%	*55%*	*17%*	*54%*	*39%*	-	*23%*	*56%*	*43%*	-	*72%*	*36%*	-	*53%*	*61%*	*50%*	*36%*	-	*100%*	*49%*	*50%*	*50%*
Net: Any news/political/ personal opinion	**25**	22	3	20	5	-	-	7	2	2	3	-	-	1	5	20	4	-	2	9	4	7
	45%	*45%*	*48%*	*56%*	*28%*	-	-	*54%*	*43%*	*47%*	*39%*	-	-	*27%*	*54%*	*40%*	*81%*	-	*100%*	*45%*	*42%*	*34%*
Net: Any entertainment	**17**	16	1	11	7	-	1	1	2	-	3	1	1	2	4	15	1	-	2	3	3	9
	31%	*33%*	*15%*	*30%*	*34%*	-	*34%*	*7%*	*31%*	-	*40%*	*36%*	*100%*	*45%*	*43%*	*30%*	*10%*	-	*100%*	*17%*	*28%*	*46%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Paid Video On-demand content available through your subscription service provider (e.g. film rental on a pay per view basis on Virgin Media, Sky Go, etc.)?
Base: All who have seen something of concern on an ODO service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	59	49	45	54	36	45	37	45	33	21	45	37	46	34	21	58	1	58	57	58
Base	57*	45*	43*	50*	32**	43*	33**	40*	30**	19**	43*	33**	42*	30*	19**	54*	2**	54*	54*	54*
Effective Base	45	40	33	44	29	33	30	39	29	18	33	30	38	30	18	44	1	44	44	44
News and current affairs	19	14	12	15	8	12	13	10	7	4	12	13	12	8	4	19	-	19	19	19
	34%	32%	29%	30%	25%	29%	41%	24%	25%	19%	29%	41%	29%	26%	19%	35%	-	35%	36%	35%
Drama	18	15	15	16	13	15	9	15	12	10	15	9	15	13	10	18	-	18	17	18
	31%	34%	34%	32%	39%	34%	29%	39%	40%	51%	34%	29%	36%	42%	51%	32%	-	32%	32%	32%
Adult content i.e. pornography	17	15	14	16	8	14	6	13	11	11	14	6	13	12	11	14	2	14	14	14
	29%	34%	31%	32%	26%	31%	18%	32%	39%	59%	31%	18%	30%	40%	59%	27%	100%	27%	27%	27%
Comedy	13	11	10	13	10	10	9	12	9	6	10	9	12	9	6	13	-	13	13	13
	23%	25%	24%	26%	31%	24%	26%	31%	30%	32%	24%	26%	29%	29%	32%	24%	-	24%	24%	24%
Sport	13	10	9	12	6	9	6	12	9	4	9	6	12	9	4	13	-	13	12	13
	23%	22%	20%	25%	19%	20%	19%	31%	29%	21%	20%	19%	29%	29%	21%	24%	-	24%	23%	24%
Soaps	12	10	6	10	8	6	8	9	8	3	6	8	9	8	3	12	-	12	12	12
	21%	22%	13%	21%	25%	13%	25%	23%	25%	13%	13%	25%	21%	25%	13%	22%	-	22%	22%	22%
Children's programme	11	11	9	11	8	9	6	9	5	6	9	6	9	5	6	9	2	9	9	9
	20%	25%	21%	23%	24%	21%	18%	23%	16%	32%	21%	18%	22%	16%	32%	17%	100%	17%	17%	17%
Personal or political opinion	11	11	8	11	10	8	8	7	5	4	8	8	10	5	4	11	-	11	11	11
	19%	24%	18%	22%	32%	18%	24%	18%	17%	19%	18%	24%	24%	16%	19%	20%	-	20%	20%	20%
Music video	11	8	8	11	6	8	6	11	8	4	8	6	11	8	4	11	-	11	11	11
	19%	18%	18%	21%	20%	18%	18%	27%	26%	20%	18%	18%	25%	28%	20%	20%	-	20%	20%	20%
General entertainment (reality shows, talent shows, cooking, etc)	10	8	8	9	5	8	6	9	8	5	8	6	9	8	5	10	-	10	10	10
	17%	18%	18%	18%	16%	18%	17%	23%	28%	24%	18%	17%	22%	28%	24%	18%	-	18%	18%	18%
Film	9	7	7	8	7	7	7	6	6	2	7	7	6	6	2	9	-	9	9	9
	17%	16%	17%	16%	22%	17%	20%	15%	20%	12%	17%	20%	14%	20%	12%	17%	-	17%	18%	17%
Game/Quiz show	9	7	7	9	6	7	4	6	5	4	7	4	6	5	4	7	2	7	7	7
	17%	16%	17%	19%	19%	17%	11%	15%	18%	19%	17%	11%	14%	18%	19%	13%	100%	13%	13%	13%
Education	9	8	5	8	7	5	7	8	7	1	5	7	8	7	1	9	-	9	9	9
	16%	17%	12%	17%	21%	12%	20%	21%	24%	6%	12%	20%	20%	23%	6%	17%	-	17%	17%	17%
Factual / Documentary	5	5	3	5	4	3	5	4	4	1	3	5	4	4	1	5	-	5	5	5
	9%	12%	6%	11%	13%	6%	15%	10%	13%	7%	6%	15%	10%	13%	7%	10%	-	10%	10%	10%
User generated/non-professional content (e.g. on YouTube)	2	1	2	2	1	2	1	2	-	1	2	1	2	1	1	2	-	2	2	2
	3%	3%	5%	4%	4%	5%	4%	5%	-	4%	5%	4%	5%	2%	4%	4%	-	4%	4%	4%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
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Base: All who have seen something of concern on an ODO service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**57***	45*	43*	50*	32**	43*	33**	40*	30**	19**	43*	33**	42*	30*	19**	54*	2**	54*	54*	54*
Advertising	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dk/None	*	*	*	*	*	*	*	*	-	-	*	*	*	-	-	*	-	*	*	*
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	-	*1%*	*1%*	*1%*	-	-	*1%*	-	*1%*	*1%*	*1%*
Net: Any soaps/comedy/drama	**28**	24	19	26	20	19	17	24	19	11	19	17	24	20	11	28	-	28	28	28
	50%	*53%*	*45%*	*52%*	*61%*	*45%*	*53%*	*60%*	*65%*	*58%*	*45%*	*53%*	*56%*	*66%*	*58%*	*52%*	-	*52%*	*51%*	*52%*
Net: Any news/political/ personal opinion	**25**	21	16	21	14	16	17	15	11	7	16	17	18	12	7	25	-	25	25	25
	45%	*46%*	*38%*	*43%*	*43%*	*38%*	*52%*	*38%*	*38%*	*34%*	*38%*	*52%*	*42%*	*39%*	*34%*	*47%*	-	*47%*	*47%*	*47%*
Net: Any entertainment	**17**	14	13	16	11	13	11	14	13	6	13	11	14	14	6	17	-	17	17	17
	31%	*31%*	*30%*	*32%*	*34%*	*30%*	*33%*	*35%*	*44%*	*31%*	*30%*	*33%*	*33%*	*46%*	*31%*	*32%*	-	*32%*	*32%*	*32%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
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Paid Video On-demand content available through your subscription service provider (e.g. film rental on a pay per view basis on Virgin Media, Sky Go, etc.)?
Base: All who have seen something of concern on an ODO service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	59	48	7	28	26	35	24	26	12	3	3	36	20	56	6	8	36	11	47	43
Base	57*	45*	7**	27**	26**	40**	17**	30**	12**	3**	3**	34**	20**	53*	7**	8**	35**	11**	46*	41*
Effective Base	45	38	5	22	19	27	22	19	11	3	3	25	17	42	6	7	25	10	35	32
News and current affairs	19	15	5	12	7	14	5	12	4	1	1	15	3	18	1	1	16	2	18	16
	34%	33%	63%	43%	27%	36%	30%	38%	36%	23%	26%	45%	17%	34%	13%	10%	46%	21%	40%	39%
Drama	18	16	1	11	5	13	5	11	4	1	1	11	6	17	3	3	10	4	14	11
	31%	36%	9%	42%	19%	32%	28%	36%	31%	23%	26%	32%	31%	31%	40%	31%	29%	36%	31%	27%
Adult content i.e. pornography	17	11	3	8	7	13	4	9	3	3	1	6	10	16	3	5	8	3	11	9
	29%	24%	39%	31%	28%	32%	24%	30%	27%	100%	26%	17%	52%	30%	53%	63%	24%	29%	25%	21%
Comedy	13	13	1	7	5	10	3	9	2	-	-	11	3	13	2	2	7	3	10	9
	23%	28%	7%	26%	21%	25%	19%	29%	18%	-	-	32%	13%	25%	28%	22%	21%	24%	22%	22%
Sport	13	11	2	8	5	10	3	8	2	1	2	9	2	11	1	1	9	3	12	10
	23%	24%	25%	28%	18%	25%	18%	27%	14%	43%	52%	27%	11%	21%	19%	15%	26%	25%	26%	25%
Soaps	12	11	1	7	5	9	3	5	5	-	-	8	4	12	1	1	6	4	10	10
	21%	25%	9%	26%	19%	23%	16%	17%	44%	-	-	24%	19%	22%	22%	17%	17%	41%	23%	24%
Children's programme	11	8	1	6	4	9	2	8	1	-	-	5	6	11	3	3	5	4	8	5
	20%	18%	8%	23%	15%	23%	12%	26%	12%	-	-	16%	30%	21%	44%	35%	13%	35%	19%	12%
Personal or political opinion	11	8	3	10	1	10	1	9	2	-	-	6	4	11	2	2	7	1	8	9
	19%	18%	38%	37%	3%	25%	5%	31%	19%	-	-	19%	22%	20%	23%	28%	20%	13%	19%	21%
Music video	11	10	1	5	5	7	3	7	2	1	-	8	3	11	2	2	6	2	8	7
	19%	23%	7%	19%	21%	18%	20%	22%	19%	23%	-	23%	14%	20%	32%	25%	18%	16%	18%	18%
General entertainment (reality shows, talent shows, cooking, etc)	10	7	2	6	4	7	3	5	1	1	-	7	2	10	1	1	7	2	9	8
	17%	17%	25%	20%	14%	17%	19%	16%	6%	43%	-	22%	13%	19%	19%	15%	20%	17%	19%	19%
Film	9	7	1	3	6	5	4	5	2	-	-	7	3	9	1	1	5	2	7	6
	17%	16%	16%	9%	22%	13%	26%	17%	16%	-	-	20%	13%	18%	15%	11%	14%	22%	16%	14%
Game/Quiz show	9	7	-	4	5	7	3	5	1	-	-	4	5	9	-	-	6	4	9	5
	17%	16%	-	16%	20%	16%	17%	17%	12%	-	-	13%	25%	18%	-	-	17%	34%	21%	13%
Education	9	6	2	4	4	6	3	3	3	1	-	5	4	9	-	-	4	4	8	6
	16%	14%	32%	13%	15%	15%	19%	9%	26%	43%	-	16%	18%	17%	-	-	10%	38%	17%	15%
Factual / Documentary	5	5	-	3	2	5	1	2	3	-	1	2	3	5	-	-	3	3	5	5
	9%	12%	-	12%	8%	12%	4%	6%	28%	-	22%	6%	13%	9%	-	-	8%	26%	12%	13%
User generated/non-professional content (e.g. on YouTube)	2	1	1	1	1	1	1	1	1	1	-	1	1	2	-	-	1	-	1	1
	3%	3%	7%	5%	2%	4%	3%	5%	5%	23%	-	4%	3%	4%	-	-	4%	-	3%	3%
Advertising	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 115

Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything else you have watched on-line or on-demand) caused you concern on
Paid Video On-demand content available through your subscription service provider (e.g. film rental on a pay per view basis on Virgin Media, Sky Go, etc.)?
Base: All who have seen something of concern on an ODO service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	**57***	45*	7**	27**	26**	40**	17**	30**	12**	3**	3**	34**	20**	53*	7**	8**	35**	11**	46*	41*
Other	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dk/None	*	*	-	-	*	-	*	-	-	-	-	*	-	*	-	-	-	-	-	*
	1%	*1%*	-	-	*2%*	-	*3%*	-	-	-	-	*1%*	-	*1%*	-	-	-	-	-	*1%*
Net: Any soaps/comedy/drama	**28**	26	1	17	10	20	8	14	9	1	1	18	9	27	4	4	15	8	23	20
	50%	*59%*	*16%*	*63%*	*37%*	*51%*	*47%*	*47%*	*75%*	*23%*	*26%*	*55%*	*45%*	*51%*	*62%*	*49%*	*42%*	*77%*	*50%*	*48%*
Net: Any news/political/	**25**	21	5	17	8	20	6	16	5	1	1	18	7	25	2	3	19	4	22	20
personal opinion	***45%***	*47%*	*63%*	*63%*	*31%*	*49%*	*35%*	*54%*	*47%*	*23%*	*26%*	*54%*	*34%*	*46%*	*36%*	*39%*	*53%*	*34%*	*49%*	*49%*
Net: Any entertainment	**17**	14	2	8	8	12	6	10	3	2	-	12	6	17	2	2	10	4	14	13
	31%	*31%*	*32%*	*29%*	*32%*	*29%*	*34%*	*32%*	*27%*	*65%*	-	*34%*	*29%*	*32%*	*33%*	*26%*	*30%*	*33%*	*31%*	*30%*

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

Table 115

Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything else you have watched on-line or on-demand) caused you concern on
Paid Video On-demand content available through your subscription service provider (e.g. film rental on a pay per view basis on Virgin Media, Sky Go, etc.)?
Base: All who have seen something of concern on an ODO service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**59**	59	-	-	52	7	54	5	22	38	3
Base	**57***	57*	-**	-**	52*	5**	54*	3**	21*	39**	3**
Effective Base	**45**	45	-	-	40	7	41	5	18	29	2
News and current affairs	**19**	19	-	-	19	-	19	-	7	15	1
	34%	*34%*	-	-	*37%*	-	*36%*	-	*34%*	*39%*	*19%*
Drama	**18**	18	-	-	15	2	17	1	9	14	1
	31%	*31%*	-	-	*30%*	*47%*	*31%*	*23%*	*42%*	*35%*	*19%*
Adult content i.e. pornography	**17**	17	-	-	17	-	16	*	9	10	3
	29%	*29%*	-	-	*32%*	-	*30%*	*15%*	*41%*	*27%*	*86%*
Comedy	**13**	13	-	-	12	1	13	-	5	11	-
	23%	*23%*	-	-	*22%*	*33%*	*25%*	-	*25%*	*27%*	-
Sport	**13**	13	-	-	12	1	13	-	8	9	1
	23%	*23%*	-	-	*24%*	*13%*	*24%*	-	*38%*	*23%*	*19%*
Soaps	**12**	12	-	-	11	1	11	1	5	11	1
	21%	*21%*	-	-	*22%*	*13%*	*21%*	*21%*	*21%*	*27%*	*19%*
Children's programme	**11**	11	-	-	10	1	11	-	8	8	2
	20%	*20%*	-	-	*19%*	*33%*	*21%*	-	*37%*	*20%*	*67%*
Personal or political opinion	**11**	11	-	-	11	-	11	-	6	9	-
	19%	*19%*	-	-	*21%*	-	*20%*	-	*29%*	*24%*	-
Music video	**11**	11	-	-	11	-	11	-	5	9	-
	19%	*19%*	-	-	*20%*	-	*20%*	-	*24%*	*23%*	-
General entertainment (reality shows, talent shows, cooking, etc)	**10**	10	-	-	9	1	10	-	7	8	1
	17%	*17%*	-	-	*18%*	*13%*	*18%*	-	*35%*	*21%*	*19%*
Film	**9**	9	-	-	8	1	9	-	3	7	1
	17%	*17%*	-	-	*15%*	*33%*	*18%*	-	*15%*	*17%*	*19%*
Game/Quiz show	**9**	9	-	-	9	-	9	-	4	7	2
	17%	*17%*	-	-	*18%*	-	*18%*	-	*21%*	*19%*	*67%*
Education	**9**	9	-	-	8	1	9	-	5	7	1
	16%	*16%*	-	-	*15%*	*33%*	*17%*	-	*24%*	*18%*	*19%*
Factual / Documentary	**5**	5	-	-	5	1	5	1	1	4	-
	9%	*9%*	-	-	*9%*	*16%*	*9%*	*25%*	*4%*	*11%*	-
User generated/non-professional content (e.g. on YouTube)	**2**	2	-	-	2	-	2	-	1	1	-
	3%	*3%*	-	-	*4%*	-	*4%*	-	*4%*	*4%*	-
Advertising	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 115

Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything else you have watched on-line or on-demand) caused you concern on
Paid Video On-demand content available through your subscription service provider (e.g. film rental on a pay per view basis on Virgin Media, Sky Go, etc.)?
Base: All who have seen something of concern on an ODO service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**57***	57*	-**	-**	52*	5**	54*	3**	21*	39**	3**
Other	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Dk/None	*	*	-	-	-	*	-	*	-	-	*
	1%	*1%*	-	-	-	*10%*	-	*16%*	-	-	*14%*
Net: Any soaps/comedy/drama	**28**	28	-	-	25	3	27	1	13	23	1
	50%	*50%*	-	-	*48%*	*74%*	*50%*	*44%*	*59%*	*60%*	*19%*
Net: Any news/political/ personal opinion	**25**	25	-	-	25	-	25	-	12	20	1
	45%	*45%*	-	-	*49%*	-	*48%*	-	*55%*	*52%*	*19%*
Net: Any entertainment	**17**	17	-	-	16	1	17	-	9	13	1
	31%	*31%*	-	-	*30%*	*33%*	*32%*	-	*43%*	*34%*	*19%*

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Absolutes/col percents

Table 116

Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything else you have watched on-line or on-demand) caused you concern on
Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.)?
Base: All who have seen something of concern on an ODO service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**117**	74	43	44	38	22	8	4	1	82	30	5	51	19	3	1	31	11	1	-	37	44	21	15	81	36
Base	**109***	75*	34*	46*	29**	21**	8**	5**	***	75*	28**	6**	49*	21**	5**	***	26**	8**	***	-**	37**	42*	18**	12**	79*	30*
Effective Base	**81**	49	37	39	27	11	8	2	1	66	17	2	41	10	2	1	26	11	1	-	23	30	17	13	53	30
Drama	**28**	21	7	8	8	4	4	4	-	16	8	4	11	6	4	-	5	2	-	-	9	10	6	4	19	9
	26%	*29%*	*20%*	*18%*	*27%*	*21%*	*51%*	*73%*	-	*22%*	*29%*	*67%*	*23%*	*31%*	*80%*	-	*19%*	*26%*	-	-	*24%*	*24%*	*32%*	*29%*	*24%*	*31%*
Factual / Documentary	**27**	18	9	12	10	5	-	-	-	22	5	-	14	4	-	-	8	1	-	-	7	16	2	2	23	4
	25%	*24%*	*27%*	*26%*	*33%*	*26%*	-	-	-	*29%*	*19%*	-	*28%*	*20%*	-	-	*30%*	*16%*	-	-	*20%*	*37%y*	*12%*	*15%*	*29%*	*13%*
User generated/non-professional content (e.g. on YouTube)	**27**	19	8	9	5	7	3	4	-	14	9	4	8	8	4	-	6	2	-	-	14	10	1	1	24	3
	25%	*25%*	*24%*	*19%*	*17%*	*34%*	*33%*	*73%*	-	*18%*	*33%*	*67%*	*16%*	*37%*	*80%*	-	*24%*	*24%*	-	-	*38%*	*25%*	*6%*	*12%*	*31%y*	*9%*
Soaps	**25**	16	9	7	9	6	3	-	-	16	9	-	10	6	-	-	7	3	-	-	11	8	4	1	19	6
	23%	*21%*	*28%*	*16%*	*32%*	*28%*	*38%*	-	-	*22%*	*31%*	-	*20%*	*28%*	-	-	*25%*	*38%*	-	-	*30%*	*19%*	*25%*	*12%*	*24%*	*19%*
News and current affairs	**25**	17	8	7	6	7	2	4	-	12	8	4	6	7	4	-	6	2	-	-	12	10	2	1	22	2
	23%	*23%*	*23%*	*14%*	*19%*	*33%*	*22%*	*82%*	-	*16%*	*30%*	*76%*	*13%*	*32%*	*90%*	-	*23%*	*24%*	-	-	*32%*	*25%*	*10%*	*5%*	*28%y*	*8%*
Film	**23**	18	5	11	4	3	-	4	-	16	3	4	11	3	4	-	5	-	-	-	8	9	4	1	17	6
	21%	*23%*	*15%*	*25%*	*15%*	*15%*	-	*73%*	-	*21%*	*11%*	*67%*	*22%*	*15%*	*80%*	-	*20%*	-	-	-	*22%*	*21%*	*23%*	*11%*	*22%*	*19%*
Adult content i.e. pornography	**22**	15	7	10	5	4	3	-	*	15	7	*	10	4	-	*	5	2	-	-	7	10	1	4	17	5
	20%	*20%*	*22%*	*22%*	*18%*	*18%*	*37%*	-	*100%*	*20%*	*23%*	*8%*	*20%*	*22%*	-	*100%*	*21%*	*27%*	-	-	*20%*	*23%*	*7%*	*33%*	*22%*	*17%*
Comedy	**22**	15	7	12	8	2	-	-	-	20	2	-	14	1	-	-	7	1	-	-	6	9	4	3	16	6
	20%	*20%*	*22%*	*27%*	*27%*	*9%*	-	-	-	*27%*	*7%*	-	*28%*	*6%*	-	-	*26%*	*10%*	-	-	*17%*	*23%*	*21%*	*22%*	*20%*	*21%*
Music video	**21**	13	8	11	4	2	1	4	-	14	3	4	7	2	4	-	7	1	-	-	8	11	1	2	18	3
	20%	*17%*	*25%*	*23%*	*13%*	*12%*	*8%*	*73%*	-	*19%*	*11%*	*67%*	*15%*	*8%*	*80%*	-	*27%*	*18%*	-	-	*21%*	*25%*	*6%*	*15%*	*23%*	*10%*
General entertainment (reality shows, talent shows, cooking, etc)	**18**	10	7	11	6	*	-	-	-	17	*	-	10	-	-	-	7	*	-	-	5	6	5	1	11	6
	16%	*14%*	*21%*	*24%*	*20%*	*2%*	-	-	-	*23%*	*2%*	-	*21%*	-	-	-	*26%*	*6%*	-	-	*15%*	*14%*	*25%*	*12%*	*15%*	*20%*
Personal or political opinion	**16**	10	6	9	3	3	1	*	-	12	3	*	8	1	*	-	4	3	-	-	4	5	5	2	9	7
	15%	*13%*	*18%*	*19%*	*11%*	*13%*	*8%*	*9%*	-	*16%*	*12%*	*8%*	*17%*	*4%*	*10%*	-	*14%*	*33%*	-	-	*11%*	*11%*	*29%*	*16%*	*11%*	*24%*
Education	**15**	11	4	5	6	4	-	-	-	11	4	-	7	3	-	-	4	1	-	-	5	7	1	2	12	3
	14%	*14%*	*13%*	*11%*	*21%*	*20%*	-	-	-	*15%*	*14%*	-	*15%*	*16%*	-	-	*14%*	*10%*	-	-	*13%*	*16%*	*8%*	*16%*	*15%*	*11%*
Sport	**14**	10	4	6	5	2	1	-	-	11	3	-	8	2	-	-	4	1	-	-	6	6	2	1	12	3
	13%	*13%*	*13%*	*14%*	*17%*	*10%*	*14%*	-	-	*15%*	*11%*	-	*16%*	*11%*	-	-	*14%*	*10%*	-	-	*16%*	*13%*	*11%*	*6%*	*15%*	*9%*
Children's programme	**14**	8	6	6	3	2	-	4	-	8	2	4	4	-	4	-	4	2	-	-	3	7	2	2	10	3
	12%	*10%*	*17%*	*12%*	*9%*	*8%*	-	*73%*	-	*11%*	*6%*	*67%*	*8%*	-	*80%*	-	*16%*	*21%*	-	-	*8%*	*17%*	*9%*	*15%*	*13%*	*11%*
Game/Quiz show	**12**	6	6	5	4	1	1	-	-	9	3	-	5	2	-	-	5	1	-	-	6	5	2	-	11	2
	11%	*9%*	*17%*	*12%*	*14%*	*7%*	*17%*	-	-	*13%*	*10%*	-	*9%*	*9%*	-	-	*19%*	*10%*	-	-	*16%*	*11%*	*8%*	-	*14%*	*5%*
Advertising	**1**	1	-	1	-	-	-	*	-	1	-	*	1	-	*	-	-	-	-	-	1	-	*	-	1	*
	1%	*2%*	-	*2%*	-	-	-	*9%*	-	*1%*	-	*8%*	*2%*	-	*10%*	-	-	-	-	-	*2%*	-	*3%*	-	*1%*	*2%*

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

Table 116

Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything else you have watched on-line or on-demand) caused you concern on
Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.)?
Base: All who have seen something of concern on an ODO service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	**109***	75*	34*	46*	29**	21**	8**	5**	***	75*	28**	6**	49*	21**	5**	***	26**	8**	***	-**	37**	42*	18**	12**	79*	30*
Other	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dk/None	**1**	-	1	-	-	1	-	*	-	-	1	*	-	-	-	-	-	1	*	-	-	1	*	-	1	*
	1%	-	*4%*	-	-	*4%*	-	*9%*	-	-	*3%*	*9%*	-	-	-	-	-	*10%*	*100%*	-	-	*2%*	*3%*	-	*1%*	*2%*
Net: Any soaps/comedy/drama	**51**	36	15	19	16	7	5	4	-	35	12	4	24	8	4	-	11	4	-	-	16	19	9	7	35	16
	47%	*48%*	*43%*	*42%*	*55%*	*34%*	*61%*	*73%*	-	*47%*	*42%*	*67%*	*49%*	*40%*	*80%*	-	*43%*	*46%*	-	-	*42%*	*45%*	*53%*	*56%*	*44%*	*54%*
Net: Any news/political/ personal opinion	**36**	25	11	15	6	8	2	4	-	22	10	4	13	7	4	-	8	3	-	-	13	13	7	2	27	9
	33%	*33%*	*32%*	*34%*	*21%*	*40%*	*22%*	*82%*	-	*29%*	*35%*	*76%*	*27%*	*36%*	*90%*	-	*33%*	*33%*	-	-	*36%*	*32%*	*39%*	*16%*	*34%*	*30%*
Net: Any entertainment	**49**	33	16	22	11	10	3	4	-	33	12	4	19	10	4	-	13	2	-	-	21	18	6	4	39	10
	45%	*44%*	*46%*	*47%*	*37%*	*48%*	*33%*	*73%*	-	*43%*	*44%*	*67%*	*39%*	*49%*	*80%*	-	*52%*	*30%*	-	-	*56%*	*43%*	*35%*	*32%*	*49%*	*34%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.)?
Base: All who have seen something of concern on an ODO service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	117	94	22	67	48	-	6	18	10	11	16	4	4	12	26	107	6	-	4	34	27	46
Base	109*	89*	19**	63*	44*	-**	5**	19**	7**	14**	14**	7**	4**	10**	18**	97*	3**	-**	9**	30**	28**	39*
Effective Base	81	63	18	49	30	-	6	13	9	8	15	4	4	11	24	83	6	-	3	25	20	38
Drama	28	23	5	18	10	-	1	4	1	4	5	3	-	4	5	27	-	-	2	6	9	12
	26%	26%	26%	29%	22%	-	25%	19%	21%	26%	37%	50%	-	38%	26%	27%	-	-	17%	20%	31%	30%
Factual / Documentary	27	26	1	19	8	-	1	8	2	2	3	-	2	1	5	24	-	-	3	11	5	8
	25%	29%	5%	29%	19%	-	26%	40%	32%	15%	23%	-	53%	8%	30%	25%	-	-	28%	36%	19%	21%
User generated/non-professional content (e.g. on YouTube)	27	23	4	16	11	-	-	3	*	5	2	3	-	4	4	21	1	-	5	3	7	11
	25%	26%	20%	25%	24%	-	-	16%	5%	33%	15%	49%	-	36%	20%	21%	35%	-	57%	11%	24%	27%
Soaps	25	23	1	17	8	-	2	5	4	1	4	1	1	2	4	23	1	-	2	11	4	7
	23%	26%	3%	27%	18%	-	42%	28%	61%	5%	28%	18%	16%	15%	22%	24%	17%	-	17%	37%	16%	19%
News and current affairs	25	24	1	12	13	-	1	2	2	4	3	-	-	3	5	20	-	-	5	5	7	8
	23%	27%	3%	19%	29%	-	26%	11%	24%	26%	23%	-	-	30%	28%	20%	-	-	57%	16%	24%	21%
Film	23	19	4	14	9	-	-	3	1	6	3	4	-	1	4	22	1	-	-	4	8	10
	21%	21%	19%	22%	20%	-	-	17%	13%	40%	20%	65%	-	13%	22%	23%	18%	-	-	13%	30%	25%
Adult content i.e. pornography	22	19	3	15	7	-	2	5	*	-	5	1	-	1	5	20	*	-	2	7	5	8
	20%	22%	15%	23%	17%	-	37%	28%	6%	-	37%	17%	-	15%	29%	21%	16%	-	17%	25%	18%	20%
Comedy	22	18	3	10	12	-	2	4	1	1	3	-	2	2	6	21	1	-	-	7	4	10
	20%	20%	18%	17%	27%	-	34%	21%	13%	8%	25%	-	46%	22%	34%	22%	35%	-	-	22%	16%	26%
Music video	21	18	4	15	6	-	2	2	-	4	3	2	-	1	6	20	1	-	-	4	7	9
	20%	20%	19%	24%	13%	-	34%	12%	-	26%	23%	32%	-	13%	33%	21%	35%	-	-	13%	25%	24%
General entertainment (reality shows, talent shows, cooking, etc)	18	11	7	9	7	-	*	3	2	2	1	3	1	1	4	17	*	-	-	5	2	9
	16%	12%	35%	14%	16%	-	9%	15%	31%	11%	6%	51%	23%	13%	21%	18%	17%	-	-	17%	8%	24%
Personal or political opinion	16	12	4	9	7	-	1	3	-	2	4	2	-	1	3	16	-	-	-	5	5	6
	15%	14%	20%	14%	16%	-	26%	17%	-	11%	26%	33%	-	14%	15%	16%	-	-	-	15%	18%	16%
Education	15	14	1	7	8	-	1	-	1	1	3	1	-	-	3	11	1	-	4	2	5	4
	14%	16%	7%	11%	19%	-	17%	-	22%	8%	25%	18%	-	-	16%	11%	18%	-	43%	7%	16%	10%
Sport	14	13	2	7	8	-	2	1	1	2	1	1	2	1	3	14	-	-	-	4	2	8
	13%	14%	10%	11%	17%	-	53%	6%	9%	12%	6%	18%	53%	9%	19%	15%	-	-	-	14%	9%	20%
Children's programme	14	12	1	8	6	-	1	2	1	7	1	-	-	-	1	12	-	-	1	4	8	1
	12%	14%	7%	12%	13%	-	17%	10%	13%	47%	11%	-	-	-	3%	13%	-	-	15%	12%	29%	1%
Game/Quiz show	12	11	1	5	5	-	1	2	1	-	-	1	-	2	4	12	-	-	-	4	1	7
	11%	13%	4%	8%	12%	-	17%	10%	18%	-	11%	-	31%	15%	22%	13%	-	-	-	13%	5%	17%
Advertising	1	*	1	1	*	-	-	-	-	-	1	-	-	-	-	1	*	-	-	-	1	-
	1%	1%	4%	1%	1%	-	-	-	-	-	6%	-	-	-	-	1%	16%	-	-	-	3%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Base: All who have seen something of concern on an ODO service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	**109***	89*	19**	63*	44*	-**	5**	19**	7**	14**	14**	7**	4**	10**	18**	97*	3**	-**	9**	30**	28**	39*
Other	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dk/None	**1**	-	1	1	-	-	-	-	-	1	-	-	-	-	-	1	*	-	-	-	1	-
	1%	-	*7%*	*2%*	-	-	-	-	-	*5%*	-	-	-	-	-	*1%*	*16%*	-	-	-	*3%*	-
Net: Any soaps/comedy/drama	**51**	42	8	30	20	-	3	6	4	5	8	5	2	5	9	48	2	-	2	13	13	21
	47%	*47%*	*40%*	*48%*	*47%*	-	*59%*	*33%*	*61%*	*38%*	*59%*	*68%*	*46%*	*53%*	*53%*	*49%*	*52%*	-	*17%*	*43%*	*48%*	*55%*
Net: Any news/political/ personal opinion	**36**	32	4	18	18	-	1	4	2	5	5	2	-	5	6	31	-	-	5	7	10	13
	33%	*36%*	*20%*	*29%*	*40%*	-	*26%*	*23%*	*24%*	*37%*	*37%*	*33%*	-	*44%*	*36%*	*32%*	-	-	*57%*	*24%*	*37%*	*34%*
Net: Any entertainment	**49**	40	9	25	22	-	*	6	2	8	4	7	1	4	9	42	2	-	5	9	12	21
	45%	*45%*	*48%*	*39%*	*50%*	-	*9%*	*33%*	*36%*	*58%*	*29%*	*100%*	*23%*	*36%*	*53%*	*43%*	*52%*	-	*57%*	*30%*	*44%*	*53%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.)?
Base: All who have seen something of concern on an ODO service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**117**	93	93	99	66	92	70	80	63	39	93	70	83	65	39	116	1	116	115	116
Base	**109***	81*	86*	90*	54*	86*	61*	70*	60*	34*	86*	61*	72*	62*	34*	107*	2**	107*	106*	107*
Effective Base	**81**	73	64	72	57	63	55	70	44	34	64	55	73	45	34	80	1	80	79	80
Drama	**28**	25	19	22	13	19	20	19	12	10	19	20	19	13	10	26	2	26	26	26
	26%	*31%*	*22%*	*25%*	*25%*	*22%*	*33%*	*26%*	*20%*	*30%*	*22%*	*33%*	*26%*	*21%*	*30%*	*24%*	*100%*	*24%*	*25%*	*24%*
Factual / Documentary	**27**	17	23	21	13	23	13	19	16	7	23	13	19	17	7	27	-	27	27	27
	25%	*21%*	*26%*	*23%*	*24%*	*26%*	*22%*	*27%*	*27%*	*20%*	*26%*	*22%*	*26%*	*28%*	*20%*	*25%*	-	*25%*	*26%*	*25%*
User generated/non-professional content (e.g. on YouTube)	**27**	19	22	21	12	21	14	11	16	8	22	14	13	16	8	27	-	27	27	27
	25%	*23%*	*25%*	*24%*	*22%*	*25%*	*23%*	*15%*	*26%*	*22%*	*25%*	*23%*	*17%*	*26%*	*22%*	*25%*	-	*25%*	*26%*	*25%*
Soaps	**25**	21	19	21	15	19	15	19	17	9	19	15	19	17	9	25	-	25	25	25
	23%	*26%*	*22%*	*24%*	*28%*	*22%*	*25%*	*27%*	*29%*	*28%*	*22%*	*25%*	*26%*	*28%*	*28%*	*24%*	-	*24%*	*24%*	*24%*
News and current affairs	**25**	18	19	19	9	19	15	12	16	5	19	15	12	16	5	25	-	25	25	25
	23%	*22%*	*22%*	*21%*	*17%*	*22%*	*24%*	*17%*	*26%*	*16%*	*22%*	*24%*	*16%*	*27%*	*16%*	*23%*	-	*23%*	*23%*	*23%*
Film	**23**	21	17	15	10	17	15	13	10	9	17	15	13	10	9	20	2	20	20	20
	21%	*25%*	*20%*	*17%*	*19%*	*20%*	*24%*	*18%*	*17%*	*26%*	*20%*	*24%*	*18%*	*17%*	*26%*	*19%*	*100%*	*19%*	*19%*	*19%*
Adult content i.e. pornography	**22**	20	17	19	15	17	14	15	14	11	17	14	16	14	11	22	-	22	22	22
	20%	*24%*	*19%*	*21%*	*27%*	*20%*	*23%*	*21%*	*24%*	*34%*	*19%*	*23%*	*22%*	*23%*	*34%*	*21%*	-	*21%*	*21%*	*21%*
Comedy	**22**	16	18	19	15	18	11	17	16	7	18	11	17	16	7	22	-	22	22	22
	20%	*20%*	*20%*	*21%*	*28%*	*21%*	*18%*	*24%*	*26%*	*19%*	*20%*	*18%*	*24%*	*25%*	*19%*	*21%*	-	*21%*	*21%*	*21%*
Music video	**21**	20	14	14	13	14	16	13	11	5	14	16	14	12	5	21	-	21	21	21
	20%	*24%*	*16%*	*16%*	*25%*	*17%*	*26%*	*19%*	*19%*	*15%*	*16%*	*26%*	*19%*	*19%*	*15%*	*20%*	-	*20%*	*20%*	*20%*
General entertainment (reality shows, talent shows, cooking, etc)	**18**	15	16	16	10	16	7	13	10	8	16	7	13	11	8	15	2	15	15	15
	16%	*19%*	*18%*	*17%*	*18%*	*18%*	*11%*	*18%*	*17%*	*23%*	*18%*	*11%*	*18%*	*18%*	*23%*	*14%*	*100%*	*14%*	*14%*	*14%*
Personal or political opinion	**16**	14	14	15	10	14	9	11	7	8	14	9	11	7	8	14	2	14	14	14
	15%	*17%*	*17%*	*17%*	*19%*	*16%*	*15%*	*16%*	*11%*	*22%*	*17%*	*15%*	*15%*	*12%*	*22%*	*13%*	*100%*	*13%*	*13%*	*13%*
Education	**15**	10	10	13	5	10	8	12	7	3	10	8	12	7	3	15	-	15	15	15
	14%	*12%*	*11%*	*14%*	*10%*	*11%*	*13%*	*17%*	*12%*	*9%*	*11%*	*13%*	*16%*	*12%*	*9%*	*14%*	-	*14%*	*14%*	*14%*
Sport	**14**	8	13	14	8	13	6	14	9	6	13	6	14	10	6	14	-	14	14	14
	13%	*9%*	*15%*	*16%*	*15%*	*15%*	*9%*	*19%*	*15%*	*16%*	*15%*	*9%*	*19%*	*17%*	*16%*	*14%*	-	*14%*	*13%*	*14%*
Children's programme	**14**	11	7	10	5	7	9	9	5	1	7	9	9	5	1	14	-	14	14	14
	12%	*13%*	*9%*	*11%*	*8%*	*9%*	*14%*	*13%*	*9%*	*4%*	*9%*	*14%*	*13%*	*9%*	*4%*	*13%*	-	*13%*	*13%*	*13%*
Game/Quiz show	**12**	10	7	12	8	7	8	11	10	4	7	8	11	10	4	12	-	12	12	12
	11%	*12%*	*8%*	*14%*	*14%*	*8%*	*13%*	*16%*	*17%*	*11%*	*8%*	*13%*	*16%*	*17%*	*11%*	*11%*	-	*11%*	*12%*	*11%*

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

Table 116

Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything else you have watched on-line or on-demand) caused you concern on
Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.)?
Base: All who have seen something of concern on an ODO service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	109*	81*	86*	90*	54*	86*	61*	70*	60*	34*	86*	61*	72*	62*	34*	107*	2**	107*	106*	107*
Advertising	1	1	1	1	1	1	1	-	-	-	1	1	-	-	-	1	-	1	1	1
	1%	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	-	-	-	*1%*	*2%*	-	-	-	*1%*	-	*1%*	*1%*	*1%*
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dk/None	1	1	*	1	*	*	1	*	-	-	*	1	*	-	-	1	-	1	1	1
	1%	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	-	-	*1%*	*2%*	*1%*	-	-	*1%*	-	*1%*	*1%*	*1%*
Net: Any soaps/comedy/drama	51	41	37	40	27	37	30	34	29	19	37	30	34	30	19	49	2	49	49	49
	47%	*51%*	*43%*	*44%*	*50%*	*44%*	*49%*	*48%*	*49%*	*55%*	*43%*	*49%*	*47%*	*49%*	*55%*	*46%*	*100%*	*46%*	*46%*	*46%*
Net: Any news/political/ personal opinion	36	27	29	29	16	28	20	19	21	12	29	20	19	21	12	34	2	34	34	34
	33%	*34%*	*34%*	*33%*	*29%*	*33%*	*32%*	*27%*	*34%*	*36%*	*34%*	*32%*	*26%*	*34%*	*36%*	*31%*	*100%*	*31%*	*32%*	*31%*
Net: Any entertainment	49	38	40	38	22	40	24	25	28	17	40	24	27	30	17	46	2	46	46	46
	45%	*46%*	*47%*	*42%*	*40%*	*46%*	*39%*	*36%*	*47%*	*50%*	*47%*	*39%*	*37%*	*48%*	*50%*	*44%*	*100%*	*44%*	*44%*	*44%*

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 116

Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything else you have watched on-line or on-demand) caused you concern on
Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.)?
Base: All who have seen something of concern on an ODO service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	117	89	16	34	78	60	57	48	21	3	10	65	41	106	12	19	61	23	84	78
Base	109*	80*	20**	34**	72*	63*	46*	48*	21**	3**	13**	55*	40*	95*	14**	19**	54*	20**	74*	67*
Effective Base	81	73	8	26	51	45	35	38	15	3	5	45	36	81	8	13	46	21	66	62
Drama	28	18	6	18	9	23	5	16	10	1	1	19	8	27	4	4	19	4	23	17
	26%	*23%*	*28%*	*53%*	*12%*	*37%*	*10%*	*33%*	*48%*	*23%*	*6%*	*35%*	*21%*	*29%*	*30%*	*22%*	*35%*	*19%*	*31%*	*26%*
Factual / Documentary	27	22	4	11	16	15	12	12	2	1	3	16	9	25	3	5	15	4	19	18
	25%	*28%*	*19%*	*32%*	*22%*	*24%*	*27%*	*25%*	*11%*	*43%*	*20%*	*29%*	*21%*	*26%*	*24%*	*25%*	*28%*	*20%*	*26%*	*27%*
User generated/non-professional content (e.g. on YouTube)	27	15	11	7	20	13	14	8	6	1	6	14	7	21	5	7	9	3	12	11
	25%	*18%*	*53%*	*20%*	*28%*	*20%*	*32%*	*17%*	*26%*	*23%*	*50%*	*26%*	*16%*	*22%*	*38%*	*34%*	*16%*	*17%*	*17%*	*17%*
Soaps	25	21	2	11	13	18	7	14	6	1	-	16	10	25	3	3	14	4	18	16
	23%	*26%*	*12%*	*32%*	*18%*	*29%*	*15%*	*28%*	*27%*	*43%*	-	*28%*	*24%*	*26%*	*23%*	*17%*	*26%*	*20%*	*25%*	*24%*
News and current affairs	25	12	11	12	12	13	12	6	7	2	6	13	6	19	4	5	9	4	13	12
	23%	*15%*	*57%*	*34%*	*17%*	*20%*	*27%*	*12%*	*35%*	*65%*	*49%*	*24%*	*14%*	*20%*	*30%*	*28%*	*17%*	*21%*	*18%*	*17%*
Film	23	12	7	8	14	16	6	12	6	-	2	12	9	21	5	5	10	5	15	13
	21%	*15%*	*34%*	*23%*	*20%*	*26%*	*14%*	*25%*	*29%*	-	*12%*	*22%*	*22%*	*22%*	*32%*	*27%*	*18%*	*25%*	*20%*	*19%*
Adult content i.e. pornography	22	16	3	11	10	13	9	10	2	1	1	14	7	21	1	4	12	2	15	17
	20%	*21%*	*16%*	*34%*	*14%*	*21%*	*20%*	*20%*	*11%*	*35%*	*6%*	*25%*	*18%*	*22%*	*10%*	*22%*	*23%*	*12%*	*20%*	*25%*
Comedy	22	19	3	8	14	12	10	10	3	-	-	12	10	22	3	3	12	4	16	13
	20%	*24%*	*15%*	*24%*	*20%*	*19%*	*22%*	*20%*	*16%*	-	-	*22%*	*25%*	*23%*	*18%*	*13%*	*23%*	*20%*	*22%*	*19%*
Music video	21	13	7	9	12	14	7	10	6	1	2	12	7	20	5	6	10	4	14	12
	20%	*17%*	*36%*	*27%*	*17%*	*22%*	*16%*	*20%*	*30%*	*23%*	*12%*	*23%*	*18%*	*21%*	*37%*	*29%*	*18%*	*19%*	*18%*	*18%*
General entertainment (reality shows, talent shows, cooking, etc)	18	10	4	5	12	11	6	9	2	1	-	9	8	18	4	4	7	5	12	8
	16%	*13%*	*20%*	*15%*	*17%*	*18%*	*14%*	*18%*	*9%*	*43%*	-	*17%*	*20%*	*18%*	*26%*	*21%*	*13%*	*23%*	*16%*	*12%*
Personal or political opinion	16	11	2	8	8	12	4	9	3	1	1	8	6	14	3	4	9	3	12	8
	15%	*14%*	*8%*	*23%*	*11%*	*18%*	*10%*	*20%*	*13%*	*23%*	*6%*	*15%*	*15%*	*15%*	*20%*	*19%*	*17%*	*14%*	*16%*	*12%*
Education	15	14	1	8	8	9	6	8	2	-	1	12	3	14	2	2	9	2	11	9
	14%	*18%*	*6%*	*22%*	*11%*	*14%*	*13%*	*17%*	*7%*	-	*8%*	*21%*	*6%*	*15%*	*16%*	*12%*	*17%*	*9%*	*15%*	*13%*
Sport	14	13	1	6	7	11	3	10	2	-	2	8	4	13	1	2	9	2	11	12
	13%	*16%*	*5%*	*19%*	*10%*	*17%*	*8%*	*21%*	*9%*	-	*13%*	*15%*	*11%*	*13%*	*9%*	*11%*	*17%*	*9%*	*15%*	*18%*
Children's programme	14	9	4	7	6	7	6	2	5	-	2	9	3	12	6	7	4	2	6	5
	12%	*12%*	*18%*	*22%*	*9%*	*11%*	*14%*	*4%*	*24%*	-	*12%*	*16%*	*8%*	*13%*	*44%*	*37%*	*8%*	*8%*	*8%*	*7%*
Game/Quiz show	12	10	1	6	6	9	3	6	5	1	-	5	7	12	-	-	5	5	11	10
	11%	*12%*	*6%*	*17%*	*8%*	*14%*	*7%*	*12%*	*23%*	*43%*	-	*10%*	*17%*	*13%*	-	-	*10%*	*27%*	*15%*	*15%*
Advertising	1	-	1	-	1	-	1	-	-	-	-	1	-	1	-	-	1	*	1	*
	1%	-	*4%*	-	*2%*	-	*3%*	-	-	-	-	*2%*	-	*1%*	-	-	*1%*	*2%*	*2%*	*1%*

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

Table 116

Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything else you have watched on-line or on-demand) caused you concern on
Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.)?
Base: All who have seen something of concern on an ODO service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	**109***	80*	20**	34**	72*	63*	46*	48*	21**	3**	13**	55*	40*	95*	14**	19**	54*	20**	74*	67*
Other	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dk/None	**1**	1	-	-	1	1	*	1	1	-	-	*	1	1	-	-	1	-	1	1
	1%	*2%*	-	-	*2%*	*1%*	*1%*	*2%*	*4%*	-	-	*1%*	*2%*	*1%*	-	-	*1%*	-	*1%*	*2%*
Net: Any soaps/comedy/drama	**51**	37	8	23	26	35	16	26	13	2	1	30	20	50	8	8	29	9	38	30
	47%	*46%*	*42%*	*68%*	*36%*	*55%*	*35%*	*53%*	*61%*	*65%*	*6%*	*55%*	*49%*	*52%*	*57%*	*41%*	*54%*	*44%*	*51%*	*45%*
Net: Any news/political/ personal opinion	**36**	19	13	17	18	21	15	12	9	2	7	18	10	28	6	9	15	7	21	17
	33%	*24%*	*64%*	*50%*	*25%*	*33%*	*33%*	*26%*	*42%*	*65%*	*55%*	*32%*	*25%*	*29%*	*46%*	*44%*	*27%*	*32%*	*29%*	*25%*
Net: Any entertainment	**49**	29	15	12	35	26	23	18	10	2	7	25	17	41	9	11	19	9	28	23
	45%	*36%*	*73%*	*36%*	*49%*	*41%*	*50%*	*38%*	*46%*	*65%*	*58%*	*45%*	*41%*	*43%*	*63%*	*56%*	*36%*	*43%*	*38%*	*34%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.)?
Base: All who have seen something of concern on an ODO service

		Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
	Total	Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	117	117	-	-	103	14	107	10	29	72	15
Base	109*	109*	-**	-**	100*	9**	103*	6**	34*	68*	17**
Effective Base	81	81	-	-	71	13	74	10	19	54	7
Drama	28	28	-	-	28	*	28	-	14	21	2
	26%	26%	-	-	28%	5%	27%	-	41%	31%	13%
Factual / Documentary	27	27	-	-	24	3	26	1	8	20	3
	25%	25%	-	-	24%	31%	25%	21%	23%	29%	16%
User generated/non-professional content (e.g. on YouTube)	27	27	-	-	25	2	26	1	9	16	6
	25%	25%	-	-	25%	20%	25%	17%	26%	24%	35%
Soaps	25	25	-	-	23	2	24	1	10	18	1
	23%	23%	-	-	23%	20%	24%	11%	29%	27%	4%
News and current affairs	25	25	-	-	24	1	25	-	11	17	7
	23%	23%	-	-	24%	12%	24%	-	31%	25%	40%
Film	23	23	-	-	23	-	23	-	7	16	4
	21%	21%	-	-	23%	-	22%	-	21%	24%	21%
Adult content i.e. pornography	22	22	-	-	22	1	22	-	11	16	3
	20%	20%	-	-	22%	7%	22%	-	31%	24%	18%
Comedy	22	22	-	-	22	-	22	-	5	14	2
	20%	20%	-	-	22%	-	22%	-	15%	20%	13%
Music video	21	21	-	-	21	1	21	1	5	18	2
	20%	20%	-	-	21%	7%	20%	10%	14%	26%	11%
General entertainment (reality shows, talent shows, cooking, etc)	18	18	-	-	16	1	18	-	7	11	4
	16%	16%	-	-	16%	17%	17%	-	20%	16%	22%
Personal or political opinion	16	16	-	-	16	*	16	-	10	10	4
	15%	15%	-	-	15%	5%	15%	-	28%	16%	25%
Education	15	15	-	-	15	-	15	-	10	10	1
	14%	14%	-	-	15%	-	15%	-	30%	15%	4%
Sport	14	14	-	-	13	1	14	-	7	9	-
	13%	13%	-	-	13%	11%	14%	-	20%	13%	-
Children's programme	14	14	-	-	13	1	13	1	3	11	-
	12%	12%	-	-	13%	8%	12%	12%	9%	16%	-
Game/Quiz show	12	12	-	-	12	1	12	-	4	11	-
	11%	11%	-	-	12%	7%	12%	-	13%	17%	-
Advertising	1	1	-	-	-	1	-	1	-	1	-
	1%	1%	-	-	-	15%	-	21%	-	1%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.)?
Base: All who have seen something of concern on an ODO service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**109***	109*	-**	-**	100*	9**	103*	6**	34*	68*	17**
Other	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Dk/None	**1**	1	-	-	1	*	1	*	-	1	*
	1%	*1%*	-	-	*1%*	*5%*	*1%*	*8%*	-	*1%*	*3%*
Net: Any soaps/comedy/drama	**51**	51	-	-	49	2	50	1	19	34	4
	47%	*47%*	-	-	*49%*	*20%*	*49%*	*11%*	*57%*	*51%*	*26%*
Net: Any news/political/ personal opinion	**36**	36	-	-	35	1	36	-	19	23	10
	33%	*33%*	-	-	*35%*	*12%*	*35%*	-	*55%*	*35%*	*62%*
Net: Any entertainment	**49**	49	-	-	46	3	48	1	18	28	11
	45%	*45%*	-	-	*45%*	*36%*	*46%*	*17%*	*53%*	*42%*	*65%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Table 117

Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything else you have watched on-line or on-demand) caused you concern on
Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)?
Base: All who have seen something of concern on an ODO service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	73	38	35	26	33	11	2	1	-	59	13	1	29	8	1	-	30	5	-	-	19	32	11	11	51	22
Base	65*	38**	26*	24**	30**	8**	2**	***	-**	54*	10**	***	31**	7**	***	-**	23**	4**	-**	-**	15**	30**	11**	9**	45*	20**
Effective Base	52	25	32	24	19	10	2	1	-	41	12	1	19	7	1	-	27	5	-	-	17	23	6	10	39	14
Drama	24	13	11	9	13	1	1	-	-	22	2	-	12	1	-	-	9	1	-	-	7	12	3	3	18	5
	37%	34%	41%	38%	43%	14%	40%	-	-	40%	18%	-	40%	10%	-	-	42%	34%	-	-	47%	39%	24%	30%	41%	26%
Music video	21	12	9	6	12	2	1	-	-	19	3	-	11	1	-	-	8	1	-	-	5	8	6	2	13	8
	33%	32%	34%	27%	41%	23%	40%	-	-	35%	25%	-	35%	18%	-	-	34%	40%	-	-	34%	27%	56%	20%	30%	40%
Comedy	21	12	8	6	12	3	1	-	-	18	3	-	11	1	-	-	6	2	-	-	5	11	4	2	16	5
	32%	32%	32%	23%	40%	32%	40%	-	-	33%	33%	-	36%	18%	-	-	28%	61%	-	-	33%	36%	34%	17%	35%	26%
Factual / Documentary	20	11	9	10	9	1	-	-	-	19	1	-	11	-	-	-	8	1	-	-	3	10	6	1	13	7
	31%	29%	34%	40%	32%	10%	-	-	-	35%	9%	-	35%	-	-	-	35%	24%	-	-	23%	32%	51%	15%	29%	35%
Soaps	18	10	8	7	8	3	-	-	-	15	3	-	9	2	-	-	7	1	-	-	5	11	2	1	16	2
	28%	27%	30%	30%	27%	33%	-	-	-	28%	28%	-	28%	24%	-	-	29%	35%	-	-	33%	37%	13%	7%	36%	11%
News and current affairs	18	8	10	10	5	3	-	-	-	15	3	-	7	2	-	-	8	2	-	-	5	8	2	2	14	4
	28%	22%	36%	41%	17%	36%	-	-	-	27%	31%	-	22%	24%	-	-	35%	43%	-	-	37%	28%	21%	19%	31%	20%
Adult content i.e. pornography	18	10	7	8	7	2	1	-	-	15	3	-	8	2	-	-	6	1	-	-	8	8	-	2	16	2
	27%	27%	27%	31%	24%	22%	60%	-	-	27%	28%	-	27%	31%	-	-	28%	22%	-	-	53%	26%	-	23%	35%	10%
Film	17	9	8	7	7	3	1	-	-	14	3	-	8	1	-	-	6	2	-	-	5	8	2	2	13	4
	27%	23%	32%	28%	23%	33%	40%	-	-	25%	34%	-	25%	18%	-	-	27%	65%	-	-	35%	27%	20%	20%	29%	20%
Personal or political opinion	12	4	8	8	4	-	-	-	-	12	-	-	4	-	-	-	8	-	-	-	5	7	-	-	12	-
	18%	11%	29%	33%	12%	-	-	-	-	22%	-	-	13%	-	-	-	33%	-	-	-	34%	22%	-	-	26%	-
Game/Quiz show	10	6	5	5	3	2	-	-	-	8	2	-	3	2	-	-	5	-	-	-	2	6	1	1	8	2
	16%	15%	18%	22%	9%	26%	-	-	-	15%	22%	-	11%	34%	-	-	21%	-	-	-	15%	21%	8%	15%	19%	11%
Children's programme	10	6	5	2	4	3	1	-	-	6	4	-	2	3	-	-	4	1	-	-	1	5	3	2	6	5
	16%	15%	18%	10%	13%	36%	60%	-	-	12%	40%	-	8%	48%	-	-	17%	24%	-	-	9%	15%	23%	22%	13%	23%
Education	10	7	3	3	6	1	-	-	-	9	1	-	6	1	-	-	3	1	-	-	2	4	3	1	6	5
	16%	18%	13%	13%	20%	16%	-	-	-	17%	14%	-	20%	8%	-	-	12%	24%	-	-	12%	13%	28%	16%	13%	23%
General entertainment (reality shows, talent shows, cooking, etc)	10	6	4	3	5	2	-	-	-	8	2	-	5	1	-	-	3	1	-	-	2	3	3	2	5	5
	16%	17%	15%	14%	15%	25%	-	-	-	15%	21%	-	16%	20%	-	-	13%	24%	-	-	14%	10%	26%	27%	11%	27%
Sport	9	7	1	3	6	-	-	-	-	9	-	-	7	-	-	-	1	-	-	-	4	3	2	*	7	2
	13%	19%	5%	12%	19%	-	-	-	-	16%	-	-	23%	-	-	-	6%	-	-	-	26%	10%	14%	4%	15%	9%
User generated/non-professional content (e.g. on YouTube)	5	3	3	2	2	1	-	-	-	4	1	-	1	1	-	-	3	-	-	-	3	2	1	-	5	1
	8%	7%	10%	7%	8%	16%	-	-	-	7%	14%	-	4%	21%	-	-	12%	-	-	-	20%	7%	5%	-	11%	3%
Advertising	*	*	-	-	-	-	-	*	-	-	-	*	-	-	*	-	-	-	-	-	-	-	*	-	-	*
	1%	1%	-	-	-	-	-	100%	-	-	-	100%	-	-	100%	-	-	-	-	-	-	-	4%	-	-	2%

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

Table 117

Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything else you have watched on-line or on-demand) caused you concern on
Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)?
Base: All who have seen something of concern on an ODO service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	**65***	38**	26*	24**	30**	8**	2**	***	-**	54*	10**	***	31**	7**	***	-**	23**	4**	-**	-**	15**	30**	11**	9**	45*	20**
Other	**1**	1	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	1	-	-	1	-
	1%	*2%*	-	-	-	*11%*	-	-	-	-	*9%*	-	-	*14%*	-	-	-	-	-	-	-	*3%*	-	-	*2%*	-
Dk/None	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Any soaps/comedy/drama	**40**	23	17	15	20	5	1	-	-	35	5	-	20	3	-	-	15	3	-	-	9	23	5	3	32	8
	62%	*60%*	*66%*	*62%*	*66%*	*57%*	*40%*	-	-	*64%*	*54%*	-	*64%*	*41%*	-	-	*65%*	*78%*	-	-	*64%*	*77%*	*42%*	*37%*	*72%*	*40%*
Net: Any news/political/ personal opinion	**24**	10	14	14	7	3	-	-	-	21	3	-	9	2	-	-	12	2	-	-	8	11	2	2	20	4
	37%	*27%*	*52%*	*59%*	*22%*	*36%*	-	-	-	*39%*	*31%*	-	*28%*	*24%*	-	-	*53%*	*43%*	-	-	*57%*	*39%*	*21%*	*19%*	*45%*	*20%*
Net: Any entertainment	**25**	14	11	11	9	4	1	-	-	20	5	-	11	3	-	-	9	2	-	-	8	9	4	4	17	9
	39%	*37%*	*43%*	*46%*	*31%*	*51%*	*40%*	-	-	*38%*	*49%*	-	*37%*	*41%*	-	-	*39%*	*65%*	-	-	*53%*	*30%*	*38%*	*48%*	*38%*	*43%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)?
Base: All who have seen something of concern on an ODO service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	73	62	11	37	34	1	6	12	9	3	7	3	3	7	16	66	4	1	2	27	10	29
Base	65*	54*	11**	33**	30**	***	4**	13**	7**	2**	6**	6**	3**	8**	9**	59*	2**	***	3**	24**	8**	27**
Effective Base	52	43	9	28	23	1	6	8	8	3	6	2	3	6	15	46	4	1	2	20	9	19
Drama	24	17	7	12	12	-	1	3	2	2	2	1	1	6	4	22	-	*	1	6	3	13
	37%	32%	62%	35%	40%	-	13%	22%	34%	72%	27%	20%	38%	78%	46%	37%	-	100%	46%	24%	39%	48%
Music video	21	15	6	9	12	-	2	1	*	-	3	4	1	5	3	20	1	-	-	4	3	14
	33%	29%	54%	27%	41%	-	49%	11%	5%	-	44%	64%	38%	66%	36%	34%	43%	-	-	16%	32%	52%
Comedy	21	15	6	10	10	*	1	7	1	1	1	-	1	5	3	19	2	-	-	8	1	9
	32%	29%	51%	29%	33%	100%	16%	52%	15%	24%	13%	-	22%	66%	37%	32%	80%	-	-	35%	16%	35%
Factual / Documentary	20	15	5	8	12	-	-	3	3	-	3	4	2	2	1	18	1	-	1	5	3	9
	31%	28%	44%	24%	40%	-	-	22%	37%	-	54%	64%	78%	27%	6%	30%	37%	-	46%	23%	39%	34%
Soaps	18	15	3	11	7	-	1	4	1	1	1	1	2	2	4	16	-	-	2	6	1	9
	28%	28%	26%	35%	22%	-	16%	30%	17%	28%	14%	20%	62%	27%	42%	28%	-	-	54%	24%	18%	35%
News and current affairs	18	17	1	10	8	-	1	2	4	-	4	-	2	-	2	16	1	-	2	6	4	5
	28%	31%	11%	31%	26%	-	16%	15%	53%	-	75%	-	78%	-	25%	26%	37%	-	54%	26%	54%	18%
Adult content i.e. pornography	18	16	2	12	5	*	2	3	1	-	4	1	1	2	4	18	-	-	-	6	4	8
	27%	29%	18%	37%	16%	100%	54%	22%	18%	-	60%	20%	38%	22%	38%	30%	-	-	-	26%	43%	29%
Film	17	11	6	8	9	-	1	3	*	-	3	-	1	4	3	16	1	-	-	5	3	8
	27%	20%	57%	23%	32%	-	31%	24%	5%	-	44%	-	38%	55%	30%	27%	59%	-	-	20%	32%	31%
Personal or political opinion	12	10	2	7	5	-	1	1	3	-	2	-	1	1	3	11	*	-	-	4	2	5
	18%	19%	16%	21%	15%	-	13%	11%	37%	-	31%	-	38%	11%	29%	19%	21%	-	-	19%	22%	18%
Game/Quiz show	10	9	1	8	3	-	-	1	-	-	3	1	1	-	3	9	-	-	2	1	3	5
	16%	17%	12%	23%	9%	-	-	7%	-	-	48%	20%	41%	-	29%	15%	-	-	54%	4%	35%	20%
Children's programme	10	10	-	4	6	-	1	1	2	-	1	1	-	2	1	8	1	-	2	3	1	4
	16%	19%	-	13%	21%	-	23%	4%	24%	-	13%	16%	-	22%	13%	14%	37%	-	54%	13%	9%	15%
Education	10	8	2	3	7	-	-	-	*	1	3	-	-	4	1	9	1	-	-	*	4	5
	16%	15%	20%	9%	24%	-	-	-	5%	48%	44%	-	-	50%	10%	15%	59%	-	-	2%	45%	18%
General entertainment (reality shows, talent shows, cooking, etc)	10	10	*	4	6	-	1	1	1	1	3	-	-	-	2	9	1	-	-	3	4	2
	16%	18%	5%	12%	20%	-	25%	9%	12%	48%	49%	-	-	-	19%	15%	58%	-	-	13%	49%	7%
Sport	9	6	2	4	5	-	-	1	*	-	2	-	-	3	2	9	-	-	-	2	2	5
	13%	12%	20%	12%	16%	-	-	11%	5%	-	27%	-	-	39%	23%	15%	-	-	-	7%	19%	20%
User generated/non-professional content (e.g. on YouTube)	5	5	-	3	2	*	1	2	1	-	1	-	-	-	*	5	1	-	-	4	1	*
	8%	10%	-	9%	6%	100%	13%	18%	13%	-	14%	-	-	-	4%	8%	22%	-	-	15%	10%	1%
Advertising	*	*	-	-	*	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-
	1%	1%	-	-	2%	-	-	-	-	-	-	-	-	-	-	-	20%	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)?
Base: All who have seen something of concern on an ODO service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	**65***	54*	11**	33**	30**	***	4**	13**	7**	2**	6**	6**	3**	8**	9**	59*	2**	***	3**	24**	8**	27**
Other	**1**	1	-	1	-	-	-	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-
	1%	*2%*	-	*3%*	-	-	-	*7%*	-	-	-	-	-	-	-	*2%*	-	-	-	*4%*	-	-
Dk/None	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Any soaps/comedy/drama	**40**	32	9	22	17	*	1	8	3	2	2	1	3	7	7	35	2	*	3	12	4	19
	62%	*59%*	*81%*	*66%*	*56%*	*100%*	*28%*	*64%*	*43%*	*100%*	*27%*	*20%*	*100%*	*89%*	*78%*	*59%*	*80%*	*100%*	*100%*	*51%*	*47%*	*70%*
Net: Any news/political/ personal opinion	**24**	22	2	15	9	-	1	3	5	-	4	-	2	1	4	21	1	-	2	9	4	7
	37%	*41%*	*16%*	*46%*	*29%*	-	*28%*	*22%*	*78%*	-	*75%*	-	*78%*	*11%*	*41%*	*36%*	*58%*	-	*54%*	*39%*	*54%*	*27%*
Net: Any entertainment	**25**	19	7	11	14	*	2	5	2	1	4	-	1	4	4	23	2	-	-	9	5	10
	39%	*35%*	*62%*	*33%*	*46%*	*100%*	*44%*	*36%*	*30%*	*48%*	*67%*	-	*38%*	*55%*	*47%*	*40%*	*80%*	-	-	*36%*	*61%*	*37%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)?
Base: All who have seen something of concern on an ODO service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	73	51	57	60	41	55	34	53	40	25	57	34	54	41	25	73	-	73	72	73
Base	65*	41*	49*	53*	32*	48*	27*	48*	37**	21**	49*	27*	49*	38**	21**	65*	-**	65*	64*	65*
Effective Base	52	46	44	45	37	42	31	39	29	23	44	31	40	30	23	52	-	52	51	52
Drama	24	14	21	20	9	21	7	20	12	8	21	7	20	13	8	24	-	24	23	24
	37%	34%	44%	38%	28%	44%	24%	41%	32%	37%	44%	24%	42%	34%	37%	37%	-	37%	36%	37%
Music video	21	13	14	18	9	14	10	17	13	4	14	10	17	13	4	21	-	21	21	21
	33%	32%	29%	34%	30%	30%	37%	36%	34%	20%	29%	37%	36%	35%	20%	33%	-	33%	33%	33%
Comedy	21	12	18	15	10	18	9	12	9	3	18	9	12	10	3	21	-	21	21	21
	32%	29%	36%	28%	33%	37%	33%	26%	24%	12%	36%	33%	25%	26%	12%	32%	-	32%	33%	32%
Factual / Documentary	20	10	16	18	6	16	4	18	13	7	16	4	18	13	7	20	-	20	20	20
	31%	25%	32%	33%	19%	33%	14%	37%f	34%	34%	32%	14%	36%k	33%	34%	31%	-	31%	31%	31%
Soaps	18	11	14	15	7	14	5	14	11	8	14	5	15	11	8	18	-	18	18	18
	28%	28%	29%	29%	23%	29%	17%	29%	29%	36%	29%	17%	30%	28%	36%	28%	-	28%	28%	28%
News and current affairs	18	13	13	15	9	13	8	14	11	6	13	8	14	11	6	18	-	18	18	18
	28%	31%	26%	28%	29%	27%	30%	29%	29%	28%	26%	30%	29%	28%	28%	28%	-	28%	28%	28%
Adult content i.e. pornography	18	14	12	15	11	12	9	13	12	7	12	9	13	12	7	18	-	18	18	18
	27%	35%	25%	29%	35%	25%	35%	28%	33%	32%	25%	35%	27%	33%	32%	27%	-	27%	28%	27%
Film	17	14	15	14	9	15	10	13	9	5	15	10	13	10	5	17	-	17	17	17
	27%	35%	30%	26%	29%	31%	36%	27%	24%	24%	30%	36%	27%	26%	24%	27%	-	27%	27%	27%
Personal or political opinion	12	9	9	8	6	9	4	7	5	6	9	4	7	5	6	12	-	12	11	12
	18%	22%	19%	16%	18%	20%	16%	15%	13%	28%	19%	16%	15%	13%	28%	18%	-	18%	17%	18%
Game/Quiz show	10	8	6	10	7	6	6	10	10	4	6	6	10	10	4	10	-	10	10	10
	16%	21%	12%	19%	22%	13%	22%	20%	27%	18%	12%	22%	20%	26%	18%	16%	-	16%	16%	16%
Children's programme	10	8	7	10	5	7	7	10	7	2	7	7	10	7	2	10	-	10	10	10
	16%	20%	15%	18%	16%	16%	25%	20%	18%	9%	15%	25%	20%	18%	9%	16%	-	16%	16%	16%
Education	10	6	9	9	4	9	5	9	4	1	9	5	9	4	1	10	-	10	10	10
	16%	14%	18%	17%	12%	18%	18%	19%	9%	4%	18%	18%	18%	9%	4%	16%	-	16%	16%	16%
General entertainment (reality shows, talent shows, cooking, etc)	10	7	8	9	7	8	5	9	5	3	8	5	9	5	3	10	-	10	10	10
	16%	18%	16%	17%	22%	16%	17%	19%	13%	16%	16%	17%	19%	13%	16%	16%	-	16%	15%	16%
Sport	9	4	7	8	5	7	3	8	5	2	7	3	8	5	2	9	-	9	9	9
	13%	10%	14%	14%	15%	14%	11%	16%	12%	10%	14%	11%	16%	12%	10%	13%	-	13%	13%	13%
User generated/non-professional content (e.g. on YouTube)	5	4	5	5	3	5	2	4	2	3	5	2	4	2	3	5	-	5	5	5
	8%	11%	9%	10%	10%	9%	8%	9%	6%	12%	9%	8%	8%	6%	12%	8%	-	8%	8%	8%

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

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Absolutes/col percents

Table 117

Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything else you have watched on-line or on-demand) caused you concern on
Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)?
Base: All who have seen something of concern on an ODO service

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**65***	41*	49*	53*	32*	48*	27*	48*	37**	21**	49*	27*	49*	38**	21**	65*	-**	65*	64*	65*
Advertising	*	*	*	-	-	*	*	-	-	-	*	*	-	-	-	*	-	*	*	*
	1%	*1%*	*1%*	-	-	*1%*	*2%*	-	-	-	*1%*	*2%*	-	-	-	*1%*	-	*1%*	*1%*	*1%*
Other	**1**	1	1	1	1	-	1	1	1	1	1	1	1	1	1	1	-	1	1	1
	1%	*2%*	*2%*	*2%*	*3%*	-	*3%*	*2%*	*3%*	*4%*	*2%*	*3%*	*2%*	*2%*	*4%*	*1%*	-	*1%*	*1%*	*1%*
Dk/None	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Any soaps/comedy/drama	**40**	23	33	31	17	32	13	28	21	11	33	13	29	22	11	40	-	40	40	40
	62%	*57%*	*67%*	*59%*	*53%*	*68%*	*50%*	*59%*	*58%*	*51%*	*67%*	*50%*	*59%*	*58%*	*51%*	*62%*	-	*62%*	*62%*	*62%*
Net: Any news/political/ personal opinion	**24**	18	17	20	14	17	10	19	14	10	17	10	19	14	10	24	-	24	23	24
	37%	*44%*	*34%*	*38%*	*42%*	*35%*	*39%*	*39%*	*38%*	*47%*	*34%*	*39%*	*38%*	*38%*	*47%*	*37%*	-	*37%*	*37%*	*37%*
Net: Any entertainment	**25**	19	21	21	15	21	12	19	13	9	21	12	19	13	9	25	-	25	25	25
	39%	*47%*	*43%*	*40%*	*48%*	*44%*	*46%*	*39%*	*34%*	*40%*	*43%*	*46%*	*39%*	*35%*	*40%*	*39%*	-	*39%*	*39%*	*39%*

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

Table 117

Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything else you have watched on-line or on-demand) caused you concern on
Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)?
Base: All who have seen something of concern on an ODO service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	73	56	9	25	43	32	41	26	12	3	3	42	28	70	9	12	37	14	51	49
Base	65*	50*	7**	21**	37*	30**	34**	25**	10**	3**	2**	38**	24**	62*	8**	11**	30**	12**	42*	41*
Effective Base	52	44	8	21	33	25	27	19	11	3	3	26	26	49	8	11	27	13	39	38
Drama	24	18	3	10	12	12	12	9	3	2	-	16	7	24	4	4	10	5	15	13
	37%	37%	44%	47%	33%	39%	34%	38%	29%	65%	-	43%	31%	38%	46%	36%	33%	41%	35%	31%
Music video	21	14	2	8	9	9	12	8	4	1	1	14	6	20	1	1	8	4	12	11
	33%	28%	32%	38%	23%	30%	36%	34%	36%	23%	43%	37%	26%	33%	10%	8%	26%	35%	29%	26%
Comedy	21	16	4	6	15	12	9	9	4	1	1	14	6	20	1	1	10	4	15	14
	32%	32%	62%	29%	40%	38%	27%	38%	44%	23%	27%	38%	25%	33%	15%	12%	34%	38%	35%	33%
Factual / Documentary	20	14	2	8	7	7	13	4	3	1	1	13	6	19	2	2	6	3	9	8
	31%	28%	24%	39%	19%	23%	38%	14%	29%	43%	43%	35%	23%	30%	27%	21%	19%	26%	21%	19%
Soaps	18	14	2	9	7	9	9	7	3	1	-	11	7	18	3	3	9	2	10	10
	28%	28%	25%	44%	20%	30%	26%	29%	28%	43%	-	29%	28%	29%	40%	31%	28%	16%	25%	24%
News and current affairs	18	17	1	9	9	9	9	7	4	-	1	10	7	17	2	2	10	3	12	13
	28%	34%	9%	43%	23%	31%	25%	26%	36%	-	43%	27%	28%	27%	24%	24%	32%	23%	29%	32%
Adult content i.e. pornography	18	15	2	6	11	9	9	6	4	1	1	6	11	17	3	5	9	1	10	11
	27%	30%	22%	30%	29%	30%	25%	24%	40%	35%	30%	17%	44%	27%	32%	47%	30%	11%	24%	27%
Film	17	14	2	6	10	9	9	7	4	1	1	10	6	16	2	2	5	4	10	10
	27%	27%	26%	28%	27%	28%	25%	28%	41%	23%	43%	27%	24%	26%	20%	16%	18%	35%	23%	24%
Personal or political opinion	12	8	3	6	6	4	7	2	2	1	1	4	6	11	1	1	6	2	8	8
	18%	17%	40%	26%	15%	14%	22%	9%	22%	43%	43%	11%	27%	17%	7%	14%	21%	19%	20%	19%
Game/Quiz show	10	10	-	6	4	7	3	7	2	-	-	7	4	10	1	1	8	-	8	7
	16%	21%	-	28%	12%	24%	9%	27%	16%	-	-	17%	16%	17%	15%	12%	28%	-	20%	18%
Children's programme	10	8	2	5	6	6	4	4	2	1	-	7	4	10	1	2	5	2	7	7
	16%	17%	22%	22%	15%	21%	11%	16%	15%	35%	-	18%	15%	17%	12%	19%	18%	15%	17%	18%
Education	10	10	1	6	5	5	5	4	2	-	1	8	1	9	1	1	3	3	6	6
	16%	20%	7%	26%	13%	17%	15%	17%	19%	-	43%	22%	4%	15%	13%	10%	10%	24%	14%	14%
General entertainment (reality shows, talent shows, cooking, etc)	10	9	*	5	4	6	4	4	2	-	-	10	-	10	1	1	7	1	8	7
	16%	17%	7%	25%	11%	19%	13%	17%	15%	-	-	27%	-	16%	13%	10%	23%	7%	18%	16%
Sport	9	8	1	8	1	5	3	4	2	-	-	6	2	9	1	1	4	1	5	4
	13%	16%	9%	35%	3%	18%	9%	16%	24%	-	-	16%	10%	14%	17%	13%	14%	8%	12%	9%
User generated/non-professional content (e.g. on YouTube)	5	4	1	1	4	2	4	2	-	-	-	5	1	5	1	2	2	1	3	3
	8%	8%	7%	4%	11%	6%	11%	7%	-	-	-	12%	4%	9%	10%	16%	6%	7%	6%	8%
Advertising	*	-	-	-	*	-	*	-	-	-	-	*	-	*	-	-	-	*	*	*
	1%	-	-	-	1%	-	1%	-	-	-	-	1%	-	1%	-	-	-	4%	1%	1%

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 117

Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything else you have watched on-line or on-demand) caused you concern on
Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)?
Base: All who have seen something of concern on an ODO service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	65*	50*	7**	21**	37*	30**	34**	25**	10**	3**	2**	38**	24**	62*	8**	11**	30**	12**	42*	41*
Other	1	1	-	-	1	1	-	1	1	-	-	-	1	1	-	-	1	-	1	1
	1%	2%	-	-	3%	3%	-	4%	10%	-	-	-	4%	2%	-	-	3%	-	2%	2%
Dk/None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Any soaps/comedy/drama	40	32	6	14	25	21	19	18	7	2	1	26	14	40	5	5	21	7	28	26
	62%	64%	79%	65%	68%	70%	55%	73%	69%	65%	27%	67%	58%	64%	61%	47%	68%	62%	66%	64%
Net: Any news/political/ personal opinion	24	21	3	13	10	12	12	8	5	1	1	12	11	23	2	3	14	4	17	18
	37%	41%	40%	62%	27%	40%	35%	32%	51%	43%	43%	31%	46%	37%	24%	32%	45%	33%	42%	44%
Net: Any entertainment	25	21	2	9	15	12	13	11	4	1	1	18	7	24	3	4	10	6	16	16
	39%	43%	32%	43%	41%	40%	39%	43%	41%	23%	43%	47%	27%	39%	34%	34%	33%	49%	38%	38%

Prepared by BDRC Continental

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

Table 117

Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything else you have watched on-line or on-demand) caused you concern on
Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)?
Base: All who have seen something of concern on an ODO service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**73**	73	-	-	66	7	66	7	17	48	5
Base	**65***	65*	-**	-**	60*	5**	60*	4**	15*	47*	4**
Effective Base	**52**	52	-	-	47	6	47	6	15	33	5
Drama	**24**	24	-	-	22	1	23	*	8	19	1
	37%	*37%*	-	-	*37%*	*27%*	*39%*	*9%*	*52%*	*40%*	*18%*
Music video	**21**	21	-	-	20	1	21	*	5	20	-
	33%	*33%*	-	-	*33%*	*27%*	*35%*	*9%*	*32%*	*42%*	-
Comedy	**21**	21	-	-	20	1	21	*	2	16	2
	32%	*32%*	-	-	*33%*	*27%*	*34%*	*9%*	*13%*	*34%*	*62%*
Factual / Documentary	**20**	20	-	-	20	-	20	-	5	19	-
	31%	*31%*	-	-	*33%*	-	*33%*	-	*34%*	*41%*	-
Soaps	**18**	18	-	-	17	1	17	1	6	13	1
	28%	*28%*	-	-	*29%*	*14%*	*29%*	*15%*	*42%*	*27%*	*18%*
News and current affairs	**18**	18	-	-	18	*	18	*	6	16	1
	28%	*28%*	-	-	*29%*	*8%*	*29%*	*9%*	*39%*	*33%*	*41%*
Adult content i.e. pornography	**18**	18	-	-	17	1	16	1	7	12	1
	27%	*27%*	-	-	*28%*	*23%*	*27%*	*36%*	*47%*	*25%*	*18%*
Film	**17**	17	-	-	16	1	17	*	3	16	-
	27%	*27%*	-	-	*27%*	*27%*	*28%*	*9%*	*21%*	*34%*	-
Personal or political opinion	**12**	12	-	-	12	-	12	-	6	9	1
	18%	*18%*	-	-	*19%*	-	*19%*	-	*36%*	*18%*	*18%*
Game/Quiz show	**10**	10	-	-	10	-	10	-	6	8	1
	16%	*16%*	-	-	*17%*	-	*17%*	-	*42%*	*17%*	*16%*
Children's programme	**10**	10	-	-	10	1	10	-	4	10	1
	16%	*16%*	-	-	*16%*	*19%*	*17%*	-	*29%*	*21%*	*18%*
Education	**10**	10	-	-	9	1	10	*	3	9	-
	16%	*16%*	-	-	*15%*	*27%*	*17%*	*9%*	*22%*	*19%*	-
General entertainment (reality shows, talent shows, cooking, etc)	**10**	10	-	-	10	1	10	1	4	8	-
	16%	*16%*	-	-	*16%*	*14%*	*16%*	*15%*	*26%*	*17%*	-
Sport	**9**	9	-	-	8	*	8	*	4	8	1
	13%	*13%*	-	-	*14%*	*8%*	*14%*	*9%*	*27%*	*17%*	*18%*
User generated/non-professional content (e.g. on YouTube)	**5**	5	-	-	5	-	5	-	1	3	-
	8%	*8%*	-	-	*9%*	-	*9%*	-	*5%*	*7%*	-
Advertising	*	*	-	-	-	*	-	*	-	-	-
	1%	*1%*	-	-	-	*10%*	-	*11%*	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 117

Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything else you have watched on-line or on-demand) caused you concern on
Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)?
Base: All who have seen something of concern on an ODO service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**65***	65*	-**	-**	60*	5**	60*	4**	15*	47*	4**
Other	**1**	1	-	-	-	1	-	1	-	1	-
	1%	*1%*	-	-	-	*20%*	-	*22%*	-	*2%*	-
Dk/None	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Net: Any soaps/comedy/drama	**40**	40	-	-	38	2	39	1	11	31	2
	62%	*62%*	-	-	*64%*	*41%*	*65%*	*24%*	*69%*	*65%*	*62%*
Net: Any news/political/ personal opinion	**24**	24	-	-	24	*	24	*	10	19	1
	37%	*37%*	-	-	*39%*	*8%*	*39%*	*9%*	*65%*	*41%*	*41%*
Net: Any entertainment	**25**	25	-	-	23	2	24	1	5	20	-
	39%	*39%*	-	-	*39%*	*41%*	*40%*	*24%*	*33%*	*43%*	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 118

Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything else you have watched on-line or on-demand) caused you concern on
YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)?
Base: All who have seen something of concern on an ODO service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	121	69	52	35	38	27	11	7	3	73	38	10	43	21	4	1	30	17	3	2	42	47	18	14	89	32
Base	108*	69*	39*	36*	29**	28**	9**	4**	1**	65*	37**	5**	41*	25**	2**	***	25**	12**	1**	1**	38**	42*	17**	11**	80*	28**
Effective Base	84	46	44	31	27	15	10	6	3	57	22	9	33	12	4	1	25	16	3	2	25	35	13	13	59	25
User generated/non-professional content (e.g. on YouTube)	46	29	18	13	9	17	4	3	-	22	21	3	14	13	2	-	9	8	1	-	22	14	8	2	36	10
	43%	42%	45%	37%	31%	60%	46%	75%	-	34%	57%	54%	34%	51%	81%	-	35%	69%	65%	-	57%	34%	47%	21%	45%	36%
Adult content i.e. pornography	24	16	8	10	6	5	4	*	-	15	9	*	10	6	*	-	6	3	-	-	9	11	2	2	20	4
	23%	23%	21%	27%	19%	17%	44%	10%	-	23%	23%	7%	24%	24%	16%	-	23%	22%	-	-	24%	25%	15%	18%	25%	16%
News and current affairs	21	14	7	6	5	9	1	1	-	11	9	1	5	8	*	-	5	2	*	-	10	8	*	2	18	2
	19%	20%	18%	17%	16%	31%	7%	22%	-	16%	25%	16%	13%	31%	19%	-	21%	14%	28%	-	27%	19%	2%	18%	23%	8%
Music video	21	13	8	6	5	7	3	*	-	11	10	*	6	6	*	-	4	4	-	-	9	7	3	2	16	5
	19%	18%	20%	16%	16%	25%	31%	10%	-	16%	26%	7%	15%	24%	16%	-	18%	30%	-	-	23%	17%	17%	15%	20%	16%
Soaps	18	14	4	7	8	2	1	*	-	14	3	*	10	3	*	-	4	-	-	-	6	7	2	2	14	4
	16%	20%	11%	18%	26%	8%	12%	10%	-	22%	9%	7%	25%	13%	16%	-	17%	-	-	-	17%	17%	14%	16%	17%	15%
Comedy	17	14	3	8	6	3	1	-	-	14	4	-	11	4	-	-	3	-	-	-	4	8	5	1	12	6
	16%	21%	8%	21%	21%	9%	13%	-	-	21%	10%	-	26%	15%	-	-	13%	-	-	-	11%	18%	30%	6%	15%	21%
Film	17	10	7	9	4	1	3	-	-	13	5	-	7	3	-	-	6	2	-	-	8	4	3	3	12	6
	16%	15%	19%	25%	12%	4%	40%	-	-	19%	12%	-	17%	12%	-	-	23%	13%	-	-	21%	9%	16%	27%	15%	20%
Factual / Documentary	17	7	9	7	4	3	2	*	*	11	5	1	5	3	-	-	6	2	*	*	5	8	1	2	13	4
	16%	11%	24%	18%	15%	11%	21%	10%	30%	17%	13%	16%	12%	11%	-	-	26%	19%	28%	45%	13%	20%	9%	21%	16%	14%
Personal or political opinion	16	8	8	2	6	4	2	1	*	8	6	2	5	1	1	*	3	5	-	-	8	5	1	2	13	3
	15%	12%	21%	6%	20%	13%	29%	38%	32%	12%	16%	36%	11%	6%	59%	100%	14%	40%	-	-	20%	13%	9%	14%	16%	11%
Drama	12	9	4	6	6	-	1	-	-	11	1	-	9	-	-	-	3	1	-	-	5	4	2	2	9	4
	11%	12%	9%	16%	20%	-	7%	-	-	17%	2%	-	21%	-	-	-	12%	5%	-	-	13%	9%	10%	17%	11%	13%
General entertainment (reality shows, talent shows, cooking, etc)	12	4	8	4	5	1	2	-	-	9	3	-	3	1	-	-	6	2	-	-	4	5	2	1	9	3
	11%	6%	20%	12%	16%	3%	23%	-	-	14%	8%	-	7%	4%	-	-	25%	15%	-	-	11%	11%	14%	6%	11%	11%
Sport	9	8	2	2	4	2	2	-	-	6	3	-	4	3	-	-	2	-	-	-	1	3	3	2	5	5
	9%	11%	4%	5%	15%	5%	20%	-	-	9%	9%	-	10%	13%	-	-	7%	-	-	-	4%	8%	16%	17%	6%	17%
Children's programme	8	5	3	5	3	1	-	-	-	7	1	-	5	-	-	-	3	1	-	-	3	5	-	1	7	1
	8%	7%	9%	13%	9%	3%	-	-	-	11%	2%	-	12%	-	-	-	10%	7%	-	-	8%	11%	-	6%	9%	2%
Game/Quiz show	7	5	3	2	3	1	1	-	-	5	2	-	3	1	-	-	2	1	-	-	3	2	1	1	5	2
	7%	7%	7%	7%	9%	4%	11%	-	-	8%	6%	-	8%	5%	-	-	7%	8%	-	-	8%	5%	4%	11%	7%	7%
Education	6	3	3	3	3	1	-	-	-	5	1	-	2	1	-	-	3	-	-	-	1	3	2	-	3	2
	5%	4%	7%	7%	9%	2%	-	-	-	8%	1%	-	6%	2%	-	-	11%	-	-	-	2%	6%	13%	-	4%	8%
Advertising	1	1	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	1
	1%	1%	-	-	-	3%	-	-	-	-	3%	-	-	4%	-	-	-	-	-	-	-	-	6%	-	-	3%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

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YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)?
Base: All who have seen something of concern on an ODO service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	**108***	69*	39*	36*	29**	28**	9**	4**	1**	65*	37**	5**	41*	25**	2**	***	25**	12**	1**	1**	38**	42*	17**	11**	80*	28**
Other	**1**	1	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	1	-
	1%	*1%*	-	*3%*	-	-	-	-	-	*1%*	-	-	*2%*	-	-	-	-	-	-	-	-	*2%*	-	-	*1%*	-
Dk/None	**1**	-	1	-	-	-	-	*	1	-	-	1	-	-	-	-	-	-	*	1	-	1	*	-	1	*
	1%	-	*3%*	-	-	-	-	*12%*	*38%*	-	-	*20%*	-	-	-	-	-	-	*35%*	*55%*	-	*1%*	*3%*	-	*1%*	*2%*
Net: Any soaps/comedy/drama	**34**	28	6	12	14	5	3	*	-	26	8	*	21	7	*	-	6	1	-	-	9	14	7	4	23	11
	32%	*40%b*	*17%*	*33%*	*49%*	*17%*	*33%*	*10%*	-	*40%*	*20%*	*7%*	*50%*	*27%*	*16%*	-	*23%*	*5%*	-	-	*24%*	*34%*	*44%*	*33%*	*29%*	*40%*
Net: Any news/political/ personal opinion	**33**	19	14	8	7	12	3	2	*	15	15	2	8	9	1	*	7	6	*	-	16	11	2	4	27	5
	30%	*27%*	*36%*	*23%*	*25%*	*42%*	*36%*	*48%*	*32%*	*23%*	*41%*	*44%*	*20%*	*35%*	*59%*	*100%*	*29%*	*53%*	*28%*	-	*42%*	*27%*	*11%*	*33%*	*34%*	*19%*
Net: Any entertainment	**63**	36	27	22	13	18	6	3	-	36	24	3	19	15	2	-	17	9	1	-	26	21	10	5	47	15
	58%	*52%*	*69%*	*62%*	*46%*	*63%*	*74%*	*75%*	-	*55%*	*65%*	*54%*	*46%*	*61%*	*81%*	-	*69%*	*75%*	*65%*	-	*68%*	*51%*	*62%*	*46%*	*59%*	*56%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)?
Base: All who have seen something of concern on an ODO service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	121	91	30	65	52	1	4	16	9	8	9	7	10	21	23	107	8	1	5	29	17	61
Base	108*	82*	26**	57*	48*	***	3**	15**	6**	6**	6**	9**	10**	18**	15**	89*	7**	1**	10**	25**	12**	52*
Effective Base	84	62	22	50	32	1	4	10	8	7	8	6	9	20	17	85	5	1	3	20	15	51
User generated/non-professional content (e.g. on YouTube)	46	34	13	22	23	-	1	8	2	4	2	3	2	9	3	34	4	1	7	10	6	18
	43%	*41%*	*48%*	*39%*	*47%*	-	*25%*	*51%*	*29%*	*60%*	*36%*	*28%*	*25%*	*50%*	*23%*	*38%*	*60%*	*100%*	*71%*	*42%*	*48%*	*34%*
Adult content i.e. pornography	24	18	6	14	11	-	1	2	2	1	2	2	1	4	6	22	*	-	2	5	3	14
	23%	*23%*	*22%*	*24%*	*22%*	-	*32%*	*16%*	*32%*	*14%*	*38%*	*25%*	*13%*	*21%*	*41%*	*25%*	*6%*	-	*16%*	*22%*	*26%*	*26%*
News and current affairs	21	18	3	8	13	-	-	1	2	-	4	-	2	2	4	14	-	-	7	3	4	7
	19%	*22%*	*12%*	*15%*	*26%*	-	-	*5%*	*36%*	-	*62%*	-	*17%*	*10%*	*24%*	*16%*	-	-	*67%*	*12%*	*30%*	*14%*
Music video	21	20	1	13	8	-	2	3	*	1	3	-	1	2	5	17	3	-	2	5	4	8
	19%	*24%*	*4%*	*22%*	*17%*	-	*53%*	*18%*	*6%*	*14%*	*51%*	-	*14%*	*8%*	*33%*	*19%*	*34%*	-	*16%*	*19%*	*32%*	*15%*
Soaps	18	18	-	14	4	-	-	3	3	-	1	2	2	1	3	14	2	-	2	5	1	8
	16%	*22%*	-	*24%*	*8%*	-	-	*18%*	*41%*	-	*13%*	*23%*	*19%*	*5%*	*21%*	*16%*	*25%*	-	*16%*	*22%*	*7%*	*16%*
Comedy	17	14	3	10	7	*	1	5	1	-	-	2	3	2	3	17	1	-	-	7	-	10
	16%	*18%*	*12%*	*18%*	*14%*	*100%*	*27%*	*34%*	*13%*	-	-	*17%*	*34%*	*13%*	*18%*	*19%*	*9%*	-	-	*28%*	-	*19%*
Film	17	15	3	12	5	-	-	3	*	1	3	3	-	2	4	16	1	-	-	3	4	9
	16%	*18%*	*10%*	*21%*	*11%*	-	-	*19%*	*6%*	*14%*	*44%*	*35%*	-	*11%*	*26%*	*18%*	*16%*	-	-	*13%*	*29%*	*18%*
Factual / Documentary	17	12	5	9	8	-	1	1	-	1	3	1	2	1	3	13	1	-	3	2	4	7
	16%	*15%*	*18%*	*15%*	*17%*	-	*27%*	*9%*	-	*14%*	*50%*	*9%*	*22%*	*5%*	*23%*	*15%*	*7%*	-	*29%*	*9%*	*32%*	*14%*
Personal or political opinion	16	13	3	10	6	-	*	1	1	2	3	2	1	1	3	14	1	-	1	3	5	7
	15%	*16%*	*10%*	*18%*	*12%*	-	*16%*	*9%*	*19%*	*31%*	*42%*	*22%*	*8%*	*5%*	*20%*	*16%*	*9%*	-	*10%*	*12%*	*37%*	*13%*
Drama	12	9	3	8	4	-	-	3	2	-	1	-	1	2	3	12	-	-	-	5	1	6
	11%	*11%*	*12%*	*14%*	*8%*	-	-	*19%*	*32%*	-	*13%*	-	*13%*	*12%*	*18%*	*13%*	-	-	-	*20%*	*7%*	*12%*
General entertainment (reality shows, talent shows, cooking, etc)	12	8	4	5	6	*	1	2	-	2	1	-	2	1	1	11	-	-	1	3	3	4
	11%	*9%*	*16%*	*9%*	*13%*	*100%*	*25%*	*16%*	-	*25%*	*22%*	-	*24%*	*8%*	*5%*	*12%*	-	-	*13%*	*13%*	*23%*	*9%*
Sport	9	8	1	4	5	-	-	3	1	-	2	1	1	-	1	9	1	-	-	4	2	3
	9%	*10%*	*4%*	*7%*	*11%*	-	-	*21%*	*9%*	-	*26%*	*10%*	*10%*	-	*8%*	*10%*	*9%*	-	-	*15%*	*13%*	*6%*
Children's programme	8	8	-	7	2	-	-	1	-	1	1	1	-	1	2	7	1	-	-	1	2	4
	8%	*10%*	-	*12%*	*3%*	-	-	*6%*	-	*13%*	*12%*	*13%*	-	*8%*	*11%*	*8%*	*18%*	-	-	*3%*	*13%*	*8%*
Game/Quiz show	7	7	-	4	4	-	-	1	1	1	1	-	-	1	2	7	-	-	-	2	2	4
	7%	*9%*	-	*6%*	*8%*	-	-	*8%*	*9%*	*14%*	*12%*	-	-	*8%*	*15%*	*8%*	-	-	-	*7%*	*13%*	*7%*
Education	6	6	-	3	3	-	-	1	-	-	3	-	-	1	1	5	1	-	-	1	3	2
	5%	*7%*	-	*5%*	*5%*	-	-	*6%*	-	-	*42%*	-	-	*5%*	*4%*	*6%*	*7%*	-	-	*3%*	*21%*	*3%*
Advertising	1	1	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	1
	1%	*1%*	-	-	-	-	-	-	-	-	-	-	*10%*	-	-	*1%*	-	-	-	-	-	*2%*

Prepared by BDRC Continental

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YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)?
Base: All who have seen something of concern on an ODO service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	**108***	82*	26**	57*	48*	***	3**	15**	6**	6**	6**	9**	10**	18**	15**	89*	7**	1**	10**	25**	12**	52*
Other	**1**	1	-	-	1	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	1
	1%	*1%*	-	-	*2%*	-	-	-	-	-	-	-	-	*5%*	-	*1%*	-	-	-	-	-	*2%*
Dk/None	**1**	1	*	*	1	-	-	-	-	-	-	-	-	1	-	1	*	-	-	-	-	1
	1%	*1%*	*2%*	*1%*	*1%*	-	-	-	-	-	-	-	-	*3%*	-	*1%*	*6%*	-	-	-	-	*1%*
Net: Any soaps/comedy/drama	**34**	31	4	23	11	*	1	8	3	-	1	4	4	3	5	30	3	-	2	13	1	17
	32%	*37%*	*14%*	*41%*	*22%*	*100%*	*27%*	*55%*	*54%*	-	*13%*	*40%*	*45%*	*18%*	*35%*	*34%*	*34%*	-	*16%*	*51%*	*7%*	*32%*
Net: Any news/political/ personal opinion	**33**	27	6	16	17	-	*	2	3	2	4	2	2	3	6	24	1	-	8	5	6	13
	30%	*33%*	*22%*	*28%*	*35%*	-	*16%*	*11%*	*49%*	*31%*	*70%*	*22%*	*25%*	*15%*	*36%*	*27%*	*9%*	-	*77%*	*21%*	*50%*	*24%*
Net: Any entertainment	**63**	45	18	29	32	*	1	9	2	4	5	5	5	11	7	48	5	1	8	11	9	28
	58%	*55%*	*68%*	*51%*	*67%*	*100%*	*25%*	*58%*	*29%*	*70%*	*76%*	*50%*	*49%*	*62%*	*48%*	*54%*	*69%*	*100%*	*84%*	*46%*	*73%*	*53%*

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YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)?
Base: All who have seen something of concern on an ODO service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**121**	92	100	104	70	95	63	80	64	37	100	64	88	68	39	121	-	118	121	121
Base	**108***	74*	89*	94*	58*	86*	53*	69*	60*	29*	89*	54*	76*	64*	30*	108*	-**	104*	108*	108*
Effective Base	**84**	75	66	74	57	63	51	68	44	33	66	52	72	47	35	84	-	82	84	84
User generated/non-professional content (e.g. on YouTube)	**46**	31	41	42	26	38	20	23	26	13	41	21	31	26	13	46	-	46	46	46
	43%	*41%*	*46%*	*45%*	*45%*	*44%*	*38%*	*34%*	*43%*	*44%*	*46%*	*40%*	*41%*	*41%*	*43%*	*43%*	-	*45%*	*43%*	*43%*
Adult content i.e. pornography	**24**	18	20	24	13	20	10	18	16	10	20	11	21	16	10	24	-	22	24	24
	23%	*25%*	*22%*	*25%*	*22%*	*23%*	*19%*	*27%*	*26%*	*34%*	*22%*	*21%*	*27%*	*25%*	*33%*	*23%*	-	*21%*	*23%*	*23%*
News and current affairs	**21**	15	18	20	8	17	10	13	13	5	18	11	14	14	5	21	-	21	21	21
	19%	*20%*	*20%*	*21%*	*14%*	*20%*	*19%*	*20%*	*22%*	*19%*	*20%*	*21%*	*18%*	*22%*	*19%*	*19%*	-	*20%*	*19%*	*19%*
Music video	**21**	19	15	19	14	15	15	12	14	6	15	15	14	14	6	21	-	21	21	21
	19%	*25%*	*17%*	*20%*	*25%*	*18%*	*28%*	*18%*	*22%*	*20%*	*17%*	*27%*	*19%*	*22%*	*19%*	*19%*	-	*20%*	*19%*	*19%*
Soaps	**18**	14	11	18	10	11	10	16	13	6	11	10	16	13	6	18	-	18	18	18
	16%	*19%*	*12%*	*19%*	*18%*	*12%*	*18%*	*24%*	*21%*	*21%*	*12%*	*18%*	*22%*	*20%*	*20%*	*16%*	-	*17%*	*16%*	*16%*
Comedy	**17**	10	16	13	10	16	7	11	9	2	16	8	11	9	2	17	-	17	17	17
	16%	*14%*	*17%*	*13%*	*18%*	*18%*	*13%*	*17%*	*16%*	*8%*	*17%*	*15%*	*15%*	*15%*	*8%*	*16%*	-	*17%*	*16%*	*16%*
Film	**17**	16	15	14	9	15	14	12	8	4	15	14	13	9	4	17	-	17	17	17
	16%	*21%*	*17%*	*15%*	*16%*	*17%*	*26%*	*18%*	*13%*	*14%*	*17%*	*26%*	*17%*	*14%*	*13%*	*16%*	-	*17%*	*16%*	*16%*
Factual / Documentary	**17**	12	12	14	6	12	8	12	9	3	12	8	13	10	4	17	-	16	17	17
	16%	*16%*	*14%*	*15%*	*11%*	*13%*	*16%*	*18%*	*14%*	*12%*	*14%*	*16%*	*17%*	*15%*	*13%*	*16%*	-	*15%*	*16%*	*16%*
Personal or political opinion	**16**	13	12	14	10	12	7	10	10	8	12	7	12	10	9	16	-	15	16	16
	15%	*17%*	*14%*	*14%*	*18%*	*14%*	*13%*	*14%*	*16%*	*28%*	*14%*	*13%*	*16%*	*15%*	*29%*	*15%*	-	*14%*	*15%*	*15%*
Drama	**12**	8	10	12	9	10	4	11	7	4	10	6	11	9	4	12	-	12	12	12
	11%	*11%*	*11%*	*13%*	*15%*	*12%*	*8%*	*16%*	*11%*	*13%*	*11%*	*10%*	*14%*	*13%*	*13%*	*11%*	-	*12%*	*11%*	*11%*
General entertainment (reality shows, talent shows, cooking, etc)	**12**	6	11	11	9	11	5	8	6	4	11	5	9	7	4	12	-	12	12	12
	11%	*8%*	*12%*	*12%*	*16%*	*12%*	*9%*	*12%*	*10%*	*14%*	*12%*	*9%*	*12%*	*11%*	*14%*	*11%*	-	*11%*	*11%*	*11%*
Sport	**9**	6	8	9	6	8	5	6	5	2	8	5	6	7	2	9	-	9	9	9
	9%	*8%*	*8%*	*9%*	*11%*	*9%*	*10%*	*9%*	*8%*	*8%*	*8%*	*9%*	*8%*	*11%*	*8%*	*9%*	-	*9%*	*9%*	*9%*
Children's programme	**8**	8	4	8	5	4	6	7	8	3	4	6	7	8	3	8	-	8	8	8
	8%	*11%*	*5%*	*9%*	*8%*	*5%*	*11%*	*10%*	*13%*	*10%*	*5%*	*11%*	*9%*	*13%*	*10%*	*8%*	-	*8%*	*8%*	*8%*
Game/Quiz show	**7**	5	5	7	6	5	4	5	6	1	5	4	6	7	1	7	-	7	7	7
	7%	*7%*	*5%*	*8%*	*10%*	*6%*	*8%*	*7%*	*10%*	*5%*	*5%*	*8%*	*8%*	*11%*	*5%*	*7%*	-	*7%*	*7%*	*7%*
Education	**6**	4	5	5	2	5	3	5	3	2	5	3	5	3	2	6	-	6	6	6
	5%	*6%*	*5%*	*5%*	*4%*	*6%*	*5%*	*7%*	*5%*	*6%*	*5%*	*5%*	*6%*	*5%*	*6%*	*5%*	-	*5%*	*5%*	*5%*

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

Table 118

Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything else you have watched on-line or on-demand) caused you concern on
YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)?
Base: All who have seen something of concern on an ODO service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	108*	74*	89*	94*	58*	86*	53*	69*	60*	29*	89*	54*	76*	64*	30*	108*	-**	104*	108*	108*
Advertising	1	1	-	-	1	-	-	-	1	1	-	-	-	1	1	1	-	1	1	1
	1%	1%	-	-	2%	-	-	-	2%	3%	-	-	-	1%	3%	1%	-	1%	1%	1%
Other	1	1	1	1	-	1	1	1	-	1	1	1	1	-	1	1	-	1	1	1
	1%	1%	1%	1%	-	1%	2%	1%	-	3%	1%	2%	1%	-	3%	1%	-	1%	1%	1%
Dk/None	1	1	*	1	*	*	1	1	-	-	*	1	1	1	-	1	-	1	1	1
	1%	1%	1%	1%	1%	1%	2%	1%	-	-	1%	2%	1%	1%	-	1%	-	1%	1%	1%
Net: Any soaps/comedy/drama	34	22	26	29	20	26	15	26	20	7	26	16	26	22	7	34	-	34	34	34
	32%	29%	29%	31%	34%	30%	28%	37%	34%	26%	29%	29%	34%	35%	25%	32%	-	33%	32%	32%
Net: Any news/political/ personal opinion	33	24	27	29	15	26	15	20	21	11	27	16	22	22	12	33	-	31	33	33
	30%	33%	30%	31%	26%	30%	28%	29%	35%	39%	30%	29%	29%	34%	40%	30%	-	30%	30%	30%
Net: Any entertainment	63	42	55	56	36	52	31	37	35	15	55	32	45	37	15	63	-	63	63	63
	58%	57%	61%	60%	63%	61%	59%	54%	58%	53%	61%	60%	58%	57%	51%	58%	-	60%	58%	58%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
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YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)?
Base: All who have seen something of concern on an ODO service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	121	89	17	28	86	47	74	37	16	4	11	67	42	109	20	25	59	22	81	77
Base	108*	77*	19**	27**	75*	49*	59*	40**	13**	4**	13**	54*	40*	94*	15**	19**	53*	19**	73*	66*
Effective Base	84	72	8	23	56	37	47	28	14	4	5	49	36	84	17	22	43	20	62	58
User generated/non-professional content (e.g. on YouTube)	46	28	13	5	40	17	29	13	5	1	9	20	16	36	8	9	20	7	27	24
	43%	36%	71%	19%	53%	35%	50%	32%	40%	25%	70%	37%	41%	39%	52%	49%	38%	34%	37%	36%
Adult content i.e. pornography	24	17	3	10	12	14	11	10	3	2	2	11	12	23	1	3	14	5	19	16
	23%	22%	16%	36%	17%	28%	18%	25%	26%	58%	13%	20%	30%	24%	8%	18%	26%	24%	25%	23%
News and current affairs	21	13	7	8	13	9	12	6	3	2	6	8	6	15	2	3	7	4	11	11
	19%	17%	38%	29%	18%	18%	20%	14%	19%	49%	46%	15%	16%	16%	15%	16%	13%	20%	15%	17%
Music video	21	17	1	7	13	11	9	7	6	1	1	13	7	20	3	3	11	5	16	15
	19%	22%	8%	26%	17%	23%	16%	19%	45%	17%	8%	24%	17%	21%	19%	18%	21%	24%	22%	23%
Soaps	18	16	1	10	8	13	5	10	4	1	-	12	6	18	3	3	10	5	14	13
	16%	21%	6%	38%	10%	26%	9%	24%	29%	32%	-	22%	15%	19%	22%	18%	18%	25%	20%	20%
Comedy	17	15	1	5	12	10	8	8	3	-	-	6	11	17	4	4	9	4	13	13
	16%	19%	7%	20%	16%	20%	13%	21%	24%	-	-	12%	28%	19%	28%	23%	16%	23%	18%	19%
Film	17	13	3	5	11	10	7	9	4	1	2	6	9	16	2	2	12	2	15	14
	16%	17%	15%	19%	15%	21%	12%	22%	28%	17%	11%	12%	24%	17%	10%	8%	23%	12%	20%	21%
Factual / Documentary	17	13	3	7	9	8	9	6	4	-	1	11	4	16	4	4	9	2	11	9
	16%	16%	15%	26%	12%	17%	15%	15%	27%	-	8%	21%	11%	17%	25%	20%	17%	10%	15%	13%
Personal or political opinion	16	12	3	5	10	9	7	7	3	-	2	9	5	14	5	6	7	1	8	9
	15%	15%	14%	18%	14%	18%	12%	18%	22%	-	12%	17%	12%	15%	32%	34%	13%	7%	11%	14%
Drama	12	10	3	7	5	9	3	7	3	2	1	4	7	11	1	1	5	5	9	9
	11%	12%	13%	27%	7%	18%	6%	17%	23%	49%	9%	7%	18%	12%	10%	8%	9%	24%	13%	14%
General entertainment (reality shows, talent shows, cooking, etc)	12	9	2	2	9	4	7	3	2	-	-	7	5	12	-	1	7	2	9	9
	11%	11%	10%	7%	13%	9%	13%	9%	13%	-	-	13%	12%	13%	-	7%	13%	11%	12%	13%
Sport	9	8	1	5	4	4	5	3	1	-	1	6	2	8	2	2	5	1	6	5
	9%	11%	5%	19%	6%	9%	9%	8%	7%	-	9%	12%	4%	9%	11%	9%	8%	5%	8%	7%
Children's programme	8	8	-	4	4	4	4	3	2	-	1	5	2	7	3	3	3	2	5	5
	8%	11%	-	15%	6%	9%	7%	7%	17%	-	6%	9%	6%	8%	18%	15%	6%	11%	7%	7%
Game/Quiz show	7	5	2	5	2	3	4	2	3	-	1	3	3	6	-	1	5	1	5	4
	7%	6%	8%	19%	2%	7%	7%	4%	19%	-	9%	5%	9%	6%	-	3%	9%	3%	7%	7%
Education	6	4	1	3	3	3	3	3	-	-	1	4	1	5	1	2	2	2	4	3
	5%	6%	6%	9%	4%	5%	5%	6%	-	-	8%	7%	2%	5%	6%	8%	3%	10%	5%	5%
Advertising	1	1	-	-	1	-	1	-	-	-	-	1	-	1	1	1	-	-	-	-
	1%	1%	-	-	1%	-	2%	-	-	-	-	2%	-	1%	6%	5%	-	-	-	-

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

Table 118

Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything else you have watched on-line or on-demand) caused you concern on
YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)?
Base: All who have seen something of concern on an ODO service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	108*	77*	19**	27**	75*	49*	59*	40**	13**	4**	13**	54*	40*	94*	15**	19**	53*	19**	73*	66*
Other	1	1	-	-	1	-	1	-	-	-	-	1	-	1	-	-	-	1	1	1
	1%	1%	-	-	1%	-	2%	-	-	-	-	2%	-	1%	-	-	-	5%	1%	1%
Dk/None	1	1	-	-	1	-	1	-	-	-	-	1	-	1	-	-	1	-	1	1
	1%	1%	-	-	1%	-	2%	-	-	-	-	2%	-	1%	-	-	1%	-	1%	2%
Net: Any soaps/comedy/drama	34	30	3	17	18	22	12	18	7	2	1	18	15	33	6	6	18	9	27	25
	32%	39%	13%	63%	24%	46%	20%	46%	53%	49%	9%	34%	37%	35%	42%	34%	33%	47%	37%	38%
Net: Any news/political/ personal opinion	33	21	10	10	22	15	18	11	5	2	8	14	11	25	7	9	12	5	17	18
	30%	27%	52%	37%	30%	30%	30%	27%	36%	49%	58%	26%	27%	26%	43%	46%	23%	25%	24%	27%
Net: Any entertainment	63	41	14	10	50	25	38	20	9	2	10	28	24	52	9	10	32	10	41	38
	58%	53%	76%	39%	67%	50%	65%	49%	66%	42%	78%	51%	61%	55%	57%	53%	59%	49%	57%	57%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)?
Base: All who have seen something of concern on an ODO service

		Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
	Total	Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	121	121	-	-	105	16	111	10	29	76	13
Base	108*	108*	-**	-**	96*	12**	101*	7**	31*	68*	13**
Effective Base	84	84	-	-	71	14	76	9	18	58	5
User generated/non-professional content (e.g. on YouTube)	46	46	-	-	44	3	44	2	14	26	9
	43%	43%	-	-	46%	23%	44%	29%	46%	39%	68%
Adult content i.e. pornography	24	24	-	-	24	1	24	-	12	17	1
	23%	23%	-	-	25%	5%	24%	-	38%	26%	10%
News and current affairs	21	21	-	-	21	-	21	-	12	12	8
	19%	19%	-	-	22%	-	21%	-	38%	18%	59%
Music video	21	21	-	-	18	2	20	*	6	18	1
	19%	19%	-	-	19%	20%	20%	5%	18%	27%	4%
Soaps	18	18	-	-	17	1	17	1	9	12	-
	16%	16%	-	-	18%	8%	17%	14%	28%	17%	-
Comedy	17	17	-	-	17	-	17	1	3	13	1
	16%	16%	-	-	18%	-	17%	9%	10%	19%	10%
Film	17	17	-	-	16	1	16	1	4	15	1
	16%	16%	-	-	17%	9%	16%	16%	14%	21%	6%
Factual / Documentary	17	17	-	-	16	1	17	-	8	13	-
	16%	16%	-	-	17%	8%	17%	-	26%	19%	-
Personal or political opinion	16	16	-	-	16	-	16	-	4	8	3
	15%	15%	-	-	17%	-	16%	-	14%	12%	21%
Drama	12	12	-	-	11	1	12	-	4	11	1
	11%	11%	-	-	11%	10%	12%	-	13%	16%	10%
General entertainment (reality shows, talent shows, cooking, etc)	12	12	-	-	10	2	11	1	3	8	1
	11%	11%	-	-	10%	19%	11%	9%	10%	12%	4%
Sport	9	9	-	-	6	3	8	1	5	7	-
	9%	9%	-	-	6%	27%	8%	14%	17%	10%	-
Children's programme	8	8	-	-	8	1	8	-	4	6	-
	8%	8%	-	-	8%	5%	8%	-	12%	9%	-
Game/Quiz show	7	7	-	-	5	2	7	-	5	7	1
	7%	7%	-	-	6%	15%	7%	-	16%	10%	5%
Education	6	6	-	-	6	-	6	-	3	4	1
	5%	5%	-	-	6%	-	6%	-	8%	6%	5%
Advertising	1	1	-	-	-	1	-	1	-	-	1
	1%	1%	-	-	-	8%	-	14%	-	-	7%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)?
Base: All who have seen something of concern on an ODO service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**108***	108*	-**	-**	96*	12**	101*	7**	31*	68*	13**
Other	**1**	1	-	-	1	-	1	-	-	-	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	-	-	-
Dk/None	**1**	1	-	-	1	*	-	1	-	1	*
	1%	*1%*	-	-	*1%*	*4%*	-	*15%*	-	*1%*	*4%*
Net: Any soaps/comedy/drama	**34**	34	-	-	32	2	33	2	12	26	1
	32%	*32%*	-	-	*33%*	*18%*	*32%*	*23%*	*39%*	*38%*	*10%*
Net: Any news/political/ personal opinion	**33**	33	-	-	33	-	33	-	15	18	9
	30%	*30%*	-	-	*34%*	-	*32%*	-	*47%*	*26%*	*69%*
Net: Any entertainment	**63**	63	-	-	57	6	59	3	19	38	10
	58%	*58%*	-	-	*60%*	*48%*	*59%*	*48%*	*61%*	*55%*	*78%*

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 119

Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything else you have watched on-line or on-demand) caused you concern on
Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)?
Base: All who have seen something of concern on an ODO service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	97	58	39	31	35	21	4	5	1	66	25	6	40	15	3	-	26	10	2	1	34	38	14	11	72	25
Base	86*	55*	31**	32**	26**	22**	3**	2**	***	58*	25**	3**	35*	18**	2**	-**	23**	7**	1**	***	35**	33**	11**	8**	67*	18**
Effective Base	62	35	29	26	24	10	4	5	1	49	13	6	30	8	3	-	19	9	2	1	20	28	9	10	45	18
User generated/non-professional content (e.g. on YouTube)	32	21	11	9	6	13	2	2	*	16	14	2	10	10	2	-	5	5	*	*	17	9	2	3	27	5
	38%	*39%*	*35%*	*29%*	*23%*	*58%*	*64%*	*80%*	*100%*	*27%*	*58%*	*83%*	*29%*	*54%*	*100%*	-	*23%*	*72%*	*44%*	*100%*	*50%*	*29%*	*22%*	*41%*	*40%*	*30%*
Adult content i.e. pornography	20	12	8	8	8	3	2	-	-	16	5	-	9	4	-	-	7	1	-	-	8	7	2	3	15	5
	23%	*22%*	*25%*	*24%*	*30%*	*12%*	*64%*	-	-	*27%*	*19%*	-	*25%*	*19%*	-	-	*29%*	*17%*	-	-	*24%*	*21%*	*18%*	*40%*	*22%*	*27%*
Music video	20	11	8	8	6	4	2	-	-	14	6	-	8	4	-	-	6	2	-	-	9	9	1	2	17	2
	23%	*21%*	*27%*	*25%*	*23%*	*17%*	*61%*	-	-	*24%*	*23%*	-	*21%*	*21%*	-	-	*28%*	*26%*	-	-	*25%*	*26%*	*8%*	*21%*	*25%*	*13%*
Comedy	20	14	6	9	8	2	1	-	-	17	3	-	12	1	-	-	4	1	-	-	6	9	3	2	15	4
	23%	*25%*	*19%*	*29%*	*30%*	*9%*	*21%*	-	-	*29%*	*10%*	-	*35%*	*6%*	-	-	*19%*	*21%*	-	-	*18%*	*27%*	*26%*	*21%*	*22%*	*24%*
Drama	19	10	9	8	9	1	1	-	-	17	2	-	9	1	-	-	9	1	-	-	10	6	2	2	15	4
	22%	*18%*	*31%*	*25%*	*36%*	*6%*	*21%*	-	-	*30%*	*8%*	-	*24%*	*7%*	-	-	*38%*	*10%*	-	-	*28%*	*17%*	*15%*	*29%*	*23%*	*21%*
Factual / Documentary	19	10	9	5	6	6	*	*	-	12	7	*	5	5	-	-	7	2	*	-	11	4	1	3	15	4
	22%	*18%*	*30%*	*17%*	*25%*	*30%*	*15%*	*16%*	-	*20%*	*28%*	*14%*	*13%*	*29%*	-	-	*31%*	*26%*	*44%*	-	*31%*	*13%*	*13%*	*34%*	*22%*	*22%*
News and current affairs	16	8	8	3	7	4	1	1	*	10	5	1	5	2	*	-	5	3	*	*	6	6	2	2	12	4
	18%	*14%*	*26%*	*9%*	*27%*	*19%*	*21%*	*35%*	*100%*	*17%*	*19%*	*44%*	*15%*	*11%*	*30%*	-	*20%*	*40%*	*44%*	*100%*	*17%*	*19%*	*16%*	*26%*	*18%*	*20%*
Film	15	9	6	9	4	1	1	-	-	13	2	-	7	1	-	-	6	1	-	-	8	4	1	1	12	3
	17%	*16%*	*20%*	*27%*	*16%*	*5%*	*21%*	-	-	*22%*	*7%*	-	*21%*	*6%*	-	-	*25%*	*10%*	-	-	*22%*	*14%*	*12%*	*19%*	*18%*	*15%*
Personal or political opinion	14	8	7	6	4	2	1	1	*	10	3	1	6	2	*	-	4	2	*	*	10	4	1	-	14	1
	17%	*14%*	*21%*	*19%*	*14%*	*10%*	*39%*	*35%*	*100%*	*17%*	*14%*	*44%*	*16%*	*9%*	*30%*	-	*18%*	*26%*	*44%*	*100%*	*29%*	*11%*	*5%*	-	*20%*	*3%*
Sport	13	7	6	8	3	2	-	-	-	11	2	-	6	1	-	-	5	1	-	-	8	4	1	1	12	1
	15%	*13%*	*19%*	*25%*	*10%*	*9%*	-	-	-	*19%*	*8%*	-	*17%*	*7%*	-	-	*21%*	*12%*	-	-	*23%*	*11%*	*6%*	*9%*	*17%*	*7%*
Soaps	12	8	4	4	4	4	-	-	-	8	4	-	6	3	-	-	3	1	-	-	5	6	1	1	10	2
	14%	*15%*	*12%*	*14%*	*16%*	*16%*	-	-	-	*15%*	*14%*	-	*16%*	*15%*	-	-	*12%*	*12%*	-	-	*13%*	*18%*	*8%*	*10%*	*16%*	*9%*
Education	11	7	5	5	4	2	-	-	-	9	2	-	5	1	-	-	4	1	-	-	8	3	1	*	10	1
	13%	*12%*	*15%*	*17%*	*14%*	*9%*	-	-	-	*16%*	*8%*	-	*15%*	*6%*	-	-	*16%*	*14%*	-	-	*22%*	*8%*	*5%*	*5%*	*15%*	*5%*
General entertainment (reality shows, talent shows, cooking, etc)	11	6	5	6	5	1	-	-	-	10	1	-	5	1	-	-	5	-	-	-	6	2	2	-	8	2
	13%	*11%*	*16%*	*18%*	*17%*	*3%*	-	-	-	*18%*	*3%*	-	*15%*	*4%*	-	-	*22%*	-	-	-	*17%*	*7%*	*23%*	-	*12%*	*14%*
Game/Quiz show	6	4	2	3	1	2	-	-	-	4	2	-	2	2	-	-	2	-	-	-	3	3	-	-	6	-
	7%	*7%*	*7%*	*10%*	*3%*	*10%*	-	-	-	*7%*	*9%*	-	*5%*	*12%*	-	-	*9%*	-	-	-	*8%*	*10%*	-	-	*9%*	-
Children's programme	6	3	3	2	2	2	-	-	-	4	2	-	1	2	-	-	3	-	-	-	3	3	1	-	5	1
	7%	*6%*	*9%*	*6%*	*6%*	*10%*	-	-	-	*6%*	*9%*	-	*3%*	*12%*	-	-	*11%*	-	-	-	*8%*	*8%*	*5%*	-	*8%*	*3%*
Advertising	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)?
Base: All who have seen something of concern on an ODO service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	**86***	55*	31**	32**	26**	22**	3**	2**	***	58*	25**	3**	35*	18**	2**	-**	23**	7**	1**	***	35**	33**	11**	8**	67*	18**
Other	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dk/None	**3**	3	*	-	-	3	-	*	-	-	3	*	-	3	-	-	-	-	*	-	-	-	3	-	-	3
	4%	*5%*	*2%*	-	-	*13%*	-	*20%*	-	-	*11%*	*17%*	-	*15%*	-	-	-	-	*56%*	-	-	-	*30%*	-	-	*18%*
Net: Any soaps/comedy/drama	**37**	24	13	15	16	6	1	-	-	30	7	-	19	5	-	-	11	2	-	-	14	17	4	3	30	7
	43%	*44%*	*43%*	*46%*	*60%*	*28%*	*21%*	-	-	*52%*	*27%*	-	*55%*	*25%*	-	-	*48%*	*33%*	-	-	*40%*	*51%*	*33%*	*42%*	*45%*	*37%*
Net: Any news/political/ personal opinion	**25**	13	12	9	9	5	2	1	*	17	7	1	10	3	*	-	8	3	*	*	13	9	2	2	22	4
	30%	*24%*	*39%*	*28%*	*33%*	*22%*	*61%*	*35%*	*100%*	*30%*	*27%*	*44%*	*27%*	*18%*	*30%*	-	*34%*	*52%*	*44%*	*100%*	*37%*	*27%*	*16%*	*26%*	*32%*	*20%*
Net: Any entertainment	**47**	31	16	18	11	14	3	2	*	29	16	2	19	11	2	-	10	5	*	*	25	13	5	4	38	9
	55%	*56%*	*53%*	*56%*	*40%*	*64%*	*85%*	*80%*	*100%*	*49%*	*66%*	*83%*	*52%*	*61%*	*100%*	-	*44%*	*81%*	*44%*	*100%*	*72%*	*41%*	*48%*	*49%*	*57%*	*49%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)?
Base: All who have seen something of concern on an ODO service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	97	72	24	51	43	-	5	12	10	4	9	4	10	12	19	85	6	3	3	27	13	45
Base	86*	63*	22**	42*	41**	-**	3**	11**	9**	3**	7**	6**	9**	10**	12**	71*	5**	2**	8**	24**	10**	37*
Effective Base	62	45	16	38	24	-	5	7	7	4	9	4	9	11	18	64	3	3	2	17	12	38
User generated/non-professional content (e.g. on YouTube)	32	24	8	14	16	-	1	3	2	2	2	3	3	4	4	23	1	2	6	6	4	13
	38%	*38%*	*37%*	*34%*	*40%*	-	*38%*	*24%*	*18%*	*62%*	*33%*	*44%*	*36%*	*38%*	*31%*	*33%*	*19%*	*100%*	*80%*	*24%*	*43%*	*36%*
Adult content i.e. pornography	20	16	4	9	11	-	2	2	2	1	2	1	1	3	4	20	-	-	-	7	3	10
	23%	*26%*	*17%*	*21%*	*27%*	-	*60%*	*22%*	*22%*	*30%*	*36%*	*20%*	*14%*	*33%*	*38%*	*28%*	-	-	-	*27%*	*34%*	*28%*
Music video	20	13	7	12	8	-	1	1	3	-	2	2	1	1	3	16	2	-	3	6	2	8
	23%	*21%*	*30%*	*28%*	*20%*	-	*38%*	*10%*	*34%*	-	*24%*	*40%*	*14%*	*13%*	*28%*	*22%*	*28%*	-	*33%*	*24%*	*16%*	*23%*
Comedy	20	16	4	9	10	-	1	5	2	-	-	-	3	3	4	19	1	-	-	8	-	11
	23%	*25%*	*17%*	*22%*	*25%*	-	*23%*	*45%*	*18%*	-	-	-	*36%*	*32%*	*37%*	*26%*	*19%*	-	-	*32%*	-	*29%*
Drama	19	14	5	12	8	-	1	2	3	1	2	1	3	2	5	19	-	-	-	5	3	11
	22%	*22%*	*22%*	*28%*	*19%*	-	*22%*	*15%*	*31%*	*24%*	*37%*	*20%*	*29%*	*22%*	*40%*	*27%*	-	-	-	*22%*	*33%*	*29%*
Factual / Documentary	19	18	1	6	13	-	1	1	3	*	3	-	3	-	3	14	-	-	5	5	3	6
	22%	*28%*	*6%*	*14%*	*32%*	-	*37%*	*8%*	*30%*	*13%*	*42%*	-	*32%*	-	*23%*	*20%*	-	-	*67%*	*20%*	*32%*	*15%*
News and current affairs	16	14	1	9	7	-	1	2	1	-	3	1	2	1	3	14	1	-	2	4	3	7
	18%	*23%*	*6%*	*21%*	*18%*	-	*38%*	*14%*	*9%*	-	*45%*	*20%*	*18%*	*12%*	*25%*	*19%*	*10%*	-	*20%*	*16%*	*30%*	*19%*
Film	15	7	7	9	6	-	1	1	3	1	1	-	1	2	5	14	1	-	-	5	2	8
	17%	*11%*	*32%*	*21%*	*15%*	-	*15%*	*8%*	*34%*	*24%*	*12%*	-	*14%*	*22%*	*39%*	*20%*	*10%*	-	-	*19%*	*16%*	*22%*
Personal or political opinion	14	13	2	11	3	-	1	*	1	-	2	3	1	3	2	14	1	-	-	2	2	9
	17%	*20%*	*7%*	*27%*	*8%*	-	*24%*	*4%*	*13%*	-	*36%*	*56%*	*13%*	*28%*	*13%*	*19%*	*10%*	-	-	*10%*	*24%*	*24%*
Sport	13	9	4	4	7	-	1	1	4	-	2	-	1	1	3	13	-	-	-	6	2	5
	15%	*14%*	*17%*	*9%*	*18%*	-	*23%*	*12%*	*42%*	-	*24%*	-	*14%*	*6%*	*27%*	*18%*	-	-	-	*25%*	*16%*	*14%*
Soaps	12	12	-	9	3	-	1	2	2	-	1	-	1	1	2	9	1	-	2	5	1	4
	14%	*19%*	-	*22%*	*7%*	-	*22%*	*15%*	*24%*	-	*12%*	-	*8%*	*10%*	*19%*	*13%*	*21%*	-	*20%*	*20%*	*8%*	*10%*
Education	11	8	3	5	6	-	-	-	4	-	2	1	-	2	2	11	1	-	-	4	2	5
	13%	*13%*	*13%*	*12%*	*15%*	-	-	-	*43%*	-	*24%*	*20%*	-	*15%*	*19%*	*15%*	*10%*	-	-	*17%*	*16%*	*14%*
General entertainment (reality shows, talent shows, cooking, etc)	11	6	5	5	6	-	1	1	5	-	2	-	-	-	2	10	*	-	-	7	2	2
	13%	*10%*	*22%*	*12%*	*14%*	-	*31%*	*9%*	*49%*	-	*25%*	-	-	-	*18%*	*15%*	*9%*	-	-	*28%*	*17%*	*6%*
Game/Quiz show	6	5	1	4	2	-	-	-	1	-	1	-	1	-	2	4	-	-	2	1	1	3
	7%	*8%*	*4%*	*10%*	*5%*	-	-	-	*6%*	-	*12%*	-	*14%*	-	*16%*	*6%*	-	-	*20%*	*2%*	*8%*	*8%*
Children's programme	6	6	-	5	1	-	-	1	1	-	-	-	-	-	1	3	-	-	3	2	-	1
	7%	*9%*	-	*11%*	*3%*	-	-	*8%*	*13%*	-	-	-	-	-	*10%*	*5%*	-	-	*33%*	*8%*	-	*3%*
Advertising	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	**86***	63*	22**	42*	41**	-**	3**	11**	9**	3**	7**	6**	9**	10**	12**	71*	5**	2**	8**	24**	10**	37*
Other	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dk/None	**3**	-	3	*	3	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-	-
	4%	-	*15%*	*1%*	*7%*	-	-	-	-	-	-	-	-	-	-	-	*61%*	-	-	-	-	-
Net: Any soaps/comedy/drama	**37**	30	7	21	16	-	2	6	7	1	2	1	5	4	6	34	2	-	2	15	3	16
	43%	*47%*	*30%*	*51%*	*39%*	-	*45%*	*53%*	*73%*	*24%*	*37%*	*20%*	*50%*	*41%*	*51%*	*47%*	*39%*	-	*20%*	*60%*	*33%*	*43%*
Net: Any news/political/ personal opinion	**25**	23	2	17	9	-	2	2	2	-	4	5	2	3	4	23	1	-	2	6	4	14
	30%	*37%*	*10%*	*39%*	*21%*	-	*63%*	*14%*	*22%*	-	*57%*	*76%*	*27%*	*28%*	*33%*	*33%*	*10%*	-	*20%*	*24%*	*38%*	*37%*
Net: Any entertainment	**47**	31	16	22	24	-	2	3	6	3	3	3	5	6	7	38	2	2	6	12	6	20
	55%	*49%*	*72%*	*52%*	*58%*	-	*54%*	*30%*	*67%*	*87%*	*45%*	*44%*	*50%*	*60%*	*62%*	*53%*	*28%*	*100%*	*80%*	*48%*	*59%*	*56%*

Prepared by BDRC Continental

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

Table 119

Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything else you have watched on-line or on-demand) caused you concern on
Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)?
Base: All who have seen something of concern on an ODO service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	97	78	81	86	63	79	56	64	50	34	81	57	72	51	34	97	-	96	96	97
Base	86*	62*	71*	76*	51*	69*	44*	52*	49*	27*	71*	45*	59*	50*	27*	86*	-**	85*	85*	86*
Effective Base	62	63	51	57	51	49	44	55	32	30	51	45	58	33	30	62	-	61	61	62
User generated/non-professional content (e.g. on YouTube)	32	21	31	30	15	30	15	15	17	11	31	15	18	17	11	32	-	32	32	32
	38%	34%	43%	39%	29%	43%	34%	29%	35%	40%	43%	34%	31%	35%	40%	38%	-	37%	38%	38%
Adult content i.e. pornography	20	16	17	19	14	17	10	14	8	10	17	11	16	8	10	20	-	20	20	20
	23%	26%	23%	25%	27%	24%	23%	27%	16%	38%hi	23%	25%	26%	16%	38%hi	23%	-	24%	24%	23%
Music video	20	14	13	19	9	13	10	13	13	5	13	12	14	14	5	20	-	20	20	20
	23%	23%	18%	25%	19%	19%	23%	25%	27%	18%	18%	25%	24%	28%	18%	23%	-	23%	23%	23%
Comedy	20	12	18	14	14	18	8	13	10	3	18	9	13	10	3	20	-	20	20	20
	23%	19%	26%	19%	28%	27%	18%	24%	20%	11%	26%	20%	21%	21%	11%	23%	-	23%	23%	23%
Drama	19	15	11	18	13	11	9	16	16	7	11	9	16	16	7	19	-	19	19	19
	22%	24%	16%	24%	25%	17%	21%	30%	32%	26%	16%	21%	26%	33%	26%	22%	-	23%	23%	22%
Factual / Documentary	19	11	18	19	9	18	6	13	13	8	18	6	13	13	8	19	-	19	18	19
	22%	17%	26%	24%	18%	26%	13%	24%	27%	28%	26%	13%	23%	27%	28%	22%	-	22%	22%	22%
News and current affairs	16	12	12	15	10	12	9	12	8	5	12	9	13	9	5	16	-	16	15	16
	18%	19%	17%	19%	19%	17%	20%	23%	17%	18%	17%	20%	21%	18%	18%	18%	-	19%	18%	18%
Film	15	11	9	15	9	9	8	11	9	3	9	9	12	10	3	15	-	15	15	15
	17%	17%	12%	19%	18%	13%	18%	22%	19%	13%	12%	20%	20%	20%	13%	17%	-	17%	17%	17%
Personal or political opinion	14	11	13	14	10	13	9	11	10	4	13	9	11	10	4	14	-	14	14	14
	17%	18%	18%	18%	20%	18%	21%	20%	20%	16%	18%	21%	18%	20%	16%	17%	-	17%	17%	17%
Sport	13	10	6	13	9	6	9	8	11	4	6	9	8	11	4	13	-	13	13	13
	15%	16%	9%	17%	17%	9%	20%	16%	21%	16%	9%	19%	14%	21%	16%	15%	-	15%	15%	15%
Soaps	12	10	8	11	9	8	9	10	8	5	8	9	10	8	5	12	-	12	12	12
	14%	17%	12%	14%	18%	12%	20%	18%	17%	18%	12%	19%	16%	17%	18%	14%	-	14%	14%	14%
Education	11	8	5	11	6	5	7	8	9	3	5	7	8	9	3	11	-	11	11	11
	13%	12%	7%	14%	11%	7%	15%	15%	17%	10%	7%	14%	13%	17%	10%	13%	-	13%	13%	13%
General entertainment (reality shows, talent shows, cooking, etc)	11	5	6	9	6	6	4	6	5	3	6	4	6	5	3	11	-	11	10	11
	13%	8%	8%	12%	13%	8%	9%	11%	10%	11%	8%	9%	10%	10%	11%	13%	-	13%	12%	13%
Game/Quiz show	6	6	3	6	4	3	5	6	5	3	3	5	6	5	3	6	-	6	6	6
	7%	10%	4%	8%	9%	4%	11%	12%	10%	10%	4%	10%	10%	10%	10%	7%	-	7%	7%	7%
Children's programme	6	4	3	6	2	3	2	5	5	2	3	2	5	5	2	6	-	6	6	6
	7%	7%	4%	8%	4%	4%	5%	10%	10%	8%	4%	5%	8%	10%	8%	7%	-	7%	7%	7%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
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Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)?
Base: All who have seen something of concern on an ODO service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	86*	62*	71*	76*	51*	69*	44*	52*	49*	27*	71*	45*	59*	50*	27*	86*	-**	85*	85*	86*
Advertising	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dk/None	3	3	3	3	3	3	3	*	-	-	3	3	3	-	-	3	-	3	3	3
	4%	5%	5%	4%	6%	5%	7%	1%	-	-	5%	7%	6%	-	-	4%	-	4%	4%	4%
Net: Any soaps/comedy/drama	37	26	26	31	22	26	18	26	24	9	26	20	26	24	9	37	-	37	37	37
	43%	42%	37%	40%	43%	38%	41%	50%	48%	35%	37%	43%	44%	49%	35%	43%	-	44%	44%	43%
Net: Any news/political/ personal opinion	25	20	20	24	17	20	15	19	17	8	20	15	19	17	8	25	-	25	25	25
	30%	32%	29%	32%	33%	29%	35%	36%	33%	30%	29%	34%	32%	34%	30%	30%	-	30%	29%	30%
Net: Any entertainment	47	30	38	44	25	37	21	25	26	13	38	23	29	27	13	47	-	47	47	47
	55%	48%	53%	57%	49%	53%	48%	48%	53%	48%	53%	50%	49%	54%	48%	55%	-	55%	55%	55%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
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Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)?
Base: All who have seen something of concern on an ODO service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	97	70	14	22	70	37	60	31	13	2	6	53	36	89	13	16	52	18	70	65
Base	86*	58*	19**	21**	61*	38**	48*	32**	10**	2**	8**	41*	35**	76*	10**	13**	44*	15**	59*	56*
Effective Base	62	54	7	15	43	27	35	22	12	2	2	36	29	65	8	10	37	16	52	48
User generated/non-professional content (e.g. on YouTube)	32	20	8	2	29	5	27	4	2	-	7	17	8	25	5	5	14	4	18	16
	38%	*34%*	*40%*	*8%*	*47%*	*14%*	*56%*	*13%*	*21%*	-	*80%*	*42%*	*23%*	*34%*	*45%*	*39%*	*31%*	*29%*	*30%*	*29%*
Adult content i.e. pornography	20	15	1	6	13	10	10	9	4	1	2	7	11	18	*	2	11	5	15	16
	23%	*26%*	*6%*	*30%*	*21%*	*28%*	*20%*	*29%*	*39%*	*65%*	*26%*	*17%*	*32%*	*24%*	*4%*	*13%*	*24%*	*30%*	*26%*	*28%*
Music video	20	14	5	7	12	8	11	8	1	1	-	12	8	20	6	6	9	3	12	11
	23%	*23%*	*28%*	*35%*	*19%*	*22%*	*24%*	*24%*	*12%*	*35%*	-	*29%*	*23%*	*26%*	*58%*	*49%*	*21%*	*17%*	*20%*	*19%*
Comedy	20	17	3	4	15	10	9	9	2	1	-	13	6	20	2	2	11	5	16	14
	23%	*28%*	*15%*	*20%*	*24%*	*27%*	*19%*	*28%*	*18%*	*35%*	-	*33%*	*18%*	*26%*	*21%*	*17%*	*25%*	*30%*	*27%*	*25%*
Drama	19	14	4	10	9	14	6	12	5	1	-	7	12	19	6	7	10	3	12	12
	22%	*24%*	*22%*	*46%*	*14%*	*36%*	*12%*	*39%*	*50%*	*35%*	-	*18%*	*34%*	*25%*	*54%*	*53%*	*22%*	*17%*	*21%*	*22%*
Factual / Documentary	19	12	6	6	13	7	12	5	2	1	6	7	5	12	2	3	8	3	11	10
	22%	*20%*	*34%*	*29%*	*21%*	*18%*	*25%*	*16%*	*18%*	*65%*	*76%*	*17%*	*15%*	*16%*	*24%*	*22%*	*17%*	*21%*	*18%*	*18%*
News and current affairs	16	14	1	7	9	10	6	9	2	1	1	9	6	15	3	3	10	1	11	12
	18%	*24%*	*5%*	*34%*	*14%*	*25%*	*13%*	*28%*	*21%*	*35%*	*10%*	*21%*	*18%*	*20%*	*25%*	*26%*	*23%*	*8%*	*19%*	*21%*
Film	15	7	6	6	8	7	8	5	4	1	*	5	9	13	4	4	7	3	10	10
	17%	*13%*	*30%*	*28%*	*12%*	*18%*	*16%*	*17%*	*39%*	*35%*	*6%*	*11%*	*25%*	*18%*	*36%*	*32%*	*15%*	*22%*	*17%*	*17%*
Personal or political opinion	14	11	2	5	9	8	6	6	2	1	*	7	7	14	2	2	9	2	11	11
	17%	*18%*	*11%*	*24%*	*14%*	*22%*	*13%*	*20%*	*24%*	*65%*	*4%*	*17%*	*20%*	*18%*	*22%*	*18%*	*21%*	*15%*	*19%*	*19%*
Sport	13	8	5	7	6	6	7	3	4	-	-	5	7	12	4	4	6	4	9	8
	15%	*13%*	*26%*	*31%*	*9%*	*16%*	*14%*	*10%*	*37%*	-	-	*13%*	*19%*	*16%*	*34%*	*27%*	*13%*	*23%*	*16%*	*14%*
Soaps	12	11	1	6	6	7	5	7	2	-	-	7	5	12	2	2	8	1	10	10
	14%	*20%*	*3%*	*29%*	*10%*	*20%*	*10%*	*21%*	*22%*	-	-	*17%*	*14%*	*16%*	*15%*	*12%*	*18%*	*9%*	*16%*	*17%*
Education	11	7	3	6	5	5	6	5	2	-	-	6	6	11	4	4	5	1	7	6
	13%	*12%*	*18%*	*29%*	*7%*	*14%*	*12%*	*14%*	*24%*	-	-	*14%*	*16%*	*15%*	*40%*	*32%*	*11%*	*9%*	*11%*	*10%*
General entertainment (reality shows, talent shows, cooking, etc)	11	5	4	6	4	4	7	3	1	-	-	5	5	10	3	3	5	3	8	7
	13%	*9%*	*23%*	*31%*	*6%*	*10%*	*15%*	*9%*	*8%*	-	-	*13%*	*13%*	*13%*	*28%*	*22%*	*12%*	*17%*	*13%*	*12%*
Game/Quiz show	6	5	1	4	2	4	2	3	2	-	-	4	1	5	-	-	4	2	6	5
	7%	*9%*	*5%*	*18%*	*4%*	*11%*	*4%*	*10%*	*18%*	-	-	*10%*	*3%*	*7%*	-	-	*9%*	*14%*	*10%*	*9%*
Children's programme	6	5	1	4	2	4	2	2	1	1	-	4	2	6	-	1	3	1	4	5
	7%	*8%*	*6%*	*19%*	*3%*	*11%*	*4%*	*7%*	*6%*	*65%*	-	*9%*	*6%*	*8%*	-	*7%*	*6%*	*8%*	*7%*	*9%*
Advertising	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	86*	58*	19**	21**	61*	38**	48*	32**	10**	2**	8**	41*	35**	76*	10**	13**	44*	15**	59*	56*
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dk/None	3	*	3	3	*	3	*	3	-	-	-	3	-	3	-	-	3	-	3	3
	4%	1%	15%	13%	1%	7%	1%	9%	-	-	-	8%	-	4%	-	-	6%	-	5%	6%
Net: Any soaps/comedy/drama	37	30	6	13	23	22	15	21	5	1	-	20	17	37	7	9	21	6	27	25
	43%	51%	34%	63%	37%	59%	31%	65%	50%	35%	-	49%	49%	49%	69%	66%	48%	40%	46%	44%
Net: Any news/political/ personal opinion	25	21	2	10	15	15	11	13	3	2	1	12	12	24	4	4	17	3	20	21
	30%	36%	11%	48%	24%	39%	22%	40%	30%	100%	10%	30%	35%	32%	34%	34%	38%	20%	33%	37%
Net: Any entertainment	47	28	13	10	35	13	34	11	6	1	7	21	19	40	8	8	21	10	30	26
	55%	47%	70%	46%	58%	36%	70%	35%	60%	35%	80%	51%	53%	52%	72%	61%	47%	62%	51%	47%

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Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything else you have watched on-line or on-demand) caused you concern on
Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)?
Base: All who have seen something of concern on an ODO service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**97**	97	-	-	87	10	90	7	26	58	9
Base	**86***	86*	-**	-**	79*	7**	81*	4**	25*	52*	11**
Effective Base	**62**	62	-	-	55	9	57	6	14	40	4
User generated/non-professional content (e.g. on YouTube)	**32**	32	-	-	30	2	31	1	14	16	8
	38%	*38%*	-	-	*38%*	*29%*	*38%*	*29%*	*55%*	*31%*	*72%*
Adult content i.e. pornography	**20**	20	-	-	20	1	20	-	6	14	1
	23%	*23%*	-	-	*25%*	*9%*	*25%*	-	*25%*	*27%*	*11%*
Music video	**20**	20	-	-	19	*	19	*	7	15	1
	23%	*23%*	-	-	*24%*	*5%*	*24%*	*8%*	*28%*	*28%*	*11%*
Comedy	**20**	20	-	-	19	*	19	*	1	12	1
	23%	*23%*	-	-	*24%*	*5%*	*24%*	*8%*	*5%*	*23%*	*11%*
Drama	**19**	19	-	-	18	1	18	1	6	14	-
	22%	*22%*	-	-	*23%*	*19%*	*22%*	*30%*	*24%*	*28%*	-
Factual / Documentary	**19**	19	-	-	18	1	18	1	10	9	5
	22%	*22%*	-	-	*23%*	*17%*	*23%*	*16%*	*38%*	*17%*	*46%*
News and current affairs	**16**	16	-	-	16	-	16	-	6	10	1
	18%	*18%*	-	-	*20%*	-	*19%*	-	*24%*	*18%*	*9%*
Film	**15**	15	-	-	15	*	15	*	3	11	2
	17%	*17%*	-	-	*18%*	*5%*	*18%*	*8%*	*13%*	*22%*	*19%*
Personal or political opinion	**14**	14	-	-	14	1	14	-	5	12	*
	17%	*17%*	-	-	*17%*	*9%*	*18%*	-	*21%*	*22%*	*4%*
Sport	**13**	13	-	-	13	-	13	-	5	9	1
	15%	*15%*	-	-	*16%*	-	*16%*	-	*20%*	*17%*	*8%*
Soaps	**12**	12	-	-	11	1	12	-	6	7	-
	14%	*14%*	-	-	*14%*	*9%*	*15%*	-	*22%*	*14%*	-
Education	**11**	11	-	-	10	1	11	*	5	9	-
	13%	*13%*	-	-	*13%*	*14%*	*13%*	*8%*	*21%*	*16%*	-
General entertainment (reality shows, talent shows, cooking, etc)	**11**	11	-	-	10	1	10	1	3	8	1
	13%	*13%*	-	-	*13%*	*10%*	*13%*	*15%*	*12%*	*16%*	*8%*
Game/Quiz show	**6**	6	-	-	6	-	6	-	5	4	1
	7%	*7%*	-	-	*8%*	-	*7%*	-	*19%*	*7%*	*8%*
Children's programme	**6**	6	-	-	6	-	6	-	4	4	-
	7%	*7%*	-	-	*7%*	-	*7%*	-	*17%*	*8%*	-
Advertising	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

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

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Absolutes/col percents

Table 119

Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything else you have watched on-line or on-demand) caused you concern on
Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)?
Base: All who have seen something of concern on an ODO service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**86***	86*	-**	-**	79*	7**	81*	4**	25*	52*	11**
Other	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Dk/None	**3**	3	-	-	3	*	3	*	-	3	*
	4%	*4%*	-	-	*4%*	*7%*	*3%*	*11%*	-	*5%*	*4%*
Net: Any soaps/comedy/drama	**37**	37	-	-	35	2	36	2	10	25	1
	43%	*43%*	-	-	*44%*	*34%*	*44%*	*38%*	*38%*	*48%*	*11%*
Net: Any news/political/ personal opinion	**25**	25	-	-	25	1	25	-	9	18	1
	30%	*30%*	-	-	*31%*	*9%*	*31%*	-	*37%*	*35%*	*9%*
Net: Any entertainment	**47**	47	-	-	45	3	45	2	18	26	10
	55%	*55%*	-	-	*57%*	*39%*	*56%*	*44%*	*71%*	*51%*	*91%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 120

Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything else you have watched on-line or on-demand) caused you concern on
Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)?
Base: All who have seen something of concern on an ODO service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	36	21	15	12	15	7	2	-	-	27	9	-	15	6	-	-	12	3	-	-	13	13	7	3	26	10
Base	32*	20**	12**	12**	14**	5**	2**	-**	-**	25**	7**	-**	15**	4**	-**	-**	10**	2**	-**	-**	11**	15**	5**	2**	25**	6**
Effective Base	27	14	14	11	9	6	2	-	-	20	8	-	10	5	-	-	11	3	-	-	12	9	7	3	19	9
News and current affairs	10	6	4	6	4	-	1	-	-	10	1	-	6	-	-	-	3	1	-	-	5	5	-	1	10	1
	32%	31%	34%	49%	29%	-	41%	-	-	38%	10%	-	40%	-	-	-	35%	27%	-	-	47%	31%	-	36%	38%	10%
Film	10	7	3	5	2	2	1	-	-	7	3	-	6	1	-	-	1	1	-	-	4	4	1	1	8	2
	31%	36%	24%	46%	15%	38%	41%	-	-	29%	39%	-	39%	27%	-	-	15%	60%	-	-	35%	28%	25%	57%	31%	33%
Soaps	10	7	3	5	2	2	-	-	-	8	2	-	5	2	-	-	3	-	-	-	5	3	1	-	9	1
	30%	34%	24%	45%	17%	42%	-	-	-	30%	32%	-	30%	50%	-	-	30%	-	-	-	51%	23%	18%	-	35%	13%
Music video	9	5	4	1	3	3	2	-	-	4	5	-	3	3	-	-	1	2	-	-	4	2	2	1	6	3
	28%	27%	31%	5%	25%	69%	100%	-	-	16%	76%	-	16%	63%	-	-	15%	100%	-	-	35%	17%	47%	36%	24%	44%
Comedy	9	6	2	1	6	1	1	-	-	7	2	-	6	1	-	-	1	1	-	-	2	5	1	1	7	1
	27%	32%	19%	7%	42%	28%	41%	-	-	26%	31%	-	37%	15%	-	-	9%	60%	-	-	19%	35%	18%	36%	28%	23%
General entertainment (reality shows, talent shows, cooking, etc)	8	7	2	2	3	3	-	-	-	5	3	-	5	2	-	-	1	1	-	-	3	4	1	-	7	1
	26%	34%	13%	20%	22%	59%	-	-	-	21%	45%	-	29%	51%	-	-	8%	33%	-	-	24%	29%	32%	-	27%	23%
Adult content i.e. pornography	8	5	3	4	3	1	-	-	-	7	1	-	4	1	-	-	3	-	-	-	3	5	1	-	8	1
	26%	27%	24%	31%	24%	24%	-	-	-	27%	18%	-	26%	29%	-	-	29%	-	-	-	27%	31%	14%	-	30%	10%
Sport	8	5	3	4	2	3	-	-	-	5	3	-	3	2	-	-	2	1	-	-	5	3	-	1	7	1
	25%	27%	23%	31%	12%	59%	-	-	-	20%	45%	-	20%	51%	-	-	21%	33%	-	-	42%	19%	-	43%	29%	12%
Personal or political opinion	7	7	1	1	5	2	-	-	-	6	2	-	5	2	-	-	1	-	-	-	2	4	1	-	7	1
	23%	33%	6%	8%	36%	31%	-	-	-	23%	23%	-	33%	36%	-	-	8%	-	-	-	22%	28%	18%	-	26%	13%
Children's programme	7	3	4	3	3	1	-	-	-	6	1	-	3	-	-	-	3	1	-	-	2	3	2	-	5	2
	22%	17%	30%	28%	21%	15%	-	-	-	24%	12%	-	21%	-	-	-	29%	33%	-	-	18%	23%	32%	-	21%	24%
Education	6	5	1	3	2	1	-	-	-	5	1	-	4	1	-	-	1	-	-	-	4	2	-	-	6	-
	18%	25%	7%	27%	15%	13%	-	-	-	21%	10%	-	28%	15%	-	-	9%	-	-	-	35%	14%	-	-	23%	-
Drama	6	5	1	1	1	3	1	-	-	2	4	-	1	3	-	-	1	1	-	-	3	2	*	1	5	1
	18%	23%	10%	5%	10%	62%	41%	-	-	8%	57%	-	9%	73%	-	-	6%	27%	-	-	30%	11%	7%	36%	19%	15%
Factual / Documentary	6	1	4	2	3	1	-	-	-	5	1	-	1	-	-	-	3	1	-	-	4	2	-	-	6	-
	18%	7%	35%	18%	20%	15%	-	-	-	19%	12%	-	9%	-	-	-	35%	33%	-	-	34%	14%	-	-	22%	-
Game/Quiz show	4	1	3	2	2	-	-	-	-	4	-	-	1	-	-	-	3	-	-	-	1	1	1	-	3	1
	11%	4%	22%	17%	12%	-	-	-	-	14%	-	-	5%	-	-	-	27%	-	-	-	11%	10%	18%	-	11%	13%
User generated/non-professional content (e.g. on YouTube)	3	1	2	2	1	-	1	-	-	3	1	-	1	-	-	-	2	1	-	-	2	1	-	1	3	1
	10%	4%	19%	15%	6%	-	41%	-	-	10%	10%	-	5%	-	-	-	18%	27%	-	-	16%	6%	-	36%	10%	10%
Advertising	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Table 120

Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything else you have watched on-line or on-demand) caused you concern on
Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)?
Base: All who have seen something of concern on an ODO service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	**32***	20**	12**	12**	14**	5**	2**	-**	-**	25**	7**	-**	15**	4**	-**	-**	10**	2**	-**	-**	11**	15**	5**	2**	25**	6**
Other	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dk/None	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Any soaps/comedy/drama	**18**	13	5	6	7	4	1	-	-	13	5	-	10	3	-	-	3	1	-	-	7	8	2	1	15	3
	56%	*66%*	*40%*	*51%*	*55%*	*77%*	*41%*	-	-	*53%*	*69%*	-	*64%*	*73%*	-	-	*36%*	*60%*	-	-	*70%*	*52%*	*43%*	*36%*	*60%*	*41%*
Net: Any news/political/ personal opinion	**15**	11	4	7	6	2	1	-	-	13	2	-	9	2	-	-	3	1	-	-	6	7	1	1	13	1
	46%	*54%*	*34%*	*57%*	*44%*	*31%*	*41%*	-	-	*50%*	*33%*	-	*59%*	*36%*	-	-	*35%*	*27%*	-	-	*56%*	*50%*	*18%*	*36%*	*52%*	*23%*
Net: Any entertainment	**15**	11	4	6	4	4	1	-	-	10	5	-	7	3	-	-	3	1	-	-	5	7	3	1	12	4
	48%	*54%*	*37%*	*54%*	*31%*	*82%*	*41%*	-	-	*41%*	*72%*	-	*48%*	*78%*	-	-	*31%*	*60%*	-	-	*43%*	*47%*	*56%*	*57%*	*46%*	*56%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Table 120

Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything else you have watched on-line or on-demand) caused you concern on
Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)?
Base: All who have seen something of concern on an ODO service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**36**	34	2	23	12	-	2	7	6	1	4	1	1	2	8	32	2	1	1	15	5	12
Base	**32***	31**	1**	21**	9**	-**	2**	9**	4**	1**	3**	1**	1**	2**	5**	28**	2**	***	2**	15**	4**	10**
Effective Base	**27**	25	2	16	11	-	2	5	5	1	4	1	1	2	8	24	2	1	1	10	5	11
News and current affairs	**10**	10	1	7	2	-	-	2	1	-	2	-	1	-	2	9	1	-	-	4	2	4
	32%	*31%*	*46%*	*33%*	*20%*	-	-	*25%*	*32%*	-	*56%*	-	*100%*	-	*46%*	*32%*	*72%*	-	-	*25%*	*42%*	*38%*
Film	**10**	9	1	4	4	-	1	3	*	-	1	-	-	1	3	10	1	-	-	4	1	4
	31%	*31%*	*46%*	*20%*	*47%*	-	*51%*	*35%*	*8%*	-	*29%*	-	-	*52%*	*66%*	*34%*	*28%*	-	-	*29%*	*22%*	*46%*
Soaps	**10**	10	-	8	2	-	-	2	2	-	1	-	-	1	2	7	1	-	2	3	1	3
	30%	*32%*	-	*35%*	*23%*	-	-	*19%*	*41%*	-	*29%*	-	-	*52%*	*30%*	*24%*	*72%*	-	*100%*	*23%*	*22%*	*26%*
Music video	**9**	8	1	5	4	-	1	1	1	1	1	-	-	1	2	7	1	-	2	3	2	3
	28%	*28%*	*46%*	*24%*	*44%*	-	*51%*	*10%*	*19%*	*100%*	*29%*	-	-	*48%*	*36%*	*25%*	*28%*	-	*100%*	*17%*	*47%*	*29%*
Comedy	**9**	8	1	5	4	-	1	5	1	-	-	-	-	-	2	9	-	-	-	7	-	2
	27%	*26%*	*46%*	*23%*	*41%*	-	*51%*	*58%*	*19%*	-	-	-	-	-	*36%*	*31%*	-	-	-	*46%*	-	*20%*
General entertainment (reality shows, talent shows, cooking, etc)	**8**	8	-	5	2	-	1	2	1	-	2	-	-	-	1	7	-	-	2	4	2	1
	26%	*27%*	-	*25%*	*18%*	-	*51%*	*23%*	*32%*	-	*56%*	-	-	-	*18%*	*24%*	-	-	*100%*	*28%*	*42%*	*10%*
Adult content i.e. pornography	**8**	7	1	4	3	-	-	2	1	-	3	1	-	-	1	8	-	-	-	3	3	3
	26%	*24%*	*54%*	*20%*	*28%*	-	-	*25%*	*13%*	-	*100%*	*100%*	-	-	*25%*	*29%*	-	-	-	*19%*	*75%*	*26%*
Sport	**8**	8	-	5	3	-	2	-	-	-	1	-	1	-	2	5	1	-	2	2	1	3
	25%	*27%*	-	*25%*	*29%*	-	*100%*	-	-	-	*29%*	-	*100%*	-	*30%*	*19%*	*72%*	-	*100%*	*10%*	*22%*	*30%*
Personal or political opinion	**7**	7	-	6	1	-	-	-	1	-	2	1	-	-	2	6	-	-	2	1	2	3
	23%	*24%*	-	*28%*	*16%*	-	-	-	*19%*	-	*56%*	*100%*	-	-	*41%*	*21%*	-	-	*100%*	*6%*	*42%*	*35%*
Children's programme	**7**	7	-	3	2	-	1	1	1	-	1	1	-	1	1	7	-	-	-	3	1	3
	22%	*23%*	-	*15%*	*25%*	-	*51%*	*16%*	*27%*	-	*27%*	*100%*	-	*48%*	*12%*	*24%*	-	-	-	*23%*	*20%*	*29%*
Education	**6**	6	-	5	1	-	-	1	-	-	1	1	-	-	2	4	1	-	-	1	1	3
	18%	*19%*	-	*24%*	*7%*	-	-	*10%*	-	-	*29%*	*100%*	-	-	*30%*	*16%*	*72%*	-	-	*6%*	*22%*	*29%*
Drama	**6**	5	1	4	2	-	-	-	1	-	1	-	-	-	2	4	-	*	2	1	1	2
	18%	*17%*	*46%*	*18%*	*20%*	-	-	-	*13%*	-	*29%*	-	-	-	*47%*	*14%*	-	*100%*	*100%*	*4%*	*22%*	*26%*
Factual / Documentary	**6**	6	-	3	3	-	1	1	-	-	2	-	1	-	1	6	-	-	-	2	2	2
	18%	*19%*	-	*14%*	*29%*	-	*51%*	*10%*	-	-	*56%*	-	*100%*	-	*22%*	*20%*	-	-	-	*11%*	*42%*	*26%*
Game/Quiz show	**4**	3	1	2	2	-	-	-	2	-	1	-	-	-	-	4	-	-	-	2	1	-
	11%	*9%*	*54%*	*9%*	*17%*	-	-	-	*46%*	-	*53%*	-	-	-	-	*13%*	-	-	-	*14%*	*40%*	-
User generated/non-professional content (e.g. on YouTube)	**3**	3	1	3	-	-	-	2	-	-	1	-	-	-	1	3	-	-	-	2	1	1
	10%	*8%*	*46%*	*15%*	-	-	-	*19%*	-	-	*29%*	-	-	-	*12%*	*11%*	-	-	-	*12%*	*22%*	*7%*
Advertising	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Table 120

Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything else you have watched on-line or on-demand) caused you concern on
Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)?
Base: All who have seen something of concern on an ODO service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	**32***	31**	1**	21**	9**	-**	2**	9**	4**	1**	3**	1**	1**	2**	5**	28**	2**	***	2**	15**	4**	10**
Other	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dk/None	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Any soaps/comedy/drama	**18**	17	1	13	5	-	1	6	3	-	1	-	-	1	3	15	1	*	2	9	1	4
	56%	*56%*	*46%*	*59%*	*58%*	-	*51%*	*68%*	*60%*	-	*29%*	-	-	*52%*	*65%*	*52%*	*72%*	*100%*	*100%*	*64%*	*22%*	*46%*
Net: Any news/political/ personal opinion	**15**	14	1	11	3	-	-	2	2	-	2	1	1	-	3	12	1	-	2	5	2	6
	46%	*46%*	*46%*	*50%*	*30%*	-	-	*25%*	*51%*	-	*56%*	*100%*	*100%*	-	*64%*	*42%*	*72%*	-	*100%*	*30%*	*42%*	*61%*
Net: Any entertainment	**15**	15	1	9	5	-	1	5	2	-	2	-	-	1	3	13	1	-	2	7	2	4
	48%	*48%*	*46%*	*41%*	*56%*	-	*51%*	*52%*	*40%*	-	*56%*	-	-	*52%*	*66%*	*47%*	*28%*	-	*100%*	*48%*	*42%*	*46%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Table 120

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Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)?
Base: All who have seen something of concern on an ODO service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	36	27	25	33	27	25	20	28	22	10	25	20	29	23	10	36	-	36	36	36
Base	32*	22**	22**	27**	21**	22**	16**	23**	20**	9**	22**	16**	24**	20**	9**	32**	-**	32**	32**	32**
Effective Base	27	24	18	30	25	18	17	25	20	10	18	17	26	21	10	27	-	27	27	27
News and current affairs	10	8	5	10	9	5	7	8	6	2	5	7	8	7	2	10	-	10	10	10
	32%	38%	23%	37%	44%	23%	47%	36%	30%	19%	23%	47%	34%	32%	19%	32%	-	32%	32%	32%
Film	10	9	7	10	9	7	7	8	8	3	7	7	8	8	3	10	-	10	10	10
	31%	39%	32%	35%	41%	32%	45%	35%	39%	29%	32%	45%	34%	41%	29%	31%	-	31%	31%	31%
Soaps	10	8	6	10	6	6	5	7	8	4	6	5	7	8	4	10	-	10	10	10
	30%	37%	27%	35%	29%	27%	33%	33%	42%	50%	27%	33%	31%	41%	50%	30%	-	30%	30%	30%
Music video	9	7	7	9	7	7	7	7	5	2	7	7	8	6	2	9	-	9	9	9
	28%	31%	31%	33%	33%	31%	43%	32%	27%	20%	31%	43%	35%	29%	20%	28%	-	28%	28%	28%
Comedy	9	4	8	5	4	8	3	4	3	2	8	3	4	4	2	9	-	9	9	9
	27%	17%	36%	19%	21%	36%	19%	20%	16%	20%	36%	19%	19%	19%	20%	27%	-	27%	27%	27%
General entertainment (reality shows, talent shows, cooking, etc)	8	7	3	8	6	3	7	7	5	1	3	7	7	5	1	8	-	8	8	8
	26%	34%	14%	28%	29%	14%	43%	30%	27%	17%	14%	43%	29%	27%	17%	26%	-	26%	26%	26%
Adult content i.e. pornography	8	7	4	8	7	4	4	7	6	3	4	4	7	6	3	8	-	8	8	8
	26%	31%	18%	30%	33%	18%	26%	32%	33%	40%	18%	26%	31%	32%	40%	26%	-	26%	26%	26%
Sport	8	7	4	8	7	4	7	6	7	2	4	7	6	7	2	8	-	8	8	8
	25%	31%	16%	30%	31%	16%	43%	27%	33%	18%	16%	43%	25%	32%	18%	25%	-	25%	25%	25%
Personal or political opinion	7	6	4	7	5	4	5	7	5	2	4	5	7	5	2	7	-	7	7	7
	23%	27%	19%	27%	22%	19%	30%	33%	26%	24%	19%	30%	31%	25%	24%	23%	-	23%	23%	23%
Children's programme	7	7	5	7	4	5	4	6	6	2	5	4	6	6	2	7	-	7	7	7
	22%	31%	21%	25%	21%	21%	24%	27%	30%	28%	21%	24%	26%	29%	28%	22%	-	22%	22%	22%
Education	6	6	3	6	4	3	4	4	5	3	3	4	4	5	3	6	-	6	6	6
	18%	26%	13%	21%	18%	13%	24%	20%	25%	34%	13%	24%	19%	25%	34%	18%	-	18%	18%	18%
Drama	6	5	3	6	4	3	5	6	3	1	3	5	6	4	1	6	-	6	6	6
	18%	23%	15%	21%	18%	15%	33%	26%	17%	16%	15%	33%	25%	20%	16%	18%	-	18%	18%	18%
Factual / Documentary	6	4	4	6	6	4	3	4	3	2	4	3	4	3	2	6	-	6	6	6
	18%	17%	18%	21%	27%	18%	18%	18%	17%	19%	18%	18%	17%	17%	19%	18%	-	18%	18%	18%
Game/Quiz show	4	2	3	4	2	3	1	4	3	1	3	1	4	3	1	4	-	4	4	4
	11%	9%	13%	13%	11%	13%	5%	16%	14%	14%	13%	5%	15%	13%	14%	11%	-	11%	11%	11%
User generated/non-professional content (e.g. on YouTube)	3	3	2	3	2	2	1	2	1	3	2	1	2	1	3	3	-	3	3	3
	10%	14%	10%	12%	11%	10%	9%	10%	4%	29%	10%	9%	10%	7%	29%	10%	-	10%	10%	10%

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

Table 120

Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything else you have watched on-line or on-demand) caused you concern on
Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)?
Base: All who have seen something of concern on an ODO service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**32***	22**	22**	27**	21**	22**	16**	23**	20**	9**	22**	16**	24**	20**	9**	32**	-**	32**	32**	32**
Advertising	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dk/None	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Any soaps/comedy/drama	**18**	12	13	14	10	13	9	11	11	5	13	9	11	12	5	18	-	18	18	18
	56%	*54%*	*59%*	*52%*	*49%*	*59%*	*58%*	*50%*	*56%*	*60%*	*59%*	*58%*	*48%*	*58%*	*60%*	*56%*	-	*56%*	*56%*	*56%*
Net: Any news/political/ personal opinion	**15**	12	7	15	11	7	10	13	10	3	7	10	13	10	3	15	-	15	15	15
	46%	*55%*	*32%*	*54%*	*53%*	*32%*	*63%*	*56%*	*49%*	*34%*	*32%*	*63%*	*54%*	*50%*	*34%*	*46%*	-	*46%*	*46%*	*46%*
Net: Any entertainment	**15**	13	8	14	12	8	10	12	10	4	8	10	12	11	4	15	-	15	15	15
	48%	*58%*	*38%*	*52%*	*55%*	*38%*	*63%*	*51%*	*51%*	*47%*	*38%*	*63%*	*49%*	*52%*	*47%*	*48%*	-	*48%*	*48%*	*48%*

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Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)?
Base: All who have seen something of concern on an ODO service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	36	30	6	14	20	21	15	15	9	2	-	21	15	36	4	7	20	7	27	26
Base	32*	28**	4**	12**	19**	22**	10**	16**	8**	2**	-**	19**	13**	32**	4**	6**	18**	7**	25**	24**
Effective Base	27	22	5	13	14	16	13	10	8	2	-	14	14	27	4	6	13	7	19	19
News and current affairs	10	10	1	5	5	7	4	3	4	1	-	5	6	10	1	1	5	4	9	8
	32%	35%	13%	39%	26%	31%	34%	22%	49%	35%	-	25%	42%	32%	17%	26%	29%	49%	35%	35%
Film	10	9	1	3	7	6	4	4	4	1	-	5	5	10	2	2	5	2	7	8
	31%	32%	28%	25%	37%	28%	38%	26%	55%	35%	-	25%	40%	31%	50%	44%	27%	31%	28%	32%
Soaps	10	9	1	8	2	7	2	4	3	1	-	7	3	10	2	2	5	3	7	7
	30%	31%	29%	65%	10%	34%	23%	27%	36%	65%	-	36%	22%	30%	66%	43%	27%	34%	29%	30%
Music video	9	8	1	4	5	8	1	6	3	1	-	6	3	9	-	-	6	3	9	8
	28%	27%	34%	37%	24%	37%	11%	41%	38%	35%	-	31%	24%	28%	-	-	34%	35%	34%	32%
Comedy	9	9	-	3	6	8	1	7	3	1	-	6	2	9	1	1	5	2	7	7
	27%	31%	-	23%	32%	36%	8%	42%	34%	35%	-	34%	17%	27%	40%	26%	31%	23%	29%	30%
General entertainment (reality shows, talent shows, cooking, etc)	8	8	1	5	3	7	1	6	2	-	-	5	3	8	-	-	6	2	8	6
	26%	28%	13%	41%	15%	33%	12%	37%	29%	-	-	28%	23%	26%	-	-	34%	30%	33%	26%
Adult content i.e. pornography	8	8	1	3	5	5	3	3	2	-	-	5	4	8	1	3	3	1	4	5
	26%	27%	16%	23%	28%	22%	32%	18%	25%	-	-	24%	27%	26%	34%	57%	16%	19%	17%	23%
Sport	8	8	-	6	2	7	1	5	4	-	-	4	4	8	-	-	7	1	8	8
	25%	29%	-	50%	11%	32%	12%	31%	45%	-	-	23%	28%	25%	-	-	38%	18%	32%	34%
Personal or political opinion	7	7	-	6	2	7	-	7	2	-	-	6	1	7	2	2	5	1	6	5
	23%	27%	-	46%	10%	34%	-	44%	19%	-	-	34%	7%	23%	50%	32%	27%	11%	22%	20%
Children's programme	7	5	2	2	5	6	1	4	1	1	-	3	4	7	1	2	2	3	5	5
	22%	18%	44%	16%	26%	29%	6%	23%	17%	65%	-	15%	30%	22%	34%	33%	9%	47%	20%	20%
Education	6	6	-	4	2	5	1	3	3	-	-	5	1	6	2	2	2	1	4	4
	18%	21%	-	31%	11%	23%	8%	19%	36%	-	-	26%	7%	18%	57%	37%	14%	18%	15%	15%
Drama	6	5	*	5	1	4	2	3	2	1	-	5	1	6	1	1	5	-	5	5
	18%	20%	8%	40%	3%	20%	15%	19%	23%	35%	-	28%	5%	18%	17%	11%	29%	-	21%	21%
Factual / Documentary	6	6	-	3	3	4	2	3	1	-	-	2	3	6	1	1	4	-	4	4
	18%	20%	-	23%	15%	16%	21%	19%	7%	-	-	12%	26%	18%	17%	26%	24%	-	17%	18%
Game/Quiz show	4	2	1	3	1	3	1	2	-	1	-	2	2	4	-	-	1	2	3	2
	11%	8%	29%	23%	4%	13%	7%	10%	-	65%	-	9%	15%	11%	-	-	4%	28%	11%	8%
User generated/non-professional content (e.g. on YouTube)	3	3	-	1	2	1	2	1	1	1	-	2	1	3	1	2	1	-	1	2
	10%	11%	-	12%	9%	7%	17%	9%	8%	35%	-	9%	11%	10%	24%	30%	8%	-	6%	10%
Advertising	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Base: All who have seen something of concern on an ODO service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	32*	28**	4**	12**	19**	22**	10**	16**	8**	2**	-**	19**	13**	32**	4**	6**	18**	7**	25**	24**
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dk/None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Any soaps/comedy/drama	18	16	2	10	8	15	3	11	5	2	-	13	5	18	2	2	11	4	15	15
	56%	*59%*	*37%*	*83%*	*40%*	*67%*	*32%*	*69%*	*62%*	*100%*	-	*68%*	*40%*	*56%*	*66%*	*43%*	*63%*	*58%*	*62%*	*64%*
Net: Any news/political/ personal opinion	15	14	1	8	6	11	4	8	5	1	-	8	7	15	2	3	8	4	12	12
	46%	*51%*	*13%*	*67%*	*33%*	*52%*	*34%*	*51%*	*61%*	*35%*	-	*45%*	*49%*	*46%*	*50%*	*48%*	*44%*	*60%*	*49%*	*48%*
Net: Any entertainment	15	14	2	6	8	9	6	7	4	1	-	9	6	15	2	3	8	3	11	11
	48%	*49%*	*41%*	*51%*	*45%*	*43%*	*58%*	*46%*	*55%*	*35%*	-	*49%*	*46%*	*48%*	*50%*	*59%*	*47%*	*42%*	*46%*	*45%*

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

Table 120

Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything else you have watched on-line or on-demand) caused you concern on
Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)?
Base: All who have seen something of concern on an ODO service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**36**	36	-	-	33	3	34	2	11	25	1
Base	**32***	32**	-**	-**	30**	2**	31**	1**	10*	24**	1**
Effective Base	**27**	27	-	-	25	3	26	2	10	18	1
News and current affairs	**10**	10	-	-	10	-	10	-	3	7	-
	32%	*32%*	-	-	*34%*	-	*33%*	-	*30%*	*31%*	-
Film	**10**	10	-	-	10	*	10	*	2	8	1
	31%	*31%*	-	-	*32%*	*19%*	*31%*	*36%*	*24%*	*33%*	*100%*
Soaps	**10**	10	-	-	10	-	10	-	5	9	-
	30%	*30%*	-	-	*32%*	-	*31%*	-	*52%*	*37%*	-
Music video	**9**	9	-	-	8	1	9	-	3	9	-
	28%	*28%*	-	-	*27%*	*46%*	*29%*	-	*30%*	*36%*	-
Comedy	**9**	9	-	-	9	-	9	-	1	9	-
	27%	*27%*	-	-	*29%*	-	*28%*	-	*6%*	*36%*	-
General entertainment (reality shows, talent shows, cooking, etc)	**8**	8	-	-	8	1	8	1	5	8	-
	26%	*26%*	-	-	*25%*	*34%*	*25%*	*64%*	*47%*	*32%*	-
Adult content i.e. pornography	**8**	8	-	-	8	-	8	-	4	5	1
	26%	*26%*	-	-	*27%*	-	*26%*	-	*41%*	*20%*	*100%*
Sport	**8**	8	-	-	8	-	8	-	5	7	-
	25%	*25%*	-	-	*27%*	-	*26%*	-	*48%*	*31%*	-
Personal or political opinion	**7**	7	-	-	7	-	7	-	5	6	-
	23%	*23%*	-	-	*24%*	-	*24%*	-	*54%*	*26%*	-
Children's programme	**7**	7	-	-	6	1	7	-	3	5	1
	22%	*22%*	-	-	*20%*	*46%*	*22%*	-	*32%*	*21%*	*100%*
Education	**6**	6	-	-	6	-	6	-	4	5	-
	18%	*18%*	-	-	*19%*	-	*19%*	-	*37%*	*19%*	-
Drama	**6**	6	-	-	6	-	6	-	4	5	-
	18%	*18%*	-	-	*19%*	-	*19%*	-	*36%*	*23%*	-
Factual / Documentary	**6**	6	-	-	6	-	6	-	2	4	-
	18%	*18%*	-	-	*19%*	-	*18%*	-	*16%*	*18%*	-
Game/Quiz show	**4**	4	-	-	4	-	4	-	2	3	-
	11%	*11%*	-	-	*12%*	-	*11%*	-	*20%*	*12%*	-
User generated/non-professional content (e.g. on YouTube)	**3**	3	-	-	3	-	3	-	1	2	-
	10%	*10%*	-	-	*11%*	-	*10%*	-	*8%*	*10%*	-
Advertising	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

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Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)?
Base: All who have seen something of concern on an ODO service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**32***	32**	-**	-**	30**	2**	31**	1**	10*	24**	1**
Other	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Dk/None	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Net: Any soaps/comedy/drama	**18**	18	-	-	18	-	18	-	6	17	-
	56%	*56%*	-	-	*59%*	-	*58%*	-	*58%*	*69%*	-
Net: Any news/political/ personal opinion	**15**	15	-	-	15	-	15	-	7	11	-
	46%	*46%*	-	-	*49%*	-	*48%*	-	*68%*	*45%*	-
Net: Any entertainment	**15**	15	-	-	14	1	14	1	5	12	1
	48%	*48%*	-	-	*47%*	*54%*	*46%*	*100%*	*53%*	*49%*	*100%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything else you have watched on-line or on-demand) caused you concern on
Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)?
Base: All who have seen something of concern on an ODO service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	49	26	23	13	20	8	4	3	1	33	12	4	17	7	2	-	16	5	1	1	13	22	6	8	35	14
Base	40*	22**	17**	12**	17**	6**	3**	1**	***	29**	9**	2**	16**	5**	1**	-**	13**	3**	***	***	9**	20**	5**	5**	30**	10**
Effective Base	37	18	21	12	13	7	4	3	1	25	10	4	12	6	2	-	15	5	1	1	12	15	6	8	25	13
News and current affairs	22	11	11	8	8	4	2	*	*	15	6	1	8	3	*	-	8	3	-	*	7	10	2	3	17	5
	56%	*49%*	*67%*	*63%*	*45%*	*74%*	*66%*	*31%*	*100%*	*53%*	*72%*	*44%*	*47%*	*54%*	*46%*	-	*60%*	*100%*	-	*100%*	*78%*	*49%*	*40%*	*63%*	*58%*	*52%*
Personal or political opinion	11	8	3	2	6	1	1	1	*	8	2	1	7	1	1	-	1	1	-	*	3	5	1	2	9	3
	29%	*37%*	*18%*	*16%*	*36%*	*24%*	*26%*	*67%*	*100%*	*27%*	*25%*	*73%*	*41%*	*12%*	*100%*	-	*10%*	*44%*	-	*100%*	*36%*	*26%*	*12%*	*44%*	*29%*	*29%*
Comedy	11	7	4	4	6	-	1	-	-	10	1	-	7	-	-	-	4	1	-	-	1	8	2	1	8	3
	27%	*29%*	*24%*	*31%*	*37%*	-	*24%*	-	-	*34%*	*7%*	-	*40%*	-	-	-	*27%*	*19%*	-	-	*6%*	*37%*	*41%*	*12%*	*28%*	*26%*
Adult content i.e. pornography	10	6	3	5	4	-	1	-	-	9	1	-	5	1	-	-	3	-	-	-	4	4	-	1	8	1
	24%	*28%*	*19%*	*40%*	*23%*	-	*34%*	-	-	*30%*	*10%*	-	*33%*	*17%*	-	-	*26%*	-	-	-	*41%*	*21%*	-	*27%*	*27%*	*15%*
Drama	9	7	3	3	6	-	1	-	-	9	1	-	7	-	-	-	2	1	-	-	2	5	1	1	7	2
	24%	*30%*	*16%*	*23%*	*35%*	-	*24%*	-	-	*30%*	*7%*	-	*41%*	-	-	-	*17%*	*19%*	-	-	*25%*	*23%*	*19%*	*28%*	*24%*	*24%*
Education	8	4	4	4	2	1	-	-	-	7	1	-	4	1	-	-	3	1	-	-	3	4	1	-	7	1
	21%	*20%*	*22%*	*36%*	*14%*	*22%*	-	-	-	*23%*	*15%*	-	*24%*	*10%*	-	-	*22%*	*24%*	-	-	*27%*	*21%*	*30%*	-	*23%*	*14%*
Soaps	8	7	1	3	3	2	-	-	-	6	2	-	5	2	-	-	1	-	-	-	3	4	-	1	7	1
	20%	*32%*	*5%*	*23%*	*19%*	*36%*	-	-	-	*20%*	*25%*	-	*31%*	*41%*	-	-	*7%*	-	-	-	*32%*	*21%*	-	*16%*	*24%*	*9%*
Film	8	7	1	3	4	1	1	-	-	7	1	-	6	1	-	-	1	1	-	-	1	5	1	1	6	2
	20%	*30%*	*7%*	*25%*	*22%*	*9%*	*24%*	-	-	*23%*	*13%*	-	*39%*	*10%*	-	-	*4%*	*19%*	-	-	*9%*	*25%*	*11%*	*28%*	*20%*	*20%*
Factual / Documentary	8	3	5	1	5	1	-	-	-	6	1	-	2	1	-	-	4	1	-	-	4	3	-	1	7	1
	20%	*14%*	*27%*	*12%*	*29%*	*24%*	-	-	-	*22%*	*17%*	-	*15%*	*12%*	-	-	*30%*	*24%*	-	-	*43%*	*15%*	-	*11%*	*24%*	*6%*
Music video	7	4	3	3	3	1	1	-	-	6	1	-	4	1	-	-	2	1	-	-	2	3	1	1	5	2
	18%	*20%*	*16%*	*25%*	*17%*	*9%*	*24%*	-	-	*21%*	*13%*	-	*24%*	*10%*	-	-	*17%*	*19%*	-	-	*19%*	*17%*	*11%*	*28%*	*17%*	*20%*
Sport	7	5	2	3	2	2	-	-	-	5	2	-	4	1	-	-	2	1	-	-	3	3	-	1	6	1
	17%	*20%*	*13%*	*23%*	*14%*	*30%*	-	-	-	*17%*	*21%*	-	*22%*	*19%*	-	-	*12%*	*24%*	-	-	*33%*	*15%*	-	*14%*	*21%*	*8%*
User generated/non-professional content (e.g. on YouTube)	6	4	1	-	2	2	1	*	-	2	3	*	2	2	-	-	-	1	*	-	2	2	-	1	4	1
	14%	*20%*	*7%*	-	*13%*	*37%*	*24%*	*33%*	-	*8%*	*33%*	*27%*	*14%*	*42%*	-	-	-	*19%*	*100%*	-	*21%*	*11%*	-	*28%*	*14%*	*15%*
General entertainment (reality shows, talent shows, cooking, etc)	4	2	3	1	2	1	-	-	-	4	1	-	2	-	-	-	2	1	-	-	3	-	1	1	3	2
	11%	*7%*	*16%*	*10%*	*15%*	*13%*	-	-	-	*12%*	*9%*	-	*10%*	-	-	-	*15%*	*24%*	-	-	*30%*	-	*18%*	*16%*	*9%*	*17%*
Game/Quiz show	4	2	2	1	2	2	-	-	-	2	2	-	1	2	-	-	2	-	-	-	-	3	1	-	3	1
	10%	*11%*	*9%*	*7%*	*9%*	*26%*	-	-	-	*8%*	*18%*	-	*5%*	*30%*	-	-	*12%*	-	-	-	-	*16%*	*18%*	-	*11%*	*9%*
Children's programme	3	2	2	1	1	2	-	-	-	2	2	-	-	2	-	-	2	-	-	-	-	2	2	-	2	2
	9%	*7%*	*11%*	*8%*	*5%*	*26%*	-	-	-	*6%*	*18%*	-	-	*30%*	-	-	*15%*	-	-	-	-	*8%*	*41%*	-	*5%*	*19%*
Advertising	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)?
Base: All who have seen something of concern on an ODO service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	**40***	22**	17**	12**	17**	6**	3**	1**	***	29**	9**	2**	16**	5**	1**	-**	13**	3**	***	***	9**	20**	5**	5**	30**	10**
Other	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dk/None	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Any soaps/comedy/drama	**17**	12	5	5	9	2	1	-	-	14	3	-	10	2	-	-	4	1	-	-	3	11	2	1	14	3
	43%	*54%*	*27%*	*39%*	*56%*	*36%*	*24%*	-	-	*48%*	*32%*	-	*62%*	*41%*	-	-	*31%*	*19%*	-	-	*32%*	*52%*	*41%*	*28%*	*46%*	*34%*
Net: Any news/political/ personal opinion	**25**	14	11	9	9	4	2	1	*	18	6	1	10	3	1	-	8	3	-	*	8	11	2	3	20	6
	64%	*62%*	*67%*	*71%*	*54%*	*74%*	*66%*	*67%*	*100%*	*61%*	*72%*	*73%*	*62%*	*54%*	*100%*	-	*60%*	*100%*	-	*100%*	*89%*	*56%*	*51%*	*63%*	*66%*	*57%*
Net: Any entertainment	**14**	10	4	4	5	3	1	*	-	9	4	*	7	3	-	-	3	1	*	-	4	7	1	1	11	3
	35%	*43%*	*26%*	*35%*	*30%*	*59%*	*24%*	*33%*	-	*32%*	*48%*	*27%*	*42%*	*52%*	-	-	*19%*	*43%*	*100%*	-	*42%*	*36%*	*29%*	*28%*	*38%*	*28%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)?
Base: All who have seen something of concern on an ODO service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	49	38	11	29	20	-	2	6	3	3	6	-	3	7	13	43	2	1	3	11	9	23
Base	40*	32**	8**	25**	15**	-**	2**	7**	2**	2**	4**	-**	3**	5**	9**	34*	1**	1**	3**	11**	6**	17**
Effective Base	37	28	10	20	18	-	2	3	2	3	6	-	3	6	12	32	2	1	3	6	8	21
News and current affairs	22	17	5	12	10	-	1	2	2	2	4	-	1	2	5	18	1	-	3	4	6	8
	56%	*54%*	*67%*	*49%*	*68%*	-	*51%*	*27%*	*73%*	*100%*	*86%*	-	*41%*	*40%*	*56%*	*53%*	*57%*	-	*100%*	*39%*	*91%*	*48%*
Personal or political opinion	11	10	1	6	5	-	-	1	-	1	2	-	1	2	3	10	1	-	1	1	3	6
	29%	*32%*	*15%*	*26%*	*34%*	-	-	*14%*	-	*35%*	*58%*	-	*17%*	*42%*	*32%*	*29%*	*57%*	-	*28%*	*9%*	*50%*	*33%*
Comedy	11	10	1	8	2	-	-	4	-	1	1	-	-	2	3	11	-	-	-	4	2	5
	27%	*32%*	*8%*	*34%*	*16%*	-	-	*61%*	-	*45%*	*18%*	-	-	*35%*	*32%*	*31%*	-	-	-	*40%*	*28%*	*27%*
Adult content i.e. pornography	10	8	2	7	3	-	-	1	1	-	3	-	1	1	2	9	-	1	-	2	3	4
	24%	*24%*	*24%*	*28%*	*18%*	-	-	*12%*	*56%*	-	*71%*	-	*41%*	*17%*	*18%*	*26%*	-	*100%*	-	*19%*	*46%*	*22%*
Drama	9	9	1	6	4	-	-	1	-	-	2	-	-	3	4	9	-	-	-	1	2	6
	24%	*28%*	*8%*	*23%*	*25%*	-	-	*8%*	-	-	*58%*	-	-	*52%*	*43%*	*28%*	-	-	-	*5%*	*38%*	*38%*
Education	8	6	2	3	5	-	1	-	-	-	2	-	3	2	1	8	1	-	-	1	2	5
	21%	*19%*	*28%*	*12%*	*34%*	-	*51%*	-	-	-	*38%*	-	*83%*	*33%*	*11%*	*22%*	*43%*	-	-	*7%*	*25%*	*31%*
Soaps	8	8	-	5	3	-	-	1	1	-	2	-	-	2	2	7	-	-	2	1	2	3
	20%	*25%*	-	*21%*	*20%*	-	-	*12%*	*27%*	-	*40%*	-	-	*36%*	*18%*	*19%*	-	-	*45%*	*14%*	*26%*	*20%*
Film	8	5	3	6	2	-	-	-	-	-	2	-	1	1	3	7	1	-	-	-	2	5
	20%	*16%*	*36%*	*24%*	*14%*	-	-	-	-	-	*52%*	-	*41%*	*17%*	*35%*	*22%*	*43%*	-	-	-	*34%*	*31%*
Factual / Documentary	8	7	1	5	3	-	1	1	-	-	2	-	-	-	2	7	-	-	1	2	2	2
	20%	*22%*	*8%*	*19%*	*21%*	-	*51%*	*20%*	-	-	*53%*	-	-	-	*28%*	*20%*	-	-	*28%*	*20%*	*34%*	*14%*
Music video	7	5	2	5	3	-	-	1	-	-	2	-	1	-	2	7	1	-	-	1	2	3
	18%	*17%*	*25%*	*18%*	*18%*	-	-	*20%*	-	-	*58%*	-	*41%*	-	*18%*	*20%*	*43%*	-	-	*13%*	*38%*	*17%*
Sport	7	6	1	6	1	-	2	-	1	-	2	-	-	-	3	7	-	-	-	2	2	3
	17%	*19%*	*11%*	*23%*	*9%*	-	*100%*	-	*27%*	-	*38%*	-	-	-	*37%*	*20%*	-	-	-	*20%*	*25%*	*19%*
User generated/non-professional content (e.g. on YouTube)	6	4	1	4	1	-	-	-	-	-	2	-	-	*	2	4	-	-	2	-	2	2
	14%	*14%*	*15%*	*17%*	*10%*	-	-	-	-	-	*40%*	-	-	*9%*	*22%*	*12%*	-	-	*45%*	-	*26%*	*14%*
General entertainment (reality shows, talent shows, cooking, etc)	4	4	1	2	2	-	1	-	1	-	2	-	-	1	-	4	-	-	-	2	2	1
	11%	*11%*	*10%*	*8%*	*16%*	-	*51%*	-	*56%*	-	*40%*	-	-	*15%*	-	*13%*	-	-	-	*19%*	*26%*	*5%*
Game/Quiz show	4	3	1	3	1	-	-	1	-	-	1	-	-	1	-	2	-	-	2	1	1	1
	10%	*10%*	*11%*	*13%*	*6%*	-	-	*12%*	-	-	*18%*	-	-	*17%*	-	*7%*	-	-	*45%*	*8%*	*12%*	*5%*
Children's programme	3	3	-	3	1	-	-	-	-	1	-	-	-	1	-	2	-	-	2	-	1	1
	9%	*11%*	-	*10%*	*6%*	-	-	-	-	*45%*	-	-	-	*17%*	-	*6%*	-	-	*45%*	-	*16%*	*5%*
Advertising	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Prepared by BDRC Continental

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

Table 121

Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything else you have watched on-line or on-demand) caused you concern on
Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)?
Base: All who have seen something of concern on an ODO service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	**40***	32**	8**	25**	15**	-**	2**	7**	2**	2**	4**	-**	3**	5**	9**	34*	1**	1**	3**	11**	6**	17**
Other	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dk/None	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Any soaps/comedy/drama	**17**	16	1	12	4	-	-	5	1	1	2	-	-	3	4	15	-	-	2	5	3	6
	43%	*51%*	*8%*	*51%*	*29%*	-	-	*69%*	*27%*	*45%*	*58%*	-	-	*52%*	*43%*	*45%*	-	-	*45%*	*51%*	*54%*	*38%*
Net: Any news/political/ personal opinion	**25**	20	5	15	10	-	1	2	2	2	4	-	2	3	6	21	1	-	3	4	6	11
	64%	*63%*	*67%*	*62%*	*68%*	-	*51%*	*27%*	*73%*	*100%*	*86%*	-	*59%*	*57%*	*74%*	*62%*	*57%*	-	*100%*	*39%*	*91%*	*66%*
Net: Any entertainment	**14**	10	4	10	4	-	1	-	1	-	2	-	1	2	4	12	1	-	2	2	2	8
	35%	*31%*	*53%*	*39%*	*29%*	-	*51%*	-	*56%*	-	*52%*	-	*41%*	*42%*	*50%*	*35%*	*43%*	-	*45%*	*19%*	*34%*	*46%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything else you have watched on-line or on-demand) caused you concern on
Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)?
Base: All who have seen something of concern on an ODO service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	49	34	38	42	34	37	26	34	23	13	38	27	37	24	13	49	-	48	49	49
Base	40*	26*	31**	33*	26*	30**	19**	27*	19**	10**	31**	20**	29*	19**	10**	40*	-**	39*	40*	40*
Effective Base	37	31	28	38	31	27	23	31	21	12	28	24	33	21	12	37	-	37	37	37
News and current affairs	22	17	17	19	14	16	13	15	11	6	17	14	15	12	6	22	-	22	22	22
	56%	65%	54%	59%	56%	53%	68%	55%	59%	54%	54%	70%	54%	60%	54%	56%	-	57%	56%	56%
Personal or political opinion	11	6	7	9	6	7	5	7	6	1	7	5	7	6	1	11	-	11	11	11
	29%	22%	22%	27%	24%	22%	27%	25%	31%	8%	22%	25%	26%	30%	8%	29%	-	28%	29%	29%
Comedy	11	6	10	7	6	10	5	6	5	2	10	5	6	6	2	11	-	11	11	11
	27%	22%	32%	22%	25%	33%	25%	23%	28%	18%	32%	24%	22%	30%	18%	27%	-	27%	27%	27%
Adult content i.e. pornography	10	8	5	9	8	5	3	8	4	3	5	5	8	4	3	10	-	10	10	10
	24%	31%	15%	27%	29%	16%	18%	29%	23%	34%	15%	23%	28%	22%	34%	24%	-	25%	24%	24%
Drama	9	7	6	9	8	6	6	8	5	2	6	6	8	6	2	9	-	9	9	9
	24%	27%	19%	26%	31%	20%	34%	28%	28%	17%	19%	32%	27%	30%	17%	24%	-	24%	24%	24%
Education	8	5	6	8	8	6	4	7	4	1	6	5	7	4	1	8	-	8	8	8
	21%	21%	21%	25%	30%	21%	22%	27%	20%	8%	21%	27%	26%	20%	8%	21%	-	21%	21%	21%
Soaps	8	6	4	7	5	4	5	6	6	2	4	5	6	6	2	8	-	8	8	8
	20%	21%	12%	22%	19%	13%	25%	23%	31%	22%	12%	23%	22%	30%	22%	20%	-	21%	20%	20%
Film	8	6	6	7	7	6	5	7	3	3	6	6	7	4	3	8	-	8	8	8
	20%	23%	18%	22%	26%	19%	25%	26%	16%	32%	18%	30%	25%	19%	32%	20%	-	20%	20%	20%
Factual / Documentary	8	6	6	8	5	6	5	7	5	2	6	5	7	5	2	8	-	8	8	8
	20%	24%	19%	24%	21%	19%	25%	26%	28%	16%	19%	23%	24%	27%	16%	20%	-	20%	20%	20%
Music video	7	7	5	6	4	5	4	6	3	2	5	5	6	3	2	7	-	7	7	7
	18%	26%	15%	19%	17%	15%	21%	23%	14%	16%	15%	26%	22%	17%	16%	18%	-	18%	18%	18%
Sport	7	7	5	7	7	5	7	6	4	4	5	7	6	4	4	7	-	7	7	7
	17%	26%	17%	21%	27%	17%	36%	23%	24%	43%	17%	34%	21%	23%	43%	17%	-	18%	17%	17%
User generated/non-professional content (e.g. on YouTube)	6	5	3	4	3	3	5	4	3	1	3	5	4	3	1	6	-	6	6	6
	14%	20%	8%	13%	10%	8%	27%	13%	15%	8%	8%	25%	15%	18%	8%	14%	-	14%	14%	14%
General entertainment (reality shows, talent shows, cooking, etc)	4	4	4	4	2	4	3	3	2	3	4	3	3	2	3	4	-	4	4	4
	11%	17%	12%	11%	9%	12%	17%	10%	11%	28%	12%	16%	10%	10%	28%	11%	-	11%	11%	11%
Game/Quiz show	4	3	2	4	2	2	2	4	3	1	2	2	4	3	1	4	-	4	4	4
	10%	12%	6%	12%	10%	6%	12%	15%	17%	8%	6%	11%	14%	16%	8%	10%	-	10%	10%	10%
Children's programme	3	3	2	3	2	2	3	3	3	-	2	3	3	3	-	3	-	3	3	3
	9%	13%	6%	11%	7%	6%	18%	13%	14%	-	6%	17%	12%	13%	-	9%	-	9%	9%	9%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
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Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)?
Base: All who have seen something of concern on an ODO service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**40***	26*	31**	33*	26*	30**	19**	27*	19**	10**	31**	20**	29*	19**	10**	40*	-**	39*	40*	40*
Advertising	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dk/None	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Any soaps/comedy/drama	**17**	11	12	13	10	12	10	12	9	3	12	10	12	10	3	17	-	17	17	17
	43%	*42%*	*39%*	*39%*	*37%*	*39%*	*50%*	*43%*	*49%*	*32%*	*39%*	*47%*	*41%*	*51%*	*32%*	*43%*	-	*43%*	*43%*	*43%*
Net: Any news/political/ personal opinion	**25**	18	17	22	17	17	15	17	13	6	17	16	18	14	6	25	-	25	25	25
	64%	*71%*	*56%*	*68%*	*65%*	*55%*	*77%*	*64%*	*72%*	*54%*	*56%*	*78%*	*64%*	*73%*	*54%*	*64%*	-	*64%*	*64%*	*64%*
Net: Any entertainment	**14**	12	10	13	9	10	9	11	8	5	10	10	12	8	5	14	-	14	14	14
	35%	*44%*	*31%*	*39%*	*37%*	*31%*	*48%*	*42%*	*42%*	*52%*	*31%*	*51%*	*41%*	*44%*	*52%*	*35%*	-	*36%*	*35%*	*35%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
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Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)?
Base: All who have seen something of concern on an ODO service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	49	37	7	18	30	25	24	20	10	2	3	28	16	44	9	12	23	10	33	35
Base	40*	32**	5**	14**	25**	23**	17**	19**	8**	2**	2**	23**	14**	37*	6**	8**	20**	8**	28**	30**
Effective Base	37	28	6	16	21	18	21	14	10	2	3	19	15	33	8	11	16	9	24	26
News and current affairs	22	16	3	10	11	12	11	8	4	2	2	12	7	19	3	6	10	6	15	16
	56%	52%	66%	71%	47%	52%	63%	41%	55%	100%	100%	54%	51%	53%	53%	66%	48%	70%	54%	54%
Personal or political opinion	11	9	1	6	6	7	5	5	4	-	1	8	3	10	3	3	6	*	7	6
	29%	27%	22%	41%	23%	30%	27%	26%	50%	-	63%	33%	20%	28%	51%	37%	31%	6%	24%	20%
Comedy	11	11	-	4	7	8	3	7	1	1	-	10	1	11	2	3	5	2	7	8
	27%	34%	-	28%	27%	34%	17%	39%	16%	35%	-	44%	5%	29%	40%	41%	27%	23%	26%	25%
Adult content i.e. pornography	10	8	2	5	5	6	3	5	3	1	-	3	7	10	1	3	4	2	7	7
	24%	25%	38%	32%	20%	28%	19%	27%	35%	65%	-	12%	51%	26%	24%	34%	21%	31%	24%	24%
Drama	9	9	-	6	4	8	2	7	3	1	-	6	3	9	2	2	6	2	7	7
	24%	28%	-	39%	16%	35%	9%	39%	40%	35%	-	27%	24%	26%	26%	18%	27%	23%	26%	22%
Education	8	8	1	3	6	4	4	4	1	-	-	4	4	8	-	-	5	2	7	7
	21%	24%	11%	18%	23%	18%	24%	22%	12%	-	-	17%	31%	22%	-	-	23%	27%	24%	23%
Soaps	8	8	-	5	3	6	2	5	2	-	-	5	3	8	2	2	6	-	6	6
	20%	26%	-	37%	11%	25%	14%	27%	31%	-	-	23%	20%	22%	40%	29%	28%	-	20%	19%
Film	8	7	1	3	5	6	2	5	2	1	-	3	4	7	-	1	4	3	7	7
	20%	21%	30%	23%	19%	25%	14%	25%	31%	35%	-	12%	31%	19%	-	6%	19%	39%	24%	24%
Factual / Documentary	8	7	-	3	4	5	3	4	1	-	-	6	1	8	1	1	5	-	5	4
	20%	23%	-	24%	18%	21%	18%	19%	16%	-	-	28%	10%	21%	24%	17%	23%	-	17%	13%
Music video	7	6	1	4	3	4	3	4	2	1	-	3	4	7	1	1	4	1	5	5
	18%	19%	11%	28%	13%	17%	19%	21%	20%	35%	-	15%	27%	20%	14%	10%	20%	16%	19%	15%
Sport	7	6	1	5	2	6	1	5	3	-	-	3	3	6	-	-	5	2	7	6
	17%	19%	19%	37%	7%	26%	6%	27%	33%	-	-	13%	21%	16%	-	-	23%	28%	24%	20%
User generated/non-professional content (e.g. on YouTube)	6	5	*	4	1	5	*	4	1	1	-	4	1	6	-	-	4	1	6	6
	14%	16%	10%	31%	4%	22%	3%	24%	16%	35%	-	18%	11%	15%	-	-	22%	14%	20%	18%
General entertainment (reality shows, talent shows, cooking, etc)	4	2	1	3	2	4	-	3	1	1	-	1	4	4	-	-	2	2	4	4
	11%	8%	25%	20%	6%	19%	-	17%	10%	65%	-	4%	27%	12%	-	-	12%	25%	16%	15%
Game/Quiz show	4	4	-	3	1	3	1	3	-	-	-	3	1	4	-	-	3	-	3	3
	10%	13%	-	22%	4%	14%	5%	17%	-	-	-	14%	6%	11%	-	-	16%	-	11%	11%
Children's programme	3	3	-	3	1	2	1	2	-	-	-	3	-	3	-	1	2	1	2	3
	9%	11%	-	18%	4%	11%	6%	13%	-	-	-	15%	-	9%	-	12%	8%	11%	9%	11%
Advertising	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Table 121

Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything else you have watched on-line or on-demand) caused you concern on
Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)?
Base: All who have seen something of concern on an ODO service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	40*	32**	5**	14**	25**	23**	17**	19**	8**	2**	2**	23**	14**	37*	6**	8**	20**	8**	28**	30**
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dk/None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Any soaps/comedy/drama	17	16	-	9	8	13	4	12	3	1	-	14	3	17	2	3	11	2	13	13
	43%	*52%*	-	*61%*	*33%*	*57%*	*24%*	*66%*	*40%*	*35%*	-	*59%*	*24%*	*46%*	*40%*	*41%*	*55%*	*23%*	*46%*	*44%*
Net: Any news/political/ personal opinion	25	19	3	12	13	14	11	10	6	2	2	14	9	22	4	6	12	6	18	19
	64%	*60%*	*66%*	*82%*	*53%*	*62%*	*66%*	*54%*	*79%*	*100%*	*100%*	*59%*	*65%*	*61%*	*61%*	*72%*	*60%*	*70%*	*63%*	*62%*
Net: Any entertainment	14	10	3	7	7	11	3	8	4	2	-	6	7	13	-	1	7	6	13	13
	35%	*32%*	*65%*	*46%*	*30%*	*49%*	*17%*	*45%*	*49%*	*100%*	-	*26%*	*52%*	*36%*	-	*6%*	*33%*	*78%*	*46%*	*45%*

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)?
Base: All who have seen something of concern on an ODO service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**49**	49	-	-	43	6	46	3	16	29	7
Base	**40***	40*	-**	-**	36*	4**	38*	1**	13*	25**	6**
Effective Base	**37**	37	-	-	33	5	35	3	14	20	6
News and current affairs	**22**	22	-	-	22	1	21	1	10	11	4
	56%	*56%*	-	-	*60%*	*22%*	*56%*	*69%*	*75%*	*46%*	*73%*
Personal or political opinion	**11**	11	-	-	11	-	11	-	6	6	2
	29%	*29%*	-	-	*32%*	-	*30%*	-	*45%*	*26%*	*35%*
Comedy	**11**	11	-	-	10	1	11	-	2	10	-
	27%	*27%*	-	-	*27%*	*24%*	*28%*	-	*13%*	*40%*	-
Adult content i.e. pornography	**10**	10	-	-	9	1	10	-	5	6	1
	24%	*24%*	-	-	*24%*	*24%*	*25%*	-	*35%*	*23%*	*23%*
Drama	**9**	9	-	-	9	1	9	-	4	8	-
	24%	*24%*	-	-	*24%*	*24%*	*25%*	-	*33%*	*31%*	-
Education	**8**	8	-	-	7	1	8	-	3	5	2
	21%	*21%*	-	-	*20%*	*24%*	*21%*	-	*19%*	*22%*	*39%*
Soaps	**8**	8	-	-	8	-	8	-	5	6	-
	20%	*20%*	-	-	*22%*	-	*21%*	-	*36%*	*26%*	-
Film	**8**	8	-	-	7	1	8	-	3	4	2
	20%	*20%*	-	-	*20%*	*17%*	*21%*	-	*27%*	*18%*	*39%*
Factual / Documentary	**8**	8	-	-	8	-	8	-	3	6	1
	20%	*20%*	-	-	*22%*	-	*20%*	-	*24%*	*23%*	*11%*
Music video	**7**	7	-	-	7	-	7	-	3	5	1
	18%	*18%*	-	-	*20%*	-	*19%*	-	*26%*	*19%*	*23%*
Sport	**7**	7	-	-	7	-	6	*	6	5	1
	17%	*17%*	-	-	*19%*	-	*17%*	*31%*	*47%*	*20%*	*16%*
User generated/non-professional content (e.g. on YouTube)	**6**	6	-	-	5	*	6	-	4	5	-
	14%	*14%*	-	-	*14%*	*13%*	*15%*	-	*29%*	*19%*	-
General entertainment (reality shows, talent shows, cooking, etc)	**4**	4	-	-	4	-	4	-	3	3	-
	11%	*11%*	-	-	*12%*	-	*12%*	-	*22%*	*11%*	-
Game/Quiz show	**4**	4	-	-	4	-	4	-	2	3	1
	10%	*10%*	-	-	*11%*	-	*11%*	-	*18%*	*13%*	*16%*
Children's programme	**3**	3	-	-	3	1	3	-	2	3	-
	9%	*9%*	-	-	*7%*	*24%*	*9%*	-	*12%*	*14%*	-
Advertising	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

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Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)?
Base: All who have seen something of concern on an ODO service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**40***	40*	-**	-**	36*	4**	38*	1**	13*	25**	6**
Other	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Dk/None	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Net: Any soaps/comedy/drama	**17**	17	-	-	16	1	17	-	6	15	-
	43%	*43%*	-	-	*45%*	*24%*	*44%*	-	*49%*	*61%*	-
Net: Any news/political/ personal opinion	**25**	25	-	-	25	1	24	1	11	14	4
	64%	*64%*	-	-	*68%*	*22%*	*64%*	*69%*	*87%*	*59%*	*73%*
Net: Any entertainment	**14**	14	-	-	13	1	14	-	7	10	2
	35%	*35%*	-	-	*36%*	*30%*	*37%*	-	*52%*	*39%*	*39%*

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Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything else you have watched on-line or on-demand) caused you concern on
Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)?
Base: All who have seen something of concern on an ODO service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	21	13	8	7	8	3	3	-	-	15	6	-	10	3	-	-	5	3	-	-	9	7	2	3	16	5
Base	17*	11**	6**	7**	5**	2**	2**	-**	-**	12**	5**	-**	9**	2**	-**	-**	4**	2**	-**	-**	7**	7**	2**	2**	14**	3**
Effective Base	19	12	7	7	8	3	3	-	-	13	6	-	9	3	-	-	4	3	-	-	8	7	2	3	15	5
Music video	8	4	4	2	3	2	2	-	-	5	3	-	3	1	-	-	1	2	-	-	5	1	1	2	6	3
	47%	*40%*	*60%*	*32%*	*49%*	*73%*	*64%*	-	-	*39%*	*68%*	-	*40%*	*39%*	-	-	*36%*	*100%*	-	-	*67%*	*11%*	*53%*	*100%*	*40%*	*75%*
User generated/non-professional content (e.g. on YouTube)	7	6	1	3	1	2	2	-	-	4	3	-	3	2	-	-	1	1	-	-	2	3	1	1	5	2
	41%	*53%*	*20%*	*39%*	*23%*	*67%*	*62%*	-	-	*32%*	*65%*	-	*40%*	*100%*	-	-	*16%*	*27%*	-	-	*28%*	*47%*	*53%*	*63%*	*37%*	*58%*
Comedy	7	6	1	3	2	1	1	-	-	5	2	-	5	1	-	-	-	1	-	-	2	2	2	1	4	3
	38%	*53%*	*10%*	*43%*	*35%*	*40%*	*26%*	-	-	*40%*	*33%*	-	*57%*	*39%*	-	-	-	*27%*	-	-	*27%*	*27%*	*100%*	*63%*	*27%*	*82%*
Film	6	3	3	1	3	2	1	-	-	4	2	-	2	1	-	-	1	1	-	-	3	1	1	2	4	3
	36%	*31%*	*45%*	*18%*	*49%*	*73%*	*26%*	-	-	*31%*	*49%*	-	*29%*	*39%*	-	-	*36%*	*60%*	-	-	*41%*	*11%*	*53%*	*100%*	*27%*	*75%*
Drama	5	4	1	2	3	-	1	-	-	5	1	-	4	-	-	-	1	1	-	-	4	1	-	1	4	1
	32%	*37%*	*23%*	*32%*	*49%*	-	*26%*	-	-	*39%*	*13%*	-	*47%*	-	-	-	*20%*	*27%*	-	-	*51%*	*11%*	-	*63%*	*32%*	*29%*
Education	5	3	2	2	2	-	-	-	-	5	-	-	3	-	-	-	2	-	-	-	2	2	1	-	4	1
	27%	*24%*	*33%*	*31%*	*47%*	-	-	-	-	*38%*	-	-	*30%*	-	-	-	*54%*	-	-	-	*25%*	*31%*	*47%*	-	*28%*	*25%*
Factual / Documentary	4	3	1	2	2	-	-	-	-	4	-	-	3	-	-	-	1	-	-	-	2	2	-	-	4	-
	25%	*27%*	*21%*	*31%*	*39%*	-	-	-	-	*34%*	-	-	*35%*	-	-	-	*34%*	-	-	-	*33%*	*29%*	-	-	*31%*	-
General entertainment (reality shows, talent shows, cooking, etc)	4	3	1	1	2	1	1	-	-	3	2	-	3	1	-	-	-	1	-	-	3	-	1	-	3	1
	24%	*29%*	*15%*	*13%*	*32%*	*27%*	*38%*	-	-	*21%*	*32%*	-	*30%*	*26%*	-	-	-	*40%*	-	-	*46%*	-	*47%*	-	*24%*	*25%*
News and current affairs	4	2	2	-	3	-	1	-	-	3	1	-	2	-	-	-	1	1	-	-	2	1	-	1	3	1
	23%	*18%*	*32%*	-	*65%*	-	*26%*	-	-	*27%*	*13%*	-	*24%*	-	-	-	*35%*	*27%*	-	-	*28%*	*21%*	-	*40%*	*24%*	*19%*
Soaps	4	4	-	2	1	1	-	-	-	3	1	-	3	1	-	-	-	-	-	-	3	1	-	-	4	-
	23%	*36%*	-	*27%*	*28%*	*27%*	-	-	-	*27%*	*13%*	-	*39%*	*26%*	-	-	-	-	-	-	*42%*	*15%*	-	-	*29%*	-
Personal or political opinion	4	3	1	1	3	-	-	-	-	4	-	-	3	-	-	-	1	-	-	-	1	2	-	-	4	-
	22%	*27%*	*12%*	*13%*	*54%*	-	-	-	-	*30%*	-	-	*35%*	-	-	-	*20%*	-	-	-	*20%*	*35%*	-	-	*27%*	-
Adult content i.e. pornography	3	2	1	2	2	-	-	-	-	3	-	-	2	-	-	-	1	-	-	-	1	2	-	-	3	-
	20%	*19%*	*22%*	*26%*	*31%*	-	-	-	-	*28%*	-	-	*24%*	-	-	-	*36%*	-	-	-	*20%*	*31%*	-	-	*25%*	-
Sport	3	2	1	-	2	1	-	-	-	2	1	-	2	-	-	-	-	1	-	-	2	-	-	*	2	*
	15%	*16%*	*13%*	-	*35%*	*33%*	-	-	-	*14%*	*16%*	-	*21%*	-	-	-	-	*33%*	-	-	*31%*	-	-	*23%*	*16%*	*11%*
Children's programme	2	2	-	1	1	-	-	-	-	2	-	-	2	-	-	-	-	-	-	-	1	-	1	-	1	1
	10%	*16%*	-	*13%*	*16%*	-	-	-	-	*15%*	-	-	*21%*	-	-	-	-	-	-	-	*13%*	-	*47%*	-	*7%*	*25%*
Game/Quiz show	2	1	1	1	1	-	-	-	-	2	-	-	1	-	-	-	1	-	-	-	-	2	-	-	2	-
	9%	*8%*	*12%*	*12%*	*15%*	-	-	-	-	*13%*	-	-	*10%*	-	-	-	*20%*	-	-	-	-	*24%*	-	-	*12%*	-
Advertising	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Base: All who have seen something of concern on an ODO service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	**17***	11**	6**	7**	5**	2**	2**	-**	-**	12**	5**	-**	9**	2**	-**	-**	4**	2**	-**	-**	7**	7**	2**	2**	14**	3**
Other	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dk/None	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Any soaps/comedy/drama	**10**	8	1	4	3	2	1	-	-	7	2	-	7	2	-	-	1	1	-	-	4	3	2	1	7	3
	56%	*75%*	*23%*	*56%*	*66%*	*67%*	*26%*	-	-	*60%*	*46%*	-	*78%*	*64%*	-	-	*20%*	*27%*	-	-	*60%*	*39%*	*100%*	*63%*	*50%*	*82%*
Net: Any news/political/ personal opinion	**5**	3	2	1	3	-	1	-	-	4	1	-	3	-	-	-	1	1	-	-	2	2	-	1	4	1
	29%	*27%*	*32%*	*13%*	*65%*	-	*26%*	-	-	*35%*	*13%*	-	*35%*	-	-	-	*35%*	*27%*	-	-	*28%*	*35%*	-	*40%*	*31%*	*19%*
Net: Any entertainment	**13**	9	4	5	3	2	2	-	-	8	5	-	7	2	-	-	2	2	-	-	6	4	2	2	10	3
	77%	*82%*	*70%*	*71%*	*66%*	*100%*	*100%*	-	-	*69%*	*100%*	-	*76%*	*100%*	-	-	*51%*	*100%*	-	-	*84%*	*59%*	*100%*	*100%*	*72%*	*100%*

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Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything else you have watched on-line or on-demand) caused you concern on
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Base: All who have seen something of concern on an ODO service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	21	17	4	12	9	-	2	1	2	1	3	-	2	2	7	20	-	1	-	5	4	11
Base	17*	13**	4**	10**	7**	-**	2**	1**	1**	1**	2**	-**	3**	2**	5**	16**	-**	1**	-**	4**	3**	9**
Effective Base	19	16	4	11	8	-	2	1	2	1	3	-	2	2	7	18	-	1	-	5	4	10
Music video	8	6	3	6	2	-	1	1	*	1	2	-	-	1	2	8	-	-	-	2	3	3
	47%	*42%*	*67%*	*65%*	*24%*	-	*48%*	*100%*	*30%*	*100%*	*100%*	-	-	*58%*	*35%*	*50%*	-	-	-	*56%*	*100%*	*31%*
User generated/non-professional content (e.g. on YouTube)	7	5	2	4	3	-	-	1	*	-	1	-	1	1	2	6	-	1	-	1	1	4
	41%	*39%*	*50%*	*39%*	*44%*	-	-	*100%*	*30%*	-	*38%*	-	*50%*	*42%*	*41%*	*38%*	-	*100%*	-	*35%*	*26%*	*43%*
Comedy	7	5	2	4	3	-	1	1	1	-	-	-	-	2	1	7	-	-	-	3	-	4
	38%	*34%*	*51%*	*38%*	*38%*	-	*52%*	*100%*	*100%*	-	-	-	-	*100%*	*27%*	*40%*	-	-	-	*79%*	-	*37%*
Film	6	4	3	4	2	-	1	1	*	-	2	-	-	1	1	6	-	-	-	2	2	2
	36%	*27%*	*67%*	*46%*	*24%*	-	*48%*	*100%*	*30%*	-	*100%*	-	-	*58%*	*14%*	*38%*	-	-	-	*56%*	*70%*	*21%*
Drama	5	3	2	4	1	-	-	-	*	-	2	-	-	1	2	5	-	-	-	*	2	4
	32%	*26%*	*51%*	*46%*	*13%*	-	-	-	*30%*	-	*72%*	-	-	*58%*	*48%*	*33%*	-	-	-	*10%*	*51%*	*37%*
Education	5	5	-	3	2	-	-	-	1	-	2	-	1	-	1	5	-	-	-	1	2	2
	27%	*35%*	-	*26%*	*29%*	-	-	-	*70%*	-	*72%*	-	*50%*	-	*21%*	*28%*	-	-	-	*22%*	*51%*	*24%*
Factual / Documentary	4	4	-	2	2	-	-	-	-	-	1	-	1	-	2	4	-	-	-	-	1	3
	25%	*32%*	-	*24%*	*26%*	-	-	-	-	-	*38%*	-	*50%*	-	*47%*	*26%*	-	-	-	-	*26%*	*37%*
General entertainment (reality shows, talent shows, cooking, etc)	4	4	-	3	1	-	-	-	1	1	1	-	-	-	2	4	-	-	-	1	2	2
	24%	*31%*	-	*27%*	*20%*	-	-	-	*70%*	*100%*	*38%*	-	-	-	*35%*	*26%*	-	-	-	*22%*	*56%*	*17%*
News and current affairs	4	3	1	3	1	-	-	-	-	-	2	-	-	-	2	4	-	-	-	-	2	2
	23%	*25%*	*17%*	*34%*	*8%*	-	-	-	-	-	*72%*	-	-	-	*52%*	*24%*	-	-	-	-	*51%*	*26%*
Soaps	4	4	-	2	2	-	-	-	-	-	1	-	-	1	2	4	-	-	-	-	1	3
	23%	*30%*	-	*18%*	*30%*	-	-	-	-	-	*38%*	-	-	*42%*	*48%*	*24%*	-	-	-	-	*26%*	*34%*
Personal or political opinion	4	4	-	2	2	-	-	-	-	-	2	-	-	1	1	4	-	-	-	-	2	2
	22%	*28%*	-	*22%*	*21%*	-	-	-	-	-	*72%*	-	-	*42%*	*26%*	*23%*	-	-	-	-	*51%*	*23%*
Adult content i.e. pornography	3	2	1	2	1	-	-	-	-	-	2	-	1	-	1	3	-	-	-	-	2	2
	20%	*16%*	*33%*	*22%*	*17%*	-	-	-	-	-	*72%*	-	*50%*	-	*13%*	*21%*	-	-	-	-	*51%*	*20%*
Sport	3	3	-	1	2	-	1	-	*	-	1	-	-	-	1	3	-	-	-	1	1	1
	15%	*19%*	-	*8%*	*24%*	-	*48%*	-	*30%*	-	*38%*	-	-	-	*13%*	*16%*	-	-	-	*30%*	*26%*	*6%*
Children's programme	2	2	-	1	1	-	-	-	1	-	-	-	-	-	1	2	-	-	-	1	-	1
	10%	*13%*	-	*10%*	*11%*	-	-	-	*70%*	-	-	-	-	-	*21%*	*11%*	-	-	-	*22%*	-	*10%*
Game/Quiz show	2	2	-	2	-	-	1	-	-	-	1	-	-	-	-	2	-	-	-	1	1	-
	9%	*12%*	-	*16%*	-	-	*52%*	-	-	-	*35%*	-	-	-	-	*10%*	-	-	-	*22%*	*24%*	-
Advertising	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Table 122

Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything else you have watched on-line or on-demand) caused you concern on
Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)?
Base: All who have seen something of concern on an ODO service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	**17***	13**	4**	10**	7**	-**	2**	1**	1**	1**	2**	-**	3**	2**	5**	16**	-**	1**	-**	4**	3**	9**
Other	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dk/None	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Any soaps/comedy/drama	**10**	8	2	6	3	-	1	1	1	-	2	-	-	2	3	10	-	-	-	3	2	5
	56%	*58%*	*51%*	*64%*	*46%*	-	*52%*	*100%*	*100%*	-	*72%*	-	-	*100%*	*62%*	*59%*	-	-	-	*79%*	*51%*	*54%*
Net: Any news/political/ personal opinion	**5**	4	1	3	2	-	-	-	-	-	2	-	-	1	2	5	-	-	-	-	2	3
	29%	*32%*	*17%*	*34%*	*21%*	-	-	-	-	-	*72%*	-	-	*42%*	*52%*	*30%*	-	-	-	-	*51%*	*36%*
Net: Any entertainment	**13**	9	4	8	5	-	1	1	1	1	2	-	1	2	3	12	-	1	-	3	3	6
	77%	*71%*	*100%*	*80%*	*74%*	-	*48%*	*100%*	*100%*	*100%*	*100%*	-	*50%*	*100%*	*61%*	*76%*	-	*100%*	-	*78%*	*100%*	*68%*

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

Table 122

Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything else you have watched on-line or on-demand) caused you concern on
Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)?
Base: All who have seen something of concern on an ODO service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	21	16	16	20	21	16	13	16	13	2	16	14	17	14	2	21	-	21	21	21
Base	17*	13**	13**	17**	17**	13**	9**	13**	11**	2**	13**	11**	14**	12**	2**	17**	-**	17**	17**	17**
Effective Base	19	15	14	19	19	14	12	15	12	2	14	13	16	13	2	19	-	19	19	19
Music video	8	7	5	8	8	5	6	5	6	2	5	6	6	6	2	8	-	8	8	8
	47%	57%	36%	46%	47%	36%	66%	38%	51%	100%	36%	58%	43%	54%	100%	47%	-	47%	47%	47%
User generated/non-professional content (e.g. on YouTube)	7	6	6	7	7	6	3	5	3	2	6	4	5	4	2	7	-	7	7	7
	41%	49%	42%	40%	41%	42%	32%	37%	28%	100%	42%	40%	34%	32%	100%	41%	-	41%	41%	41%
Comedy	7	4	6	6	7	6	3	4	4	1	6	3	4	5	1	7	-	7	7	7
	38%	33%	42%	37%	38%	42%	33%	32%	37%	54%	42%	29%	30%	40%	54%	38%	-	38%	38%	38%
Film	6	6	4	6	6	4	5	4	4	2	4	5	4	4	2	6	-	6	6	6
	36%	50%	29%	35%	36%	29%	56%	31%	34%	100%	29%	49%	29%	38%	100%	36%	-	36%	36%	36%
Drama	5	5	4	5	5	4	5	5	3	1	4	5	5	4	1	5	-	5	5	5
	32%	39%	28%	30%	32%	28%	51%	39%	27%	46%	28%	45%	36%	31%	46%	32%	-	32%	32%	32%
Education	5	3	3	5	5	3	3	5	3	1	3	3	5	3	1	5	-	5	5	5
	27%	20%	22%	28%	27%	22%	27%	35%	27%	46%	22%	24%	33%	25%	46%	27%	-	27%	27%	27%
Factual / Documentary	4	2	3	4	4	3	2	4	3	1	3	2	4	3	1	4	-	4	4	4
	25%	19%	25%	25%	25%	25%	25%	32%	25%	46%	25%	22%	30%	24%	46%	25%	-	25%	25%	25%
General entertainment (reality shows, talent shows, cooking, etc)	4	2	3	4	4	3	2	3	3	1	3	2	4	3	1	4	-	4	4	4
	24%	19%	19%	25%	24%	19%	25%	25%	23%	46%	19%	22%	30%	21%	46%	24%	-	24%	24%	24%
News and current affairs	4	3	3	4	4	3	3	4	2	1	3	3	4	3	1	4	-	4	4	4
	23%	27%	24%	24%	23%	24%	36%	30%	17%	46%	24%	31%	28%	22%	46%	23%	-	23%	23%	23%
Soaps	4	2	2	4	4	2	2	3	3	1	2	2	3	3	1	4	-	4	4	4
	23%	19%	18%	24%	23%	18%	25%	23%	23%	46%	18%	22%	21%	22%	46%	23%	-	23%	23%	23%
Personal or political opinion	4	2	3	4	4	3	2	3	2	1	3	2	3	2	1	4	-	4	4	4
	22%	17%	22%	22%	22%	22%	23%	21%	21%	46%	22%	20%	20%	20%	46%	22%	-	22%	22%	22%
Adult content i.e. pornography	3	3	3	3	3	3	2	3	1	1	3	3	3	1	1	3	-	3	3	3
	20%	27%	20%	20%	20%	20%	23%	26%	12%	46%	20%	32%	24%	11%	46%	20%	-	20%	20%	20%
Sport	3	2	3	2	3	3	2	1	1	1	3	2	1	1	1	3	-	3	3	3
	15%	16%	19%	13%	15%	19%	21%	11%	7%	46%	19%	18%	10%	7%	46%	15%	-	15%	15%	15%
Children's programme	2	1	1	2	2	1	1	2	1	-	1	1	2	1	-	2	-	2	2	2
	10%	8%	6%	11%	10%	6%	10%	14%	9%	-	6%	9%	13%	8%	-	10%	-	10%	10%	10%
Game/Quiz show	2	2	1	2	2	1	2	2	2	-	1	2	2	2	-	2	-	2	2	2
	9%	13%	6%	9%	9%	6%	17%	12%	14%	-	6%	15%	11%	13%	-	9%	-	9%	9%	9%

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

Table 122

Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything else you have watched on-line or on-demand) caused you concern on
Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)?
Base: All who have seen something of concern on an ODO service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**17***	13**	13**	17**	17**	13**	9**	13**	11**	2**	13**	11**	14**	12**	2**	17**	-**	17**	17**	17**
Advertising	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dk/None	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Any soaps/comedy/drama	**10**	7	6	9	10	6	6	7	6	2	6	6	7	7	2	10	-	10	10	10
	56%	*58%*	*48%*	*55%*	*56%*	*48%*	*67%*	*56%*	*58%*	*100%*	*48%*	*59%*	*52%*	*60%*	*100%*	*56%*	-	*56%*	*56%*	*56%*
Net: Any news/political/ personal opinion	**5**	3	4	5	5	4	3	4	3	1	4	3	4	4	1	5	-	5	5	5
	29%	*27%*	*31%*	*29%*	*29%*	*31%*	*36%*	*30%*	*26%*	*46%*	*31%*	*31%*	*28%*	*30%*	*46%*	*29%*	-	*29%*	*29%*	*29%*
Net: Any entertainment	**13**	11	9	13	13	9	7	9	8	2	9	9	10	9	2	13	-	13	13	13
	77%	*84%*	*71%*	*77%*	*77%*	*71%*	*79%*	*71%*	*71%*	*100%*	*71%*	*81%*	*72%*	*72%*	*100%*	*77%*	-	*77%*	*77%*	*77%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
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Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)?
Base: All who have seen something of concern on an ODO service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	21	19	2	8	13	15	6	11	7	1	-	10	11	21	4	4	14	3	17	15
Base	17*	15**	2**	6**	11**	12**	5**	9**	6**	1**	-**	7**	10**	17**	3**	3**	10**	3**	14**	12**
Effective Base	19	18	2	8	12	14	5	10	7	1	-	9	10	19	4	4	13	3	15	13
Music video	8	6	2	3	5	8	*	6	3	1	-	3	6	8	1	1	6	1	7	5
	47%	39%	100%	54%	44%	65%	7%	67%	62%	100%	-	37%	54%	47%	28%	28%	56%	39%	52%	45%
User generated/non-professional content (e.g. on YouTube)	7	7	-	2	5	4	3	2	3	1	-	3	4	7	3	3	3	1	4	4
	41%	48%	-	36%	44%	33%	60%	27%	56%	100%	-	50%	36%	41%	82%	82%	29%	37%	31%	36%
Comedy	7	5	1	2	4	4	2	3	2	1	-	3	4	7	3	3	2	2	4	4
	38%	35%	59%	36%	39%	37%	41%	32%	39%	100%	-	41%	36%	38%	74%	74%	18%	63%	29%	33%
Film	6	5	1	2	4	6	*	5	2	1	-	3	4	6	1	1	4	1	5	5
	36%	33%	59%	38%	35%	49%	7%	56%	28%	100%	-	37%	36%	36%	28%	28%	38%	39%	38%	37%
Drama	5	4	1	4	2	5	*	4	2	1	-	3	3	5	1	1	4	1	5	4
	32%	28%	59%	65%	15%	43%	7%	51%	39%	100%	-	37%	28%	32%	18%	18%	34%	39%	35%	34%
Education	5	5	-	3	1	3	1	3	1	-	-	2	2	5	-	-	4	1	5	4
	27%	31%	-	58%	11%	28%	24%	38%	17%	-	-	36%	21%	27%	-	-	37%	24%	34%	32%
Factual / Documentary	4	4	-	2	2	3	1	2	2	-	-	2	2	4	1	1	4	-	4	4
	25%	29%	-	41%	17%	25%	24%	27%	28%	-	-	30%	21%	25%	18%	18%	35%	-	27%	30%
General entertainment (reality shows, talent shows, cooking, etc)	4	3	1	3	1	4	-	3	3	-	-	2	2	4	-	-	3	1	4	3
	24%	22%	41%	56%	8%	35%	-	30%	45%	-	-	34%	18%	24%	-	-	32%	24%	30%	27%
News and current affairs	4	4	-	3	1	4	-	3	1	1	-	3	1	4	1	1	3	-	3	3
	23%	27%	-	58%	5%	33%	-	38%	22%	100%	-	41%	11%	23%	18%	18%	33%	-	24%	22%
Soaps	4	4	-	3	1	3	1	2	2	-	-	3	1	4	2	2	2	-	2	2
	23%	27%	-	52%	8%	25%	18%	20%	39%	-	-	45%	9%	23%	46%	46%	23%	-	17%	20%
Personal or political opinion	4	4	-	2	2	3	1	2	1	-	-	4	-	4	2	2	2	-	2	1
	22%	25%	-	37%	14%	23%	18%	25%	11%	-	-	55%	-	22%	46%	46%	21%	-	16%	12%
Adult content i.e. pornography	3	3	-	2	2	2	2	2	-	-	-	2	1	3	-	-	2	1	3	3
	20%	23%	-	27%	16%	13%	35%	18%	-	-	-	32%	12%	20%	-	-	21%	37%	25%	22%
Sport	3	3	-	1	1	2	*	2	1	-	-	2	1	3	1	1	2	-	2	2
	15%	17%	-	24%	10%	18%	7%	18%	11%	-	-	26%	7%	15%	18%	18%	19%	-	14%	16%
Children's programme	2	2	-	2	-	2	-	2	1	-	-	1	1	2	-	-	1	1	2	2
	10%	12%	-	31%	-	15%	-	21%	17%	-	-	12%	9%	10%	-	-	9%	24%	13%	15%
Game/Quiz show	2	2	-	1	1	1	1	1	-	-	-	1	1	2	-	-	2	-	2	1
	9%	11%	-	13%	7%	6%	16%	9%	-	-	-	11%	8%	9%	-	-	15%	-	12%	7%
Advertising	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Table 122

Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything else you have watched on-line or on-demand) caused you concern on
Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)?
Base: All who have seen something of concern on an ODO service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	17*	15**	2**	6**	11**	12**	5**	9**	6**	1**	-**	7**	10**	17**	3**	3**	10**	3**	14**	12**
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dk/None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Any soaps/comedy/drama	10	8	1	5	4	8	2	5	4	1	-	5	5	10	3	3	5	2	7	6
	56%	*56%*	*59%*	*90%*	*39%*	*63%*	*41%*	*61%*	*68%*	*100%*	-	*74%*	*45%*	*56%*	*74%*	*74%*	*48%*	*63%*	*52%*	*53%*
Net: Any news/political/ personal opinion	5	5	-	3	2	4	1	3	1	1	-	4	1	5	2	2	3	-	3	3
	29%	*33%*	-	*58%*	*14%*	*33%*	*18%*	*38%*	*22%*	*100%*	-	*55%*	*11%*	*29%*	*46%*	*46%*	*33%*	-	*24%*	*22%*
Net: Any entertainment	13	11	2	5	9	10	3	8	5	1	-	6	8	13	3	3	7	3	10	9
	77%	*74%*	*100%*	*80%*	*76%*	*85%*	*60%*	*87%*	*89%*	*100%*	-	*82%*	*74%*	*77%*	*82%*	*82%*	*68%*	*100%*	*76%*	*73%*

Prepared by BDRC Continental

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

Table 122

Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything else you have watched on-line or on-demand) caused you concern on
Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)?
Base: All who have seen something of concern on an ODO service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**21**	21	-	-	19	2	20	1	5	16	2
Base	**17***	17**	-**	-**	16**	1**	17**	***	4*	13**	2**
Effective Base	**19**	19	-	-	18	2	19	1	5	15	2
Music video	**8**	8	-	-	8	*	8	*	3	8	1
	47%	*47%*	-	-	*49%*	*29%*	*46%*	*100%*	*84%*	*58%*	*32%*
User generated/non-professional content (e.g. on YouTube)	**7**	7	-	-	6	1	7	*	2	4	1
	41%	*41%*	-	-	*37%*	*100%*	*40%*	*100%*	*59%*	*31%*	*68%*
Comedy	**7**	7	-	-	6	*	6	*	1	6	-
	38%	*38%*	-	-	*39%*	*29%*	*37%*	*100%*	*23%*	*43%*	-
Film	**6**	6	-	-	6	*	6	*	3	6	1
	36%	*36%*	-	-	*37%*	*29%*	*35%*	*100%*	*61%*	*44%*	*32%*
Drama	**5**	5	-	-	5	*	5	*	3	5	-
	32%	*32%*	-	-	*32%*	*29%*	*30%*	*100%*	*61%*	*42%*	-
Education	**5**	5	-	-	5	-	5	-	3	5	-
	27%	*27%*	-	-	*29%*	-	*28%*	-	*61%*	*36%*	-
Factual / Documentary	**4**	4	-	-	4	-	4	-	2	4	-
	25%	*25%*	-	-	*27%*	-	*25%*	-	*43%*	*33%*	-
General entertainment (reality shows, talent shows, cooking, etc)	**4**	4	-	-	4	-	4	-	2	4	-
	24%	*24%*	-	-	*26%*	-	*25%*	-	*58%*	*32%*	-
News and current affairs	**4**	4	-	-	4	-	4	-	2	3	-
	23%	*23%*	-	-	*25%*	-	*24%*	-	*38%*	*26%*	-
Soaps	**4**	4	-	-	4	-	4	-	2	3	-
	23%	*23%*	-	-	*25%*	-	*24%*	-	*58%*	*23%*	-
Personal or political opinion	**4**	4	-	-	4	-	4	-	2	3	-
	22%	*22%*	-	-	*23%*	-	*22%*	-	*38%*	*22%*	-
Adult content i.e. pornography	**3**	3	-	-	3	-	3	-	2	2	1
	20%	*20%*	-	-	*22%*	-	*20%*	-	*38%*	*17%*	*68%*
Sport	**3**	3	-	-	2	*	2	*	1	3	-
	15%	*15%*	-	-	*14%*	*29%*	*13%*	*100%*	*20%*	*20%*	-
Children's programme	**2**	2	-	-	2	-	2	-	1	2	-
	10%	*10%*	-	-	*11%*	-	*11%*	-	*23%*	*14%*	-
Game/Quiz show	**2**	2	-	-	2	-	2	-	1	2	-
	9%	*9%*	-	-	*10%*	-	*9%*	-	*18%*	*12%*	-
Advertising	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 122

Q16 - And what type of on-line or on-demand TV or video content (e.g. TV programmes, films, video clips, video podcasts or anything else you have watched on-line or on-demand) caused you concern on
Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)?
Base: All who have seen something of concern on an ODO service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**17***	17**	-**	-**	16**	1**	17**	***	4*	13**	2**
Other	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Dk/None	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Net: Any soaps/comedy/drama	**10**	10	-	-	9	*	9	*	4	9	-
	56%	*56%*	-	-	*59%*	*29%*	*55%*	*100%*	*100%*	*68%*	-
Net: Any news/political/ personal opinion	**5**	5	-	-	5	-	5	-	2	3	-
	29%	*29%*	-	-	*31%*	-	*29%*	-	*38%*	*26%*	-
Net: Any entertainment	**13**	13	-	-	12	1	13	*	4	10	2
	77%	*77%*	-	-	*76%*	*100%*	*77%*	*100%*	*100%*	*74%*	*100%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 123
Q16 - Summary net mentions
Base: All who have seen something of concern on an ODO service

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	328	193	135	99	105	66	28	20	10	204	94	30	122	53	13	5	82	41	7	5	107	119	61	41	226	102
Base	303	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Effective Base	221	128	98	85	65	43	23	8	5	150	65	12	91	36	5	3	59	33	7	2	65	84	44	30	147	73
Soaps	73	53	20	31	24	12	4	1	*	56	16	1	42	9	1	*	13	7	-	-	22	27	16	7	49	23
	24%	27%	18%	31%	28%	20%	14%	5%	5%	30%	18%	5%	35%m	16%	6%	11%	19%	21%	-	-	23%	27%	26%	17%	25%	23%
Comedy	92	66	26	42	35	10	3	1	-	77	13	1	58	7	1	-	20	6	-	-	22	36	22	11	58	33
	30%	34%	24%	42%ej	40%ej	18%	10%	6%	-	41%ej	15%	4%	48%m	13%	7%	-	28%	20%	-	-	23%	35%	36%	28%	29%	32%
Drama	100	67	33	44	36	11	5	4	1	80	16	5	53	9	4	1	27	7	-	-	32	38	21	10	69	31
	33%	35%	30%	44%ej	41%ej	19%	18%	18%	11%	42%ej	19%	16%	45%m	17%	23%	24%	38%	21%	-	-	32%	36%	35%	24%	34%	30%
News and current affairs	94	64	30	39	24	20	6	5	1	63	26	5	42	18	4	*	21	8	*	*	27	39	18	10	66	28
	31%	33%	27%	38%	28%	34%	20%	23%	10%	34%	30%	19%	35%	33%	26%	12%	31%	24%	10%	8%	28%	38%	29%	25%	33%	27%
Personal or political opinion	72	45	27	31	19	14	5	2	1	50	19	3	31	11	2	*	18	8	*	*	24	26	13	9	50	22
	24%	23%	25%	31%	21%	24%	19%	12%	10%	26%	22%	11%	26%	21%	12%	13%	26%	25%	10%	8%	25%	25%	22%	22%	25%	22%
Factual / Documentary	94	63	31	31	35	19	4	4	*	66	23	5	44	16	4	-	23	7	*	*	30	37	18	9	67	27
	31%	32%	28%	31%	40%	32%	14%	20%	5%	35%	26%	16%	37%	29%	23%	-	33%	22%	10%	10%	31%	36%	29%	22%	33%	26%
Sport	66	50	16	35	22	7	2	-	-	57	9	-	42	8	-	-	15	1	-	-	19	23	18	6	42	24
	22%	26%b	14%	35%ej	25%j	13%	6%	-	-	30%ej	11%	-	35%m	15%	-	-	22%q	2%	-	-	19%	22%	29%	15%	21%	23%
Children's programme	54	37	17	28	16	6	1	4	-	44	6	4	29	4	4	-	15	2	-	-	14	20	14	7	34	21
	18%	19%	16%	28%ej	19%	9%	3%	18%	-	23%ej	7%	13%	25%m	7%	23%	-	22%	8%	-	-	14%	19%	24%	16%	17%	20%
Adult content i.e. pornography	77	51	27	36	18	13	6	5	*	53	19	5	34	12	4	*	20	7	1	-	24	31	11	11	56	22
	26%	26%	25%	36%d	20%	21%	23%	24%	5%	28%	22%	18%	28%	22%	25%	11%	28%	21%	17%	-	25%	30%	17%	27%	28%	21%
General entertainment (reality shows, talent shows, cooking, etc)	69	45	23	34	21	7	3	4	-	55	10	4	34	7	4	-	20	3	-	-	18	23	18	9	41	27
	23%	23%	22%	34%ej	24%	12%	11%	18%	-	29%ej	12%	13%	29%	13%	23%	-	30%q	9%	-	-	19%	22%	30%	23%	20%	27%
Game/Quiz show	47	30	17	27	12	5	3	-	-	38	9	-	25	5	-	-	14	4	-	-	13	18	10	6	31	16
	16%	15%	16%	26%ej	13%	9%	12%	-	-	20%	10%	-	21%	9%	-	-	20%	12%	-	-	13%	18%	16%	15%	15%	16%
Education	53	35	17	29	17	7	1	-	-	45	7	-	31	5	-	-	15	3	-	-	15	24	10	3	39	13
	17%	18%	16%	28%ej	19%	11%	2%	-	-	24%j	8%	-	26%m	9%	-	-	21%	8%	-	-	16%	23%	17%	7%	20%	13%
Music video	81	57	24	35	22	12	8	4	-	57	20	4	39	15	4	-	19	5	-	-	23	33	18	8	56	26
	27%	30%	22%	34%	26%	21%	27%	20%	-	30%	23%	14%	32%	27%	25%	-	27%	17%	-	-	23%	32%	29%	19%	28%	25%
Film	71	47	24	35	19	8	4	4	*	55	12	4	36	7	4	*	19	5	-	-	20	28	16	7	48	23
	23%	24%	22%	35%ej	22%	14%	14%	18%	5%	29%j	14%	14%	30%	13%	23%	11%	28%	16%	-	-	21%	27%	27%	17%	24%	23%
User generated/non-professional content (e.g. on YouTube)	72	48	24	20	16	21	5	8	1	36	26	9	24	17	7	*	12	10	1	*	28	26	11	7	54	18
	24%	25%	22%	20%	18%	36%di	20%	40%	9%	19%	31%	31%	20%	30%	44%	11%	18%	31%	22%	8%	28%	25%	18%	16%	27%	17%
Advertising	3	2	*	1	-	1	-	*	-	1	1	*	1	1	*	-	-	*	-	-	1	*	1	-	1	1
	1%	1%	*	1%	-	2%	-	2%	-	*	2%	2%	1%	2%	3%	-	-	1%	-	-	1%	*	2%	-	1%	1%
Other	3	3	-	1	-	1	1	-	-	1	2	-	1	2	-	-	-	-	-	-	1	2	-	-	3	-
	1%	2%	-	1%	-	2%	4%	-	-	1%	2%	-	1%	4%	-	-	-	-	-	-	1%	2%	-	-	2%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Table 123
Q16 - Summary net mentions
Base: All who have seen something of concern on an ODO service

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	**303**	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
None/DK	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Any soaps/comedy/drama	**151**	102	49	63	52	19	9	6	1	115	28	7	78	17	6	1	37	11	-	-	46	56	33	15	102	48
	50%	*52%*	*44%*	*62%e j*	*60%e j*	*33%*	*32%*	*29%*	*11%*	*61%e j*	*33%*	*24%*	*66%m*	*31%*	*36%*	*24%*	*54%*	*36%*	-	-	*47%*	*55%*	*54%*	*37%*	*51%*	*47%*
Net: Any news/political/ personal opinion	**113**	75	38	46	29	23	9	6	1	75	31	7	48	21	6	1	27	11	*	*	37	44	21	11	81	32
	37%	*39%*	*35%*	*46%*	*33%*	*39%*	*31%*	*30%*	*16%*	*40%*	*36%*	*26%*	*40%*	*38%*	*35%*	*25%*	*39%*	*34%*	*10%*	*8%*	*38%*	*42%*	*34%*	*27%*	*40%*	*32%*
Net: Any entertainment	**143**	92	50	57	41	28	9	8	1	98	36	9	61	24	7	*	37	12	1	*	43	50	31	18	93	50
	47%	*48%*	*46%*	*56%*	*47%*	*47%*	*32%*	*40%*	*9%*	*52%*	*42%*	*31%*	*51%*	*44%*	*44%*	*11%*	*54%*	*38%*	*22%*	*8%*	*44%*	*48%*	*51%*	*44%*	*46%*	*48%*

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 123
Q16 - Summary net mentions
Base: All who have seen something of concern on an ODO service

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	328	246	80	189	130	1	15	39	31	27	37	15	20	49	62	295	16	8	9	85	64	146
Base	303	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Effective Base	221	165	54	133	83	1	8	31	23	20	34	10	18	44	52	205	10	7	6	58	50	98
Soaps	73	60	11	43	29	-	4	14	8	4	8	4	3	10	13	68	2	-	3	25	12	31
	24%	27%	15%	26%	22%	-	20%	36%	29%	13%	28%	15%	16%	24%	34%	25%	17%	-	17%	30%	21%	24%
Comedy	92	75	15	47	42	*	4	13	8	6	11	7	5	16	17	86	3	1	2	24	17	45
	30%	33%	20%	28%	32%	100%	19%	36%	29%	20%	40%	23%	23%	38%	44%	32%	17%	14%	15%	30%	30%	34%
Drama	100	83	17	56	44	-	3	13	14	11	11	5	5	18	13	91	4	1	4	29	22	40
	33%	37%b	22%	34%	34%	-	16%	34%	52%	38%	38%	16%	26%	41%	33%	34%	26%	32%	27%	36%	38%	31%
News and current affairs	94	80	14	48	43	*	4	15	8	7	9	5	4	11	15	78	6	-	10	27	16	35
	31%	36%b	19%	29%	33%	100%	23%	39%	31%	25%	32%	17%	21%	26%	37%	29%	42%	-	68%	33%	28%	27%
Personal or political opinion	72	59	13	45	27	*	5	8	4	4	9	8	4	11	12	64	4	-	4	17	13	34
	24%	26%	17%	27%	21%	100%	26%	21%	17%	15%	31%	26%	19%	25%	30%	24%	30%	-	24%	21%	23%	26%
Factual / Documentary	94	80	13	47	44	*	3	13	8	9	9	7	6	9	15	79	5	-	9	25	17	37
	31%	36%b	18%	28%	34%	100%	18%	36%	32%	31%	30%	23%	30%	21%	38%	29%	37%	-	62%	31%	31%	28%
Sport	66	56	10	30	32	-	3	8	8	4	6	8	4	8	13	61	2	-	3	19	10	32
	22%	25%	13%	18%	25%	-	16%	22%	31%	13%	20%	26%	18%	19%	32%	23%	14%	-	17%	24%	17%	25%
Children's programme	54	51	4	31	22	-	2	10	4	8	3	4	1	6	9	48	2	1	4	16	11	21
	18%	23%b	5%	19%	17%	-	12%	26%	16%	29%	10%	15%	7%	15%	22%	18%	15%	14%	27%	20%	19%	16%
Adult content i.e. pornography	77	60	18	46	30	*	3	11	5	10	6	5	4	9	20	73	2	1	2	19	16	38
	26%	27%	23%	27%	23%	100%	17%	30%	18%	35%	22%	16%	23%	22%	50%jm	27%	12%	19%	11%	23%	28%	29%
General entertainment (reality shows, talent shows, cooking, etc)	69	55	14	39	27	*	4	11	8	10	7	5	2	5	11	63	2	-	4	23	17	23
	23%	24%	18%	23%	21%	100%	22%	29%	30%	37%	23%	17%	12%	11%	28%jm	23%	13%	-	27%	28%	30%	18%
Game/Quiz show	47	41	6	24	22	-	2	6	5	2	4	3	4	6	8	42	2	1	3	14	7	21
	16%	18%	8%	15%	17%	-	13%	17%	20%	9%	15%	12%	20%	13%	21%	16%	14%	12%	17%	17%	12%	16%
Education	53	41	12	20	29	*	2	4	8	2	5	5	3	9	9	46	3	-	4	14	7	25
	17%	18%	15%	12%	23%c	100%	11%	11%	29%	7%	18%	17%	13%	21%	22%	17%	18%	-	27%	17%	13%	19%
Music video	81	64	17	43	37	-	4	11	8	7	5	11	5	11	13	75	4	-	3	23	12	40
	27%	29%	22%	26%	28%	-	21%	30%	31%	24%	19%	37%	26%	26%	33%	28%	24%	-	17%	28%	21%	31%
Film	71	52	18	40	29	*	1	11	7	10	5	6	2	11	13	66	3	1	1	20	15	31
	23%	23%	24%	24%	22%	100%	7%	29%	28%	35%	19%	19%	12%	25%	32%	25%	23%	14%	7%	24%	27%	24%
User generated/non-professional content (e.g. on YouTube)	72	53	19	43	26	*	1	10	3	8	5	5	5	10	9	55	5	3	9	14	13	28
	24%	24%	24%	26%	20%	100%	7%	27%	12%	29%	16%	16%	23%	23%	22%	20%	36%	56%	60%	18%	22%	21%
Advertising	3	2	1	1	*	-	-	-	-	*	1	-	1	-	-	2	*	-	-	-	1	1
	1%	1%	1%	1%	*	-	-	-	-	2%	3%	-	5%	-	-	1%	3%	-	-	-	2%	1%
Other	3	3	-	2	1	-	-	1	-	-	-	-	-	2	-	3	-	-	-	1	-	2
	1%	1%	-	1%	1%	-	-	3%	-	-	-	-	-	5%	-	1%	-	-	-	1%	-	2%

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

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Absolutes/col percents

Table 123
Q16 - Summary net mentions
Base: All who have seen something of concern on an ODO service

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	**303**	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
None/DK	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Any soaps/comedy/drama	**151**	122	26	87	59	*	6	22	17	14	17	9	8	20	24	138	6	1	5	45	31	62
	50%	54%b	*34%*	*52%*	*46%*	*100%*	*34%*	*60%*	*63%*	*51%*	*58%*	*30%*	*41%*	*48%*	*61%*	*51%*	*42%*	*32%*	*34%*	*55%*	*55%*	*47%*
Net: Any news/political/ personal opinion	**113**	95	18	63	47	*	5	16	9	9	11	9	6	14	15	96	7	-	11	30	21	45
	37%	42%b	*24%*	*38%*	*36%*	*100%*	*30%*	*43%*	*33%*	*34%*	*39%*	*32%*	*32%*	*33%*	*38%*	*36%*	*45%*	-	*75%*	*37%*	*36%*	*34%*
Net: Any entertainment	**143**	105	37	77	60	*	4	19	13	17	12	10	8	19	19	121	9	3	10	36	29	56
	47%	*47%*	*49%*	*46%*	*47%*	*100%*	*22%*	*52%*	*50%*	*61%*	*41%*	*34%*	*40%*	*45%*	*48%*	*45%*	*59%*	*70%*	*69%*	*44%*	*51%*	*43%*

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

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Absolutes/col percents

Table 123
Q16 - Summary net mentions
Base: All who have seen something of concern on an ODO service

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**328**	250	251	265	168	237	174	195	149	110	247	176	212	159	113	325	3	317	319	325
Base	**303**	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Effective Base	**221**	183	179	192	135	169	124	154	105	91	177	126	166	113	91	219	3	214	226	219
Soaps	**73**	59	54	64	38	54	42	54	44	30	54	42	55	44	30	71	2	70	71	71
	24%	*27%*	*24%*	*26%*	*27%*	*25%*	*28%*	*31%*	*31%*	*32%*	*25%*	*28%*	*29%*	*29%*	*31%*	*24%*	*37%*	*24%*	*24%*	*24%*
Comedy	**92**	70	77	78	49	76	46	62	51	34	76	48	64	52	34	89	2	89	89	89
	30%	*32%*	*34%*	*32%*	*34%*	*36%*	*31%*	*36%*	*36%*	*36%*	*35%*	*32%*	*34%*	*35%*	*34%*	*30%*	*37%*	*31%*	*31%*	*30%*
Drama	**100**	77	75	88	46	73	54	69	55	36	73	55	70	58	36	98	2	98	97	98
	33%	*35%*	*33%*	*36%*	*32%*	*34%*	*36%*	*39%*	*38%*	*39%*	*33%*	*37%*	*37%*	*38%*	*37%*	*33%*	*37%*	*34%*	*34%*	*33%*
News and current affairs	**94**	69	74	79	40	73	49	56	48	32	74	50	61	49	32	92	2	92	92	92
	31%	*32%*	*33%*	*32%*	*28%*	*34%*	*33%*	*32%*	*34%*	*34%*	*34%*	*33%*	*32%*	*33%*	*33%*	*31%*	*37%*	*32%*	*32%*	*31%*
Personal or political opinion	**72**	60	60	62	40	59	40	49	41	33	60	40	54	42	33	70	2	67	69	70
	24%	*27%*	*27%*	*26%*	*28%*	*28%*	*27%*	*28%*	*29%*	*35%*	*27%*	*27%*	*29%*	*28%*	*34%*	*24%*	*37%*	*23%*	*24%*	*24%*
Factual / Documentary	**94**	63	71	78	42	70	45	61	51	28	71	45	65	53	28	94	-	93	93	94
	31%	*29%*	*32%*	*32%*	*29%*	*33%*	*30%*	*35%*	*36%*	*30%*	*32%*	*30%*	*35%*	*35%*	*29%*	*31%*	-	*32%*	*32%*	*31%*
Sport	**66**	45	50	63	33	50	28	49	41	27	50	28	49	44	27	64	2	64	62	64
	22%	*21%*	*22%*	*26%*	*23%*	*23%*	*19%*	*28%*	*29%*	*29%*	*23%*	*19%*	*26%*	*29%*	*28%*	*21%*	*37%*	*22%*	*22%*	*21%*
Children's programme	**54**	47	40	49	26	40	31	42	32	21	40	31	43	32	21	52	2	52	52	52
	18%	*22%*	*18%*	*20%*	*18%*	*19%*	*21%*	*24%*	*22%*	*22%*	*18%*	*21%*	*23%*	*21%*	*21%*	*18%*	*37%*	*18%*	*18%*	*18%*
Adult content i.e. pornography	**77**	64	60	66	43	60	41	55	45	35	60	42	57	46	35	75	2	72	75	75
	26%	*30%*	*27%*	*27%*	*30%*	*28%*	*28%*	*31%*	*32%*	*38%*	*27%*	*28%*	*30%*	*31%*	*36%*	*25%*	*37%*	*25%*	*26%*	*25%*
General entertainment (reality shows, talent shows, cooking, etc)	**69**	51	48	58	33	48	34	44	36	24	48	34	47	40	24	66	2	66	66	66
	23%	*23%*	*21%*	*24%*	*23%*	*23%*	*23%*	*25%*	*25%*	*26%*	*22%*	*23%*	*25%*	*26%*	*25%*	*22%*	*37%*	*23%*	*23%*	*22%*
Game/Quiz show	**47**	37	35	44	25	35	23	37	31	22	35	23	38	33	22	45	2	45	44	45
	16%	*17%*	*16%*	*18%*	*17%*	*17%*	*15%*	*21%*	*22%*	*24%*	*16%*	*15%*	*20%*	*22%*	*23%*	*15%*	*37%*	*16%*	*15%*	*15%*
Education	**53**	35	39	48	24	39	22	38	29	17	39	24	38	29	17	50	2	50	50	50
	17%	*16%*	*17%*	*20%*	*17%*	*18%*	*15%*	*22%*	*21%*	*18%*	*18%*	*16%*	*20%*	*20%*	*17%*	*17%*	*37%*	*17%*	*17%*	*17%*
Music video	**81**	61	55	69	42	55	46	54	48	26	55	47	55	49	26	79	2	79	79	79
	27%	*28%*	*24%*	*28%*	*29%*	*26%*	*31%*	*31%*	*34%*	*28%*	*25%*	*31%*	*29%*	*33%*	*27%*	*27%*	*37%*	*27%*	*27%*	*27%*
Film	**71**	58	51	60	36	51	42	47	43	23	51	44	48	44	23	69	2	69	69	69
	23%	*27%*	*22%*	*25%*	*25%*	*24%*	*29%*	*27%*	*30%*	*25%*	*23%*	*29%*	*26%*	*29%*	*24%*	*23%*	*37%*	*24%*	*24%*	*23%*
User generated/non-professional content (e.g. on YouTube)	**72**	52	58	60	38	55	38	35	37	18	58	39	45	38	18	72	-	71	72	72
	24%	*24%*	*26%*	*25%*	*26%*	*26%*	*25%*	*20%*	*26%*	*20%*	*26%*	*26%*	*24%*	*25%*	*19%*	*24%*	-	*25%*	*25%*	*24%*
Advertising	**3**	3	2	1	2	1	1	-	1	1	2	1	-	1	1	3	-	3	3	3
	1%	*1%*	*1%*	*	*2%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*

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

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Absolutes/col percents

Table 123
Q16 - Summary net mentions
Base: All who have seen something of concern on an ODO service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**303**	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Other	**3**	3	3	3	1	2	2	2	1	3	3	2	2	1	3	3	-	3	2	3
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*3%*	*1%*	*1%*	*1%*	*1%*	*3%*	*1%*	-	*1%*	*1%*	*1%*
None/DK	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Any soaps/comedy/drama	**151**	115	112	126	75	109	82	96	80	51	110	83	100	83	51	148	2	148	147	148
	50%	*53%*	*50%*	*52%*	*52%*	*51%*	*55%*	*55%*	*56%*	*55%*	*50%*	*55%*	*53%*	*55%*	*53%*	*50%*	*37%*	*51%*	*51%*	*50%*
Net: Any news/political/ personal opinion	**113**	84	88	94	54	86	60	67	58	41	88	61	74	60	41	111	2	109	111	111
	37%	*39%*	*39%*	*39%*	*37%*	*41%*	*40%*	*39%*	*41%*	*44%*	*40%*	*41%*	*40%*	*40%*	*43%*	*37%*	*37%*	*38%*	*38%*	*37%*
Net: Any entertainment	**143**	104	111	123	72	109	71	87	78	46	111	72	97	83	46	141	2	140	140	141
	47%	*48%*	*49%*	*51%*	*50%*	*51%*	*48%*	*50%*	*55%*	*49%*	*51%*	*48%*	*52%*	*55%*	*47%*	*47%*	*37%*	*48%*	*49%*	*47%*

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

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Absolutes/col percents

Table 123
Q16 - Summary net mentions
Base: All who have seen something of concern on an ODO service

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	328	225	55	86	211	135	193	107	48	10	41	167	118	285	54	67	157	64	221	210
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Effective Base	221	183	29	62	140	108	114	88	36	9	22	106	98	202	37	48	108	55	161	149
Soaps	73	56	9	27	42	45	28	37	14	4	3	35	34	70	8	10	39	16	54	48
	24%	29%	13%	31%	22%	33%d	16%	35%	29%	39%	7%	24%	30%	27%	15%	15%	28%	29%	28%	27%
Comedy	92	70	14	35	52	50	42	39	15	5	4	46	41	87	14	17	48	16	64	59
	30%	36%	22%	41%	28%	37%	25%	37%	32%	56%	8%	32%	36%	34%	27%	27%	35%	30%	33%	33%
Drama	100	73	18	48	45	60	41	45	19	4	4	56	40	96	18	21	48	19	67	60
	33%	37%d	28%	55%ad	24%	44%d	24%	43%	41%	44%	10%	39%	35%	37%	34%	33%	35%	35%	35%	34%
News and current affairs	94	62	23	38	54	50	45	32	20	4	13	50	30	80	14	19	48	15	63	61
	31%	32%	36%	44%d	29%	36%	27%	30%	42%	45%	31%	34%	26%	31%	27%	30%	35%	28%	33%	34%
Personal or political opinion	72	51	13	31	38	41	31	32	11	4	7	36	29	65	11	14	43	10	53	48
	24%	26%	20%	36%d	20%	30%d	18%	31%	23%	45%	16%	25%	25%	25%	22%	22%	31%	19%	28%	27%
Factual / Documentary	94	65	21	39	48	44	50	32	15	2	14	54	25	79	14	17	42	17	59	56
	31%	33%	32%	45%d	26%	32%	30%	30%	32%	19%	33%	37%	21%	30%	27%	27%	30%	31%	31%	31%
Sport	66	49	11	35	27	34	32	24	11	1	6	35	24	59	11	15	28	17	44	43
	22%	25%d	17%	41%ad	15%	25%	19%	23%	23%	13%	14%	24%	21%	23%	21%	24%	20%	31%	23%	24%
Children's programme	54	42	9	26	27	33	22	21	10	2	4	30	20	50	12	16	22	14	36	34
	18%	22%	14%	30%d	14%	24%d	13%	20%	22%	23%	10%	20%	18%	19%	23%	24%	16%	26%	19%	19%
Adult content i.e. pornography	77	52	14	29	43	43	35	30	19	4	6	35	36	70	12	16	37	16	53	49
	26%	27%	21%	33%	23%	32%	21%	29%	41%	39%	15%	24%	31%	27%	22%	25%	27%	29%	28%	27%
General entertainment (reality shows, talent shows, cooking, etc)	69	43	19	31	36	36	32	26	11	2	4	38	25	63	14	18	33	12	45	39
	23%	22%	29%	36%ad	19%	27%	19%	25%	24%	23%	10%	26%	22%	24%	27%	28%	24%	23%	24%	22%
Game/Quiz show	47	36	7	21	25	24	23	18	10	2	5	22	19	41	3	3	24	13	38	33
	16%	19%	10%	24%	14%	18%	14%	17%	20%	22%	11%	15%	17%	16%	5%	5%	17%o	25%no	20%no	18%o
Education	53	41	9	22	29	25	28	19	8	1	3	29	21	50	9	9	24	14	37	33
	17%	21%	14%	25%	16%	18%	17%	18%	17%	13%	6%	20%	19%	19%	16%	15%	17%	25%	19%	18%
Music video	81	54	15	27	50	42	39	32	15	3	5	41	36	77	15	17	32	20	52	50
	27%	28%	23%	31%	27%	31%	24%	31%	32%	27%	11%	28%	31%	30%	28%	26%	24%	36%	27%	28%
Film	71	49	13	23	44	40	32	28	18	2	4	34	33	66	11	14	29	17	46	45
	23%	25%	21%	27%	23%	29%	19%	27%	38%	16%	9%	23%	29%	26%	22%	22%	21%	32%	24%	25%
User generated/non-professional content (e.g. on YouTube)	72	45	19	16	53	31	40	23	12	2	11	37	23	61	15	16	31	13	44	40
	24%	23%	29%	18%	28%	23%	24%	22%	25%	16%	25%	26%	20%	23%	29%	25%	22%	25%	23%	23%
Advertising	3	1	1	-	2	-	3	-	-	-	-	3	-	3	1	1	1	*	1	1
	1%	*	2%	-	1%	-	2%	-	-	-	-	2%	-	1%	2%	1%	1%	1%	1%	*
Other	3	3	-	-	3	1	2	1	1	-	-	2	1	3	-	-	2	1	3	2
	1%	2%	-	-	2%	1%	1%	1%	2%	-	-	1%	1%	1%	-	-	1%	2%	2%	1%

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 123
Q16 - Summary net mentions
Base: All who have seen something of concern on an ODO service

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	**303**	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
None/DK	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Any soaps/comedy/drama	**151**	110	27	60	82	87	64	64	29	7	7	75	67	142	27	32	76	27	103	93
	50%	*56%d*	*42%*	*70%d*	*44%*	*64%d*	*38%*	*62%*	*61%*	*73%*	*17%*	*52%*	*59%*	*55%*	*51%*	*50%*	*55%*	*49%*	*54%*	*52%*
Net: Any news/political/ personal opinion	**113**	75	27	43	66	58	55	39	22	4	16	58	38	97	19	24	61	17	78	72
	37%	*38%*	*42%*	*50%d*	*35%*	*43%*	*33%*	*37%*	*47%*	*45%*	*36%*	*40%*	*34%*	*37%*	*36%*	*37%*	*44%*	*31%*	*41%*	*40%*
Net: Any entertainment	**143**	92	33	43	92	67	76	51	24	5	16	73	53	125	27	31	62	27	90	81
	47%	*47%*	*51%*	*49%*	*49%*	*49%*	*45%*	*49%*	*50%*	*49%*	*37%*	*50%*	*46%*	*48%*	*51%*	*49%*	*45%*	*51%*	*47%*	*45%*

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

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Absolutes/col percents

Table 123

Q16 - Summary net mentions

Base: All who have seen something of concern on an ODO service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**328**	328	-	-	258	70	270	58	67	181	40
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Effective Base	**221**	221	-	-	170	53	180	42	47	123	22
Soaps	**73**	73	-	-	68	5	68	5	21	43	7
	24%	*24%*	-	-	28%e	*8%*	27%g	*10%*	*32%*	*25%*	*17%*
Comedy	**92**	92	-	-	85	6	86	5	26	54	13
	30%	*30%*	-	-	35%e	*11%*	34%g	*11%*	*40%*	*32%*	*33%*
Drama	**100**	100	-	-	94	7	96	5	37	69	8
	33%	*33%*	-	-	38%e	*11%*	37%g	*10%*	*57%*	*40%*	*21%*
News and current affairs	**94**	94	-	-	91	3	92	3	36	59	16
	31%	*31%*	-	-	37%e	*6%*	36%g	*5%*	*55%*	*34%*	*41%*
Personal or political opinion	**72**	72	-	-	70	2	71	1	27	49	7
	24%	*24%*	-	-	29%e	*4%*	28%g	*2%*	*42%*	*29%*	*18%*
Factual / Documentary	**94**	94	-	-	89	4	90	3	29	63	12
	31%	*31%*	-	-	37%e	*7%*	35%g	*7%*	*45%*	*36%*	*31%*
Sport	**66**	66	-	-	59	7	61	5	31	43	5
	22%	*22%*	-	-	*24%*	*12%*	24%g	*10%*	*48%*	*25%*	*13%*
Children's programme	**54**	54	-	-	52	3	54	1	21	40	4
	18%	*18%*	-	-	21%e	*5%*	21%g	*1%*	*32%*	*23%*	*9%*
Adult content i.e. pornography	**77**	77	-	-	72	6	75	3	27	49	8
	26%	*26%*	-	-	29%e	*10%*	29%g	*6%*	*41%*	*29%*	*21%*
General entertainment (reality shows, talent shows, cooking, etc)	**69**	69	-	-	63	6	66	3	28	46	9
	23%	*23%*	-	-	26%e	*10%*	26%g	*6%*	*43%*	*26%*	*22%*
Game/Quiz show	**47**	47	-	-	45	3	46	1	20	31	8
	16%	*16%*	-	-	18%e	*4%*	18%g	*1%*	*30%*	*18%*	*21%*
Education	**53**	53	-	-	48	5	50	3	23	34	7
	17%	*17%*	-	-	*20%*	*8%*	20%g	*6%*	*35%*	*20%*	*18%*
Music video	**81**	81	-	-	77	5	80	2	20	57	11
	27%	*27%*	-	-	31%e	*8%*	31%g	*3%*	*31%*	*33%*	*27%*
Film	**71**	71	-	-	67	4	69	2	16	53	9
	23%	*23%*	-	-	27%e	*7%*	27%g	*5%*	*24%*	*31%*	*22%*
User generated/non-professional content (e.g. on YouTube)	**72**	72	-	-	65	6	67	5	22	45	10
	24%	*24%*	-	-	27%e	*11%*	26%g	*9%*	*33%*	*26%*	*26%*
Advertising	**3**	3	-	-	*	2	*	2	-	1	1
	1%	*1%*	-	-	*	4%d	*	5%f	-	*	*2%*

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

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

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Absolutes/col percents

Table 123
Q16 - Summary net mentions
Base: All who have seen something of concern on an ODO service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Other	**3**	3	-	-	1	2	1	2	-	1	1
	1%	*1%*	-	-	*	3%d	*	4%d	-	*1%*	*3%*
None/DK	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Net: Any soaps/comedy/drama	**151**	151	-	-	137	13	138	12	44	96	15
	50%	*50%*	-	-	56%e	*23%*	54%g	*26%*	*67%*	*56%*	*37%*
Net: Any news/political/ personal opinion	**113**	113	-	-	109	5	110	3	42	73	16
	37%	*37%*	-	-	44%e	*8%*	43%g	*7%*	*64%*	*42%*	*41%*
Net: Any entertainment	**143**	143	-	-	128	15	134	9	44	90	21
	47%	*47%*	-	-	52%e	*26%*	53%g	*18%*	*68%*	*52%*	*54%*

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

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Absolutes/col percents

Table 124

Q17 - TV set-top box for on-demand content with a subscription service
Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?
Base: All who have seen something of concern on an ODO service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	328	193	135	99	105	66	28	20	10	204	94	30	122	53	13	5	82	41	7	5	107	119	61	41	226	102
Base	303	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Effective Base	221	128	98	85	65	43	23	8	5	150	65	12	91	36	5	3	59	33	7	2	65	84	44	30	147	73
Bad language	19	13	5	9	7	2	-	-	*	17	2	*	12	1	-	*	5	1	-	-	9	6	2	2	15	4
	6%	7%	5%	9%	8%	3%	-	-	5%	9%	2%	1%	10%	2%	-	11%	7%	3%	-	-	9%	6%	3%	6%	7%	4%
Sex/sexually explicit content	16	12	3	4	5	3	-	4	1	9	3	4	6	2	4	*	2	1	-	*	6	7	2	1	13	3
	5%	6%	3%	4%	5%	5%	-	18%	9%	5%	3%	16%	5%	3%	23%	11%	3%	3%	-	7%	6%	7%	3%	3%	6%	3%
Violence (in general)	15	10	6	3	4	2	3	4	1	7	4	4	3	3	4	1	4	2	-	-	6	6	2	2	12	3
	5%	5%	5%	3%	4%	3%	9%	18%	6%	4%	5%	15%	2%	5%	23%	14%	6%	5%	-	-	6%	6%	3%	4%	6%	3%
Accuracy of medical/health claims	14	8	6	6	3	4	-	-	-	10	4	-	5	3	-	-	5	1	-	-	8	3	2	-	11	2
	4%	4%	5%	6%	4%	7%	-	-	-	5%	5%	-	4%	5%	-	-	7%	4%	-	-	9%	3%	4%	-	6%	2%
Dangerous behaviour	13	10	3	4	2	1	1	6	-	6	2	6	3	2	6	-	3	-	-	-	7	3	1	3	10	4
	4%	5%	3%	4%	2%	2%	3%	28%	-	3%	2%	20%	2%	4%	35%	-	4%	-	-	-	7%	3%	2%	6%	5%	4%
Drugs/drug use	12	6	6	6	3	3	-	-	*	9	3	*	3	2	-	*	6	1	-	-	4	4	2	2	8	4
	4%	3%	6%	6%	3%	4%	-	-	5%	5%	3%	1%	3%	3%	-	11%	8%	2%	-	-	4%	4%	4%	4%	4%	4%
Bullying/victimising	11	7	4	5	1	4	2	-	-	6	5	-	3	4	-	-	3	2	-	-	3	3	4	1	6	5
	4%	3%	4%	5%	1%	6%	6%	-	-	3%	6%	-	3%	7%	-	-	4%	5%	-	-	3%	3%	6%	3%	3%	5%
Illegal child sexual abuse material	11	7	4	4	1	-	1	6	-	5	1	6	1	-	6	-	4	1	-	-	8	2	-	1	10	1
	4%	3%	4%	4%	1%	-	2%	28%	-	2%	1%	20%	1%	-	35%	-	5%	2%	-	-	8%	2%	-	3%	5%	1%
Racism	11	9	2	3	*	1	1	6	-	3	2	6	3	-	6	-	-	2	-	-	8	2	-	1	10	1
	3%	5%	1%	3%	*	2%	2%	28%	-	2%	2%	20%	3%	-	35%	-	-	5%	-	-	8%y	2%	-	2%	5%	1%
Misleading advertising	10	8	2	2	1	-	1	6	-	4	1	6	2	1	6	-	2	-	-	-	8	-	1	1	8	2
	3%	4%	2%	2%	1%	-	4%	28%	-	2%	1%	20%	1%	2%	35%	-	3%	-	-	-	9%uz	-	2%	1%	4%	2%
Content harmful to self-esteem (e.g. self-abuse)	9	3	6	6	2	-	-	-	-	9	-	-	3	-	-	-	6	-	-	-	4	1	3	1	5	4
	3%	1%	6%	6%t	3%	-	-	-	-	5%	-	-	2%	-	-	-	9%	-	-	-	4%	1%	5%	2%	3%	4%
Suicide	9	8	1	2	1	-	1	6	-	3	1	6	3	-	6	-	-	1	-	-	7	1	-	1	7	1
	3%	4%	1%	2%	1%	-	2%	28%	-	1%	1%	20%	2%	-	35%	-	-	2%	-	-	7%	1%	-	3%	4%	1%
Pornography	8	6	2	4	2	1	1	-	*	6	2	*	4	1	-	*	2	1	-	-	3	3	1	1	6	2
	3%	3%	2%	4%	2%	1%	3%	-	5%	3%	2%	1%	4%	2%	-	11%	2%	3%	-	-	3%	3%	2%	1%	3%	2%
Welfare of children or young people	8	3	5	4	1	2	1	-	-	5	2	-	2	1	-	-	3	2	-	-	3	4	-	1	7	1
	2%	2%	4%	4%	1%	3%	2%	-	-	3%	3%	-	2%	1%	-	-	5%	5%	-	-	3%	4%	-	2%	3%	1%
Nakedness/naked bodies/body parts	7	4	3	3	2	2	-	-	-	5	2	-	2	2	-	-	3	-	-	-	4	2	*	1	6	1
	2%	2%	2%	3%	2%	3%	-	-	-	3%	2%	-	2%	3%	-	-	4%	-	-	-	4%	2%	1%	1%	3%	1%
Infringing someone's privacy	6	6	-	-	1	-	-	6	-	1	-	6	1	-	6	-	-	-	-	-	6	1	-	-	6	-
	2%	3%	-	-	1%	-	-	28%	-	*	-	20%	1%	-	35%	-	-	-	-	-	6%y	1%	-	-	3%	-
Eating disorders	5	2	4	2	1	2	-	-	-	4	2	-	2	-	-	-	2	2	-	-	2	2	-	1	5	1
	2%	1%	3%	2%	1%	3%	-	-	-	2%	2%	-	1%	-	-	-	3%	5%	-	-	2%	2%	-	1%	2%	1%

Prepared by BDRC Continental

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

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Table 124

Q17 - TV set-top box for on-demand content with a subscription service
Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips,
video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?
Base: All who have seen something of concern on an ODO service

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	**303**	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Defamation/smearing of others	**5**	3	1	1	1	1	1	-	-	3	2	-	2	1	-	-	1	1	-	-	1	1	1	2	1	3
	2%	*2%*	*1%*	*1%*	*1%*	*2%*	*3%*	-	-	*1%*	*2%*	-	*2%*	*2%*	-	-	*1%*	*3%*	-	-	*1%*	*	*2%*	*4%*	*1%*	*3%*
Inaccurate information	**5**	4	1	2	1	1	-	1	-	3	1	1	3	-	1	-	-	1	-	-	3	2	-	-	5	-
	1%	*2%*	*1%*	*2%*	*1%*	*2%*	-	*6%*	-	*1%*	*1%*	*4%*	*2%*	-	*7%*	-	-	*3%*	-	-	*3%*	*2%*	-	-	*2%*	-
Incitement to hatred	**4**	3	2	-	2	2	1	-	-	2	2	-	2	1	-	-	-	2	-	-	2	1	1	1	3	1
	1%	*1%*	*1%*	-	*2%*	*3%*	*2%*	-	-	*1%*	*3%*	-	*2%*	*1%*	-	-	-	*5%*	-	-	*2%*	*1%*	*1%*	*2%*	*1%*	*1%*
Offence of religion	**4**	3	2	2	1	-	1	*	-	3	1	*	2	-	*	-	1	1	-	-	1	2	-	1	4	1
	1%	*1%*	*2%*	*2%*	*1%*	-	*2%*	*2%*	-	*2%*	*1%*	*2%*	*2%*	-	*3%*	-	*1%*	*2%*	-	-	*1%*	*2%*	-	*2%*	*2%*	*1%*
Incitement to crime	**4**	4	-	1	2	1	1	-	-	3	2	-	3	2	-	-	-	-	-	-	1	1	3	-	2	3
	1%	*2%*	-	*1%*	*2%*	*1%*	*3%*	-	-	*1%*	*2%*	-	*2%*	*3%*	-	-	-	-	-	-	*1%*	*1%*	*4%*	-	*1%*	*3%*
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	**4**	2	2	-	1	1	2	*	*	1	2	1	1	1	*	-	-	2	-	*	1	1	-	2	3	2
	1%	*1%*	*2%*	-	*1%*	*2%*	*6%*	*2%*	*4%*	*	*3%*	*3%*	*1%*	*2%*	*3%*	-	-	*5%*	-	*7%*	*1%*	*1%*	-	*4%*	*1%*	*2%*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	**4**	1	3	2	1	1	-	-	-	3	1	-	1	-	-	-	2	1	-	-	2	1	-	-	4	-
	1%	*	*3%*	*2%*	*1%*	*1%*	-	-	-	*1%*	*1%*	-	*1%*	-	-	-	*3%*	*3%*	-	-	*2%*	*1%*	-	-	*2%*	-
Exorcism/the paranormal	**1**	-	1	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	1	-	-	1	-
	*	-	*1%*	*1%*	-	-	-	-	-	*	-	-	-	-	-	-	*1%*	-	-	-	-	*1%*	-	-	*	-
Other	**1**	1	*	-	1	-	-	*	-	1	-	*	1	-	-	-	-	-	*	-	-	-	*	1	-	1
	*	*	*	-	*1%*	-	-	*2%*	-	*	-	*2%*	*1%*	-	-	-	-	-	*12%*	-	-	-	*1%*	*2%*	-	*1%*

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 124

Q17 - TV set-top box for on-demand content with a subscription service
Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?
Base: All who have seen something of concern on an ODO service

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	328	246	80	189	130	1	15	39	31	27	37	15	20	49	62	295	16	8	9	85	64	146
Base	303	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Effective Base	221	165	54	133	83	1	8	31	23	20	34	10	18	44	52	205	10	7	6	58	50	98
Bad language	19	15	4	14	3	-	1	2	1	1	4	2	-	4	3	19	-	*	-	4	5	10
	6%	7%	5%	9%	2%	-	4%	6%	5%	4%	13%	7%	-	10%	8%	7%	-	7%	-	5%	8%	7%
Sex/sexually explicit content	16	12	4	11	4	-	-	-	1	6	1	-	2	4	2	16	-	-	-	1	7	8
	5%	5%	6%	7%	3%	-	-	-	5%	21%	3%	-	10%	9%	5%	6%	-	-	-	2%	12%	6%
Violence (in general)	15	10	5	10	5	-	-	3	1	5	2	-	-	4	1	15	1	-	-	3	7	5
	5%	5%	7%	6%	4%	-	-	7%	2%	17%	7%	-	-	9%	2%	5%	4%	-	-	4%	12%	4%
Accuracy of medical/health claims	14	14	-	9	4	-	1	-	2	-	2	2	-	2	2	12	1	-	2	4	2	6
	4%	6%	-	5%	3%	-	7%	-	9%	-	9%	7%	-	4%	5%	4%	3%	-	11%	4%	4%	4%
Dangerous behaviour	13	13	1	11	2	-	2	1	1	-	2	6	-	-	2	13	-	*	-	3	2	8
	4%	6%	1%	7%	2%	-	9%	2%	3%	-	6%	20%	-	-	6%	5%	-	7%	-	4%	3%	6%
Drugs/drug use	12	10	2	7	5	-	1	1	*	1	3	2	1	1	2	12	-	-	-	2	4	6
	4%	4%	3%	4%	4%	-	4%	2%	2%	4%	9%	7%	4%	3%	5%	4%	-	-	-	2%	7%	5%
Bullying/victimising	11	10	2	9	2	-	-	2	-	-	1	2	-	3	2	9	-	*	2	2	1	6
	4%	4%	2%	5%	2%	-	-	6%	-	-	3%	7%	-	6%	4%	3%	-	7%	11%	3%	1%	5%
Illegal child sexual abuse material	11	9	2	10	1	-	1	-	-	-	1	8	-	-	2	11	-	-	-	1	1	9
	4%	4%	2%	6%d	1%	-	4%	-	-	-	3%	27%	-	-	4%	4%	-	-	-	1%	1%	7%
Racism	11	9	1	9	1	-	1	-	-	-	1	6	-	1	2	11	-	-	-	1	1	9
	3%	4%	1%	6%	1%	-	5%	-	-	-	4%	20%	-	2%	5%	4%	-	-	-	1%	2%	6%
Misleading advertising	10	10	1	9	1	-	-	1	1	-	1	7	-	-	2	10	-	-	-	1	1	8
	3%	4%	1%	5%	1%	-	-	2%	2%	-	2%	24%	-	-	4%	4%	-	-	-	2%	1%	6%
Content harmful to self-esteem (e.g. self-abuse)	9	9	-	9	-	-	1	1	-	2	1	2	-	-	*	7	2	-	-	2	2	3
	3%	4%	-	5%d	-	-	4%	4%	-	5%	3%	7%	-	-	1%	3%	13%	-	-	3%	4%	2%
Suicide	9	8	1	8	1	-	1	-	-	-	-	6	-	1	2	9	-	-	-	1	-	8
	3%	4%	1%	5%	1%	-	5%	-	-	-	-	20%	-	2%	4%	3%	-	-	-	1%	-	6%
Pornography	8	5	3	5	3	-	-	-	1	-	2	-	1	1	2	8	-	-	-	1	2	4
	3%	2%	4%	3%	2%	-	-	-	5%	-	8%	-	6%	2%	5%	3%	-	-	-	1%	4%	3%
Welfare of children or young people	8	6	2	3	3	-	-	-	-	-	2	-	1	3	2	8	-	-	-	-	2	6
	2%	2%	3%	2%	2%	-	-	-	-	-	6%	-	4%	6%	6%	3%	-	-	-	-	3%	4%
Nakedness/naked bodies/body parts	7	5	1	3	3	-	-	1	1	-	1	-	1	2	1	6	-	*	-	2	1	4
	2%	2%	1%	2%	2%	-	-	4%	2%	-	2%	-	4%	4%	3%	2%	-	7%	-	2%	1%	3%
Infringing someone's privacy	6	6	-	6	1	-	-	-	-	-	-	6	-	1	-	6	-	-	-	-	-	6
	2%	3%	-	3%	*	-	-	-	-	-	-	20%	-	1%	-	2%	-	-	-	-	-	5%
Eating disorders	5	4	1	3	2	-	-	-	1	-	1	-	-	1	2	5	-	-	-	1	1	3
	2%	2%	2%	2%	2%	-	-	-	3%	-	5%	-	-	3%	4%	2%	-	-	-	1%	2%	2%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips,
video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?
Base: All who have seen something of concern on an ODO service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	**303**	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Defamation/smearing of others	**5**	5	-	3	2	-	1	1	-	-	-	-	-	2	-	4	1	-	-	2	-	2
	2%	*2%*	-	*2%*	*1%*	-	*5%*	*4%*	-	-	-	-	-	*4%*	-	*2%*	*3%*	-	-	*3%*	-	*1%*
Inaccurate information	**5**	5	-	3	2	-	-	-	-	-	-	-	-	2	2	3	-	-	1	-	-	3
	1%	*2%*	-	*2%*	*1%*	-	-	-	-	-	-	-	-	*4%*	*5%*	*1%*	-	-	*8%*	-	-	*3%*
Incitement to hatred	**4**	4	1	3	2	-	-	1	-	-	1	-	-	2	1	4	-	-	-	1	1	3
	1%	*2%*	*1%*	*2%*	*1%*	-	-	*2%*	-	-	*3%*	-	-	*5%*	*2%*	*2%*	-	-	-	*1%*	*1%*	*2%*
Offence of religion	**4**	2	1	2	2	-	-	*	-	-	2	-	-	1	1	4	-	-	-	*	2	2
	1%	*1%*	*1%*	*1%*	*2%*	-	-	*1%*	-	-	*8%*	-	-	*1%*	*2%*	*2%*	-	-	-	*1%*	*4%*	*1%*
Incitement to crime	**4**	3	1	4	-	-	-	1	1	-	1	-	-	1	1	4	-	-	-	2	1	2
	1%	*2%*	*1%*	*3%*	-	-	-	*2%*	*3%*	-	*3%*	-	-	*2%*	*2%*	*2%*	-	-	-	*2%*	*1%*	*1%*
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	**4**	3	1	2	2	-	1	1	-	-	*	-	-	1	1	4	-	-	-	2	*	2
	1%	*1%*	*1%*	*1%*	*1%*	-	*5%*	*4%*	-	-	*1%*	-	-	*2%*	*2%*	*2%*	-	-	-	*3%*	*1%*	*1%*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	**4**	3	1	3	1	-	-	-	-	-	-	2	-	1	-	4	-	-	-	-	-	4
	1%	*1%*	*1%*	*2%*	*	-	-	-	-	-	-	*7%*	-	*3%*	-	*1%*	-	-	-	-	-	*3%*
Exorcism/the paranormal	**1**	1	-	-	1	-	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-	-
	*	*	-	-	*1%*	-	-	-	*3%*	-	-	-	-	-	-	*	-	-	-	*1%*	-	-
Other	**1**	-	1	1	-	-	-	-	-	1	-	-	-	-	-	1	*	-	-	-	1	-
	*	-	*1%*	*1%*	-	-	-	-	-	*2%*	-	-	-	-	-	*	*3%*	-	-	-	*1%*	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Base: All who have seen something of concern on an ODO service

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	328	250	251	265	168	237	174	195	149	110	247	176	212	159	113	325	3	317	319	325
Base	303	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Effective Base	221	183	179	192	135	169	124	154	105	91	177	126	166	113	91	219	3	214	226	219
Bad language	19	19	12	17	13	12	19	14	10	6	12	19	16	12	6	19	-	19	19	19
	6%	9%	5%	7%	9%	6%	13%e	8%	7%	6%	6%	13%j	8%	8%	6%	6%	-	7%	7%	6%
Sex/sexually explicit content	16	16	10	12	8	10	15	10	5	5	10	16	11	6	5	16	-	16	16	16
	5%	7%	5%	5%	5%	5%	10%	6%	3%	6%	5%	11%jm	6%	4%	5%	5%	-	5%	5%	5%
Violence (in general)	15	15	6	11	8	6	15	6	6	4	6	15	7	7	4	15	-	15	15	15
	5%	7%	3%	4%	5%	3%	10%eg	4%	4%	5%	3%	10%gj	4%	5%	5%	5%	-	5%	5%	5%
Accuracy of medical/health claims	14	14	10	14	8	9	14	11	8	4	9	14	11	8	4	14	-	14	14	14
	4%	6%	4%	6%	6%	4%	9%	6%	6%	4%	4%	9%	6%	5%	4%	5%	-	5%	5%	5%
Dangerous behaviour	13	13	5	7	3	5	13	7	4	4	5	13	7	4	4	13	-	13	8	13
	4%	6%	2%	3%	2%	2%	9%eh	4%	2%	4%	2%	9%jm	4%	2%	4%	5%	-	5%	3%	5%
Drugs/drug use	12	12	10	9	6	10	12	9	7	6	10	12	9	8	6	12	-	12	12	12
	4%	5%	4%	4%	4%	5%	8%	5%	5%	6%	4%	8%	5%	5%	6%	4%	-	4%	4%	4%
Bullying/victimising	11	11	9	11	6	9	11	11	6	3	9	11	11	7	3	11	-	11	11	11
	4%	5%	4%	5%	4%	4%	8%	6%	4%	4%	4%	8%	6%	5%	3%	4%	-	4%	4%	4%
Illegal child sexual abuse material	11	11	5	5	4	5	11	5	3	2	5	11	5	4	2	11	-	11	5	11
	4%	5%	2%	2%	3%	2%	7%e	3%	2%	3%	2%	7%j	3%	2%	2%	4%	-	4%	2%	4%
Racism	11	11	5	5	5	5	11	5	4	*	5	11	5	5	*	11	-	11	5	11
	3%	5%	2%	2%	3%	2%	7%ej	3%	3%	*	2%	7%jn	2%	3%	*	4%	-	4%	2%	4%
Misleading advertising	10	10	2	4	4	2	10	3	2	1	2	10	3	2	1	10	-	10	5	10
	3%	5%b	1%	2%	2%	1%	7%eg	2%	2%	1%	1%	7%jlmn	2%	2%	1%	4%	-	4%	2%	4%
Content harmful to self-esteem (e.g. self-abuse)	9	9	6	8	7	6	9	7	5	1	6	9	7	5	1	9	-	9	9	9
	3%	4%	3%	3%	5%	3%	6%	4%	3%	1%	3%	6%	4%	3%	1%	3%	-	3%	3%	3%
Suicide	9	9	2	3	2	2	9	3	2	1	2	9	3	2	1	9	-	9	3	9
	3%	4%	1%	1%	2%	1%	6%e	2%	1%	1%	1%	6%j	2%	2%	1%	3%	-	3%	1%	3%
Pornography	8	8	6	7	7	6	7	6	3	3	6	8	6	3	3	8	-	8	8	8
	3%	4%	3%	3%	5%	3%	5%	4%	2%	3%	3%	5%	3%	2%	3%	3%	-	3%	3%	3%
Welfare of children or young people	8	8	8	7	5	8	8	5	4	3	8	8	5	4	3	8	-	8	8	8
	2%	3%	3%	3%	3%	4%	5%	3%	3%	3%	3%	5%	3%	3%	3%	3%	-	3%	3%	3%
Nakedness/naked bodies/body parts	7	7	4	7	4	4	7	7	4	3	4	7	7	4	3	7	-	7	7	7
	2%	3%	2%	3%	3%	2%	4%	4%	3%	3%	2%	4%	4%	3%	3%	2%	-	2%	2%	2%
Infringing someone's privacy	6	6	1	1	1	1	6	1	1	-	1	6	1	1	-	6	-	6	1	6
	2%	3%bc	*	*	*	*	4%eg	*	*	-	*	4%j	*	*	-	2%	-	2%	*	2%

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

Table 124

Q17 - TV set-top box for on-demand content with a subscription service
Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips,
video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?
Base: All who have seen something of concern on an ODO service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**303**	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Eating disorders	**5**	5	4	5	4	4	5	5	5	2	4	5	5	5	2	5	-	5	5	5
	2%	*2%*	*2%*	*2%*	*3%*	*2%*	*3%*	*3%*	*3%*	*3%*	*2%*	*3%*	*3%*	*3%*	*3%*	*2%*	-	*2%*	*2%*	*2%*
Defamation/smearing of others	**5**	5	4	5	1	4	5	5	2	1	4	5	5	2	1	5	-	5	5	5
	2%	*2%*	*2%*	*2%*	*1%*	*2%*	*3%*	*3%*	*2%*	*1%*	*2%*	*3%*	*2%*	*2%*	*1%*	*2%*	-	*2%*	*2%*	*2%*
Inaccurate information	**5**	5	4	5	5	2	5	3	3	-	2	5	3	3	-	5	-	5	5	5
	1%	*2%*	*2%*	*2%*	*3%*	*1%*	*3%*	*2%*	*2%*	-	*1%*	*3%*	*2%*	*2%*	-	*2%*	-	*2%*	*2%*	*2%*
Incitement to hatred	**4**	4	4	4	3	4	4	4	2	2	4	4	4	4	2	4	-	4	4	4
	1%	*2%*	*2%*	*2%*	*2%*	*2%*	*3%*	*2%*	*2%*	*2%*	*2%*	*3%*	*2%*	*2%*	*2%*	*1%*	-	*2%*	*2%*	*1%*
Offence of religion	**4**	4	4	3	3	4	4	3	2	*	4	4	3	3	*	4	-	4	4	4
	1%	*2%*	*2%*	*1%*	*2%*	*2%*	*3%*	*1%*	*2%*	*	*2%*	*3%*	*1%*	*2%*	*	*1%*	-	*1%*	*2%*	*1%*
Incitement to crime	**4**	4	3	4	3	3	4	3	1	3	3	4	3	1	3	4	-	4	4	4
	1%	*2%*	*2%*	*2%*	*2%*	*2%*	*3%*	*2%*	*1%*	*4%*	*2%*	*3%*	*2%*	*1%*	*3%*	*1%*	-	*1%*	*1%*	*1%*
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	**4**	4	4	4	2	4	4	3	3	1	4	4	3	3	1	4	-	4	4	4
	1%	*2%*	*2%*	*2%*	*2%*	*2%*	*3%*	*2%*	*2%*	*1%*	*2%*	*3%*	*2%*	*2%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	**4**	4	4	4	4	4	4	4	4	1	4	4	4	4	1	4	-	4	4	4
	1%	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*3%*	*1%*	*2%*	*2%*	*2%*	*2%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Exorcism/the paranormal	**1**	1	-	1	1	-	1	1	-	1	-	1	1	-	1	1	-	1	1	1
	*	*	-	*	*1%*	-	*1%*	*	-	*1%*	-	*1%*	*	-	*1%*	*	-	*	*	*
Other	**1**	1	1	1	1	1	1	1	-	1	1	1	1	-	1	1	-	1	1	1
	*	*1%*	*	*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	-	*1%*	*	-	*	*	*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
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Base: All who have seen something of concern on an ODO service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	328	225	55	86	211	135	193	107	48	10	41	167	118	285	54	67	157	64	221	210
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Effective Base	221	183	29	62	140	108	114	88	36	9	22	106	98	202	37	48	108	55	161	149
Bad language	19	14	2	8	10	14	5	12	5	-	2	6	11	17	-	-	14	5	19	18
	6%	7%	4%	9%	5%	10%d	3%	11%	11%	-	5%	4%	9%	6%	-	-	10%no	9%no	10%no	10%no
Sex/sexually explicit content	16	8	6	5	10	11	5	6	6	-	1	8	6	14	5	5	5	4	10	11
	5%	4%	9%	6%	6%	8%	3%	6%	13%	-	3%	6%	5%	5%	9%	7%	4%	8%	5%	6%
Violence (in general)	15	8	6	7	8	13	3	6	8	1	1	7	7	14	4	4	6	5	11	11
	5%	4%	9%	8%	4%	9%d	2%	6%	17%	11%	2%	5%	6%	5%	8%	7%	4%	9%	6%	6%
Accuracy of medical/health claims	14	12	1	6	8	8	5	6	2	-	-	8	6	14	-	-	12	2	14	13
	4%	6%	1%	7%	4%	6%	3%	6%	4%	-	-	5%	5%	5%	-	-	9%no	3%	7%	7%
Dangerous behaviour	13	5	8	3	10	4	9	3	3	1	1	8	4	12	-	1	11	1	12	13
	4%	2%	12%	4%	5%	3%	5%	2%	5%	10%	2%	5%	4%	5%	-	2%	8%	3%	6%	7%
Drugs/drug use	12	9	2	3	9	8	4	7	3	-	2	4	5	9	-	-	9	3	12	12
	4%	4%	2%	3%	5%	6%	2%	7%	7%	-	4%	3%	5%	4%	-	-	7%	5%	6%	7%
Bullying/victimising	11	9	1	4	7	8	4	7	2	1	3	3	5	8	-	-	9	3	11	11
	4%	5%	2%	5%	4%	6%	2%	6%	5%	7%	6%	2%	4%	3%	-	-	6%	5%	6%	6%
Illegal child sexual abuse material	11	4	7	1	10	4	6	4	2	1	-	6	4	10	-	-	10	1	11	11
	4%	2%	10%	2%	5%	3%	4%	3%	5%	7%	-	4%	3%	4%	-	-	7%	2%	6%	6%
Racism	11	4	7	2	9	4	7	4	2	1	-	6	5	11	1	1	8	*	8	8
	3%	2%	10%	2%	5%	3%	4%	4%	3%	7%	-	4%	4%	4%	2%	1%	6%	1%	4%	5%
Misleading advertising	10	5	6	1	9	2	9	2	1	-	-	9	2	10	-	-	10	-	10	10
	3%	2%	9%	1%	5%	1%	5%	1%	2%	-	-	6%	1%	4%	-	-	8%d	-	5%	5%
Content harmful to self-esteem (e.g. self-abuse)	9	8	*	4	4	8	*	7	2	-	*	4	4	8	2	2	6	2	7	7
	3%	4%	1%	5%	2%	6%d	*	7%	4%	-	1%	3%	4%	3%	3%	2%	4%	3%	4%	4%
Suicide	9	3	6	2	7	2	7	2	2	1	1	6	2	8	-	-	8	1	9	9
	3%	2%	9%	3%	3%	1%	4%	2%	3%	7%	2%	4%	2%	3%	-	-	6%	1%	5%	5%
Pornography	8	7	1	3	5	4	4	3	2	-	2	2	3	5	-	-	4	4	8	8
	3%	3%	1%	3%	3%	3%	2%	3%	4%	-	5%	1%	3%	2%	-	-	3%	8%d	4%	4%
Welfare of children or young people	8	4	2	2	6	3	4	3	2	1	1	2	5	7	1	1	3	3	6	7
	2%	2%	3%	2%	3%	2%	3%	3%	3%	7%	2%	1%	4%	3%	2%	1%	2%	5%	3%	4%
Nakedness/naked bodies/body parts	7	5	*	1	6	3	3	2	1	-	-	4	2	7	-	-	4	1	6	6
	2%	3%	1%	1%	3%	2%	2%	2%	3%	-	-	3%	2%	3%	-	-	3%	3%	3%	3%
Infringing someone's privacy	6	1	6	-	6	-	6	-	-	-	-	6	-	6	-	-	6	-	6	6
	2%	*	9%	-	3%e	-	4%	-	-	-	-	4%d	-	2%	-	-	5%	-	3%	4%
Eating disorders	5	4	-	1	4	3	2	3	1	-	-	3	3	5	-	-	5	-	5	5
	2%	2%	-	1%	2%	2%	1%	3%	2%	-	-	2%	2%	2%	-	-	4%	-	3%	3%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Base: All who have seen something of concern on an ODO service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Defamation/smearing of others	5	4	1	1	4	4	1	3	1	1	1	1	3	4	-	1	3	1	4	5
	2%	2%	1%	1%	2%	3%	*	3%	2%	10%	2%	*	3%	1%	-	2%	2%	1%	2%	3%
Inaccurate information	5	4	1	2	3	4	1	3	3	1	-	1	4	5	1	1	4	-	4	4
	1%	2%	1%	2%	1%	3%	*	3%	6%	12%	-	*	3%	2%	2%	1%	3%	-	2%	2%
Incitement to hatred	4	4	-	2	2	2	2	2	2	1	1	2	2	4	-	-	4	-	4	4
	1%	2%	-	2%	1%	2%	1%	2%	3%	7%	2%	1%	1%	1%	-	-	3%	-	2%	2%
Offence of religion	4	4	-	1	4	2	2	2	1	1	1	1	2	3	-	-	1	2	3	3
	1%	2%	-	1%	2%	1%	1%	2%	1%	7%	2%	1%	2%	1%	-	-	1%	3%	2%	2%
Incitement to crime	4	3	1	3	2	3	2	2	1	-	2	1	1	2	-	-	2	2	4	4
	1%	2%	1%	3%	1%	2%	1%	2%	2%	-	4%	1%	1%	1%	-	-	2%	3%	2%	2%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	4	3	1	1	4	3	1	2	2	2	*	*	3	4	-	1	2	2	3	4
	1%	1%	1%	1%	2%	2%	*	2%	5%	17%	1%	*	3%	1%	-	2%	1%	3%	2%	2%
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	4	4	-	-	4	3	1	3	-	-	-	1	3	4	-	-	4	-	4	4
	1%	2%	-	-	2%	2%	*	3%	-	-	-	*	3%	1%	-	-	3%	-	2%	2%
Exorcism/the paranormal	1	1	-	1	-	-	1	-	-	-	-	1	-	1	-	-	1	-	1	1
	*	*	-	1%	-	-	*	-	-	-	-	1%	-	*	-	-	1%	-	*	*
Other	1	1	-	-	1	-	1	-	-	-	-	1	-	1	-	-	-	1	1	1
	*	1%	-	-	1%	-	1%	-	-	-	-	1%	-	*	-	-	-	1%	*	1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Base: All who have seen something of concern on an ODO service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**328**	328	-	-	258	70	270	58	67	181	40
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Effective Base	**221**	221	-	-	170	53	180	42	47	123	22
Bad language	**19**	19	-	-	19	-	19	-	8	13	1
	6%	*6%*	-	-	*8%*	-	*7%*	-	*12%*	*7%*	*2%*
Sex/sexually explicit content	**16**	16	-	-	14	1	16	-	3	10	4
	5%	*5%*	-	-	*6%*	*2%*	*6%*	-	*4%*	*6%*	*9%*
Violence (in general)	**15**	15	-	-	14	1	14	1	1	9	3
	5%	*5%*	-	-	*6%*	*2%*	*6%*	*2%*	*1%*	*5%*	*8%*
Accuracy of medical/health claims	**14**	14	-	-	14	-	13	1	5	10	-
	4%	*4%*	-	-	*6%*	-	*5%*	*2%*	*8%*	*6%*	-
Dangerous behaviour	**13**	13	-	-	13	-	13	-	3	8	2
	4%	*4%*	-	-	*5%*	-	*5%*	-	*5%*	*5%*	*4%*
Drugs/drug use	**12**	12	-	-	11	1	12	-	4	8	1
	4%	*4%*	-	-	*5%*	*1%*	*5%*	-	*5%*	*4%*	*2%*
Bullying/victimising	**11**	11	-	-	11	-	11	-	4	9	1
	4%	*4%*	-	-	*5%*	-	*4%*	-	*6%*	*5%*	*2%*
Illegal child sexual abuse material	**11**	11	-	-	11	-	11	-	2	8	1
	4%	*4%*	-	-	*4%*	-	*4%*	-	*2%*	*5%*	*2%*
Racism	**11**	11	-	-	11	-	11	-	-	8	1
	3%	*3%*	-	-	*4%*	-	*4%*	-	-	*5%*	*2%*
Misleading advertising	**10**	10	-	-	10	1	10	1	2	8	1
	3%	*3%*	-	-	*4%*	*1%*	*4%*	*1%*	*3%*	*5%*	*2%*
Content harmful to self-esteem (e.g. self-abuse)	**9**	9	-	-	9	-	9	-	3	8	-
	3%	*3%*	-	-	*4%*	-	*4%*	-	*5%*	*4%*	-
Suicide	**9**	9	-	-	9	-	9	-	2	9	-
	3%	*3%*	-	-	*4%*	-	*3%*	-	*3%*	*5%*	-
Pornography	**8**	8	-	-	8	-	8	-	4	5	3
	3%	*3%*	-	-	*3%*	-	*3%*	-	*5%*	*3%*	*7%*
Welfare of children or young people	**8**	8	-	-	6	1	7	*	-	3	2
	2%	*2%*	-	-	*3%*	*2%*	*3%*	*1%*	-	*2%*	*5%*
Nakedness/naked bodies/body parts	**7**	7	-	-	6	1	7	-	1	5	1
	2%	*2%*	-	-	*2%*	*1%*	*3%*	-	*1%*	*3%*	*2%*
Infringing someone's privacy	**6**	6	-	-	6	-	6	-	-	6	-
	2%	*2%*	-	-	*3%*	-	*2%*	-	-	*4%*	-
Eating disorders	**5**	5	-	-	5	-	5	-	1	3	1
	2%	*2%*	-	-	*2%*	-	*2%*	-	*1%*	*2%*	*2%*

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	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Defamation/smearing of others	**5**	5	-	-	5	-	5	-	1	5	-
	2%	*2%*	-	-	*2%*	-	*2%*	-	*1%*	*3%*	-
Inaccurate information	**5**	5	-	-	5	-	5	-	1	4	1
	1%	*1%*	-	-	*2%*	-	*2%*	-	*1%*	*2%*	*2%*
Incitement to hatred	**4**	4	-	-	4	-	4	-	1	4	-
	1%	*1%*	-	-	*2%*	-	*2%*	-	*2%*	*2%*	-
Offence of religion	**4**	4	-	-	4	-	4	-	-	2	*
	1%	*1%*	-	-	*2%*	-	*2%*	-	-	*1%*	*1%*
Incitement to crime	**4**	4	-	-	4	-	4	-	3	3	1
	1%	*1%*	-	-	*2%*	-	*2%*	-	*4%*	*2%*	*2%*
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	**4**	4	-	-	4	-	4	-	-	3	*
	1%	*1%*	-	-	*2%*	-	*2%*	-	-	*2%*	*1%*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	**4**	4	-	-	4	-	4	-	-	3	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	-	*2%*	-
Exorcism/the paranormal	**1**	1	-	-	1	-	1	-	-	-	1
	*	*	-	-	*	-	*	-	-	-	*2%*
Other	**1**	1	-	-	-	1	-	1	-	-	*
	*	*	-	-	-	2%d	-	2%d	-	-	*1%*

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 125

Q17 - TV set-top box without a subscription service

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	328	193	135	99	105	66	28	20	10	204	94	30	122	53	13	5	82	41	7	5	107	119	61	41	226	102
Base	303	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Effective Base	221	128	98	85	65	43	23	8	5	150	65	12	91	36	5	3	59	33	7	2	65	84	44	30	147	73
Drugs/drug use	10	7	3	5	4	1	-	1	-	9	1	1	5	1	1	-	3	-	-	-	3	5	2	-	8	2
	3%	4%	3%	5%	4%	1%	-	3%	-	5%	1%	2%	5%	1%	4%	-	5%	-	-	-	3%	5%	4%	-	4%	2%
Bad language	8	4	4	6	-	1	-	1	-	6	1	1	2	1	1	-	4	-	-	-	2	3	2	1	5	3
	3%	2%	4%	6%	-	1%	-	3%	-	3%	1%	2%	2%	1%	4%	-	6%	-	-	-	2%	3%	3%	4%	2%	3%
Misleading advertising	8	3	5	3	1	-	1	-	3	4	1	3	2	1	-	-	2	-	-	3	3	1	4	-	4	4
	2%	1%	4%	3%	1%	-	4%	-	34%	2%	1%	10%	1%	2%	-	-	3%	-	-	63%	3%	1%	6%	-	2%	4%
Eating disorders	7	4	3	5	1	-	-	-	-	7	-	-	4	-	-	-	3	-	-	-	2	1	4	-	3	4
	2%	2%	3%	5%	2%	-	-	-	-	4%	-	-	3%	-	-	-	4%	-	-	-	2%	1%	6%	-	1%	4%
Violence (in general)	7	4	2	4	1	-	2	1	-	4	2	1	2	2	1	-	2	-	-	-	2	2	2	*	4	3
	2%	2%	2%	4%	1%	-	6%	3%	-	2%	2%	2%	2%	3%	4%	-	3%	-	-	-	2%	1%	4%	1%	2%	3%
Sex/sexually explicit content	6	4	3	4	1	-	1	1	-	5	1	1	3	-	1	-	2	1	-	-	2	3	1	-	5	1
	2%	2%	2%	4%	1%	-	2%	3%	-	3%	1%	2%	2%	-	4%	-	3%	2%	-	-	2%	3%	1%	-	3%	1%
Content harmful to self-esteem (e.g. self-abuse)	6	4	2	3	2	-	1	-	-	5	1	-	3	1	-	-	2	-	-	-	4	-	2	1	4	2
	2%	2%	2%	3%	3%	-	3%	-	-	3%	1%	-	3%	1%	-	-	3%	-	-	-	4%	-	3%	2%	2%	2%
Dangerous behaviour	5	5	-	2	3	1	-	-	-	5	1	-	5	1	-	-	-	-	-	-	-	3	2	1	3	2
	2%	3%	-	2%	3%	1%	-	-	-	2%	1%	-	4%	1%	-	-	-	-	-	-	-	3%	3%	2%	1%	2%
Racism	5	3	1	3	1	1	-	-	-	4	1	-	3	1	-	-	1	-	-	-	3	1	1	-	4	1
	2%	2%	1%	3%	2%	2%	-	-	-	2%	1%	-	2%	2%	-	-	2%	-	-	-	3%	1%	1%	-	2%	1%
Bullying/victimising	5	5	-	2	1	1	-	-	-	3	1	-	3	1	-	-	-	-	-	-	1	1	2	-	2	2
	1%	2%	-	2%	2%	2%	-	-	-	2%	2%	-	3%	3%	-	-	-	-	-	-	1%	1%	4%	-	1%	2%
Suicide	5	3	2	3	1	1	-	-	-	4	1	-	2	1	-	-	2	-	-	-	4	-	1	-	4	1
	1%	1%	2%	3%	1%	2%	-	-	-	2%	1%	-	1%	2%	-	-	3%	-	-	-	4%	-	1%	-	2%	1%
Incitement to crime	4	4	-	2	1	1	-	-	-	3	1	-	3	1	-	-	-	-	-	-	*	1	2	-	1	2
	1%	2%	-	2%	1%	1%	-	-	-	2%	1%	-	2%	1%	-	-	-	-	-	-	*	1%	4%	-	1%	2%
Pornography	4	2	1	2	1	-	1	-	-	3	1	-	2	1	-	-	1	-	-	-	1	1	1	-	3	1
	1%	1%	1%	2%	1%	-	3%	-	-	2%	1%	-	1%	1%	-	-	2%	-	-	-	2%	1%	1%	-	1%	1%
Welfare of children or young people	3	2	1	2	1	-	1	-	-	2	1	-	2	-	-	-	1	1	-	-	2	1	1	-	2	1
	1%	1%	1%	2%	1%	-	2%	-	-	1%	1%	-	1%	-	-	-	1%	2%	-	-	2%	1%	1%	-	1%	1%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	3	2	1	2	1	-	-	-	-	3	-	-	2	-	-	-	1	-	-	-	1	1	1	-	2	1
	1%	1%	1%	2%	2%	-	-	-	-	2%	-	-	1%	-	-	-	2%	-	-	-	1%	1%	1%	-	1%	1%
Inaccurate information	3	2	1	2	1	-	-	-	-	3	-	-	2	-	-	-	1	-	-	-	2	-	1	-	2	1
	1%	1%	1%	2%	1%	-	-	-	-	1%	-	-	2%	-	-	-	1%	-	-	-	2%	-	1%	-	1%	1%

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

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Absolutes/col percents

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Base: All who have seen something of concern on an ODO service

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	303	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Incitement to hatred	3	2	1	2	-	1	-	-	-	2	1	-	1	1	-	-	1	-	-	-	-	1	2	-	1	2
	1%	1%	1%	2%	-	1%	-	-	-	1%	1%	-	1%	1%	-	-	1%	-	-	-	-	1%	3%	-	*	2%
Accuracy of medical/health claims	2	2	-	2	-	-	-	-	-	2	-	-	2	-	-	-	-	-	-	-	-	-	2	-	-	2
	1%	1%	-	2%	-	-	-	-	-	1%	-	-	2%	-	-	-	-	-	-	-	-	-	4%	-	-	2%
Offence of religion	2	1	1	2	1	-	-	-	-	2	-	-	1	-	-	-	1	-	-	-	-	1	1	-	1	1
	1%	*	1%	2%	1%	-	-	-	-	1%	-	-	1%	-	-	-	2%	-	-	-	-	1%	1%	-	1%	1%
Nakedness/naked bodies/body parts	2	1	1	2	-	-	1	-	-	2	1	-	1	-	-	-	1	1	-	-	1	1	1	-	1	1
	1%	*	1%	2%	-	-	2%	-	-	1%	1%	-	1%	-	-	-	1%	2%	-	-	1%	1%	1%	-	1%	1%
Defamation/smearing of others	2	2	-	1	1	-	-	-	-	2	-	-	2	-	-	-	-	-	-	-	-	1	1	-	1	1
	1%	1%	-	1%	1%	-	-	-	-	1%	-	-	2%	-	-	-	-	-	-	-	-	1%	1%	-	1%	1%
Infringing someone's privacy	2	2	-	1	1	-	-	-	-	2	-	-	2	-	-	-	-	-	-	-	1	-	1	-	1	1
	1%	1%	-	1%	1%	-	-	-	-	1%	-	-	2%	-	-	-	-	-	-	-	1%	-	1%	-	1%	1%
Illegal child sexual abuse material	2	2	-	2	-	-	-	-	-	2	-	-	2	-	-	-	-	-	-	-	-	1	1	-	1	1
	1%	1%	-	2%	-	-	-	-	-	1%	-	-	1%	-	-	-	-	-	-	-	-	1%	1%	-	*	1%
Exorcism/the paranormal	2	2	-	1	1	-	-	-	-	2	-	-	2	-	-	-	-	-	-	-	-	-	2	-	-	2
	1%	1%	-	1%	1%	-	-	-	-	1%	-	-	1%	-	-	-	-	-	-	-	-	-	3%	-	-	2%
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	2	1	1	2	-	-	-	-	-	2	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	1
	1%	*	1%	2%	-	-	-	-	-	1%	-	-	1%	-	-	-	1%	-	-	-	1%	-	1%	-	*	1%
Other	2	1	1	-	1	-	1	-	-	1	1	-	1	-	-	-	-	1	-	-	-	-	1	1	-	2
	1%	*	1%	-	1%	-	4%	-	-	*	1%	-	1%	-	-	-	-	3%	-	-	-	-	2%	2%	-	2%

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Base: All who have seen something of concern on an ODO service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	328	246	80	189	130	1	15	39	31	27	37	15	20	49	62	295	16	8	9	85	64	146
Base	303	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Effective Base	221	165	54	133	83	1	8	31	23	20	34	10	18	44	52	205	10	7	6	58	50	98
Drugs/drug use	10	8	2	8	2	-	-	2	1	-	2	1	2	-	2	10	-	-	-	2	2	6
	3%	4%	3%	5%	2%	-	-	5%	2%	-	6%	4%	13%	-	6%	4%	-	-	-	3%	3%	5%
Bad language	8	7	1	6	1	-	-	2	2	-	-	-	1	1	2	8	-	-	-	4	-	4
	3%	3%	2%	4%	1%	-	-	5%	7%	-	-	-	6%	3%	4%	3%	-	-	-	4%	-	3%
Misleading advertising	8	4	4	8	-	-	-	-	-	-	1	4	1	-	2	8	-	-	-	-	1	7
	2%	2%	5%	5%d	-	-	-	-	-	-	3%	14%	6%	-	4%	3%	-	-	-	-	1%	5%
Eating disorders	7	3	3	3	4	-	-	-	1	-	1	2	1	-	1	7	-	-	-	1	1	5
	2%	2%	4%	2%	3%	-	-	-	5%	-	3%	8%	6%	-	4%	3%	-	-	-	1%	1%	4%
Violence (in general)	7	5	2	6	*	-	-	-	1	2	1	-	-	-	3	7	-	-	-	1	3	3
	2%	2%	3%	4%	*	-	-	-	2%	6%	4%	-	-	-	8%m	2%	-	-	-	1%	5%	3%
Sex/sexually explicit content	6	5	1	6	1	-	-	-	2	-	-	1	-	-	2	6	-	1	-	2	-	4
	2%	2%	1%	3%	*	-	-	-	7%	-	-	4%	-	-	6%	2%	-	12%	-	2%	-	3%
Content harmful to self-esteem (e.g. self-abuse)	6	6	-	4	2	-	-	1	1	-	2	-	-	1	2	6	-	-	-	2	2	2
	2%	3%	-	2%	2%	-	-	2%	5%	-	6%	-	-	2%	4%	2%	-	-	-	2%	3%	2%
Dangerous behaviour	5	5	1	5	1	-	-	2	-	-	-	1	-	1	2	5	-	-	-	2	-	4
	2%	2%	1%	3%	1%	-	-	5%	-	-	-	4%	-	2%	4%	2%	-	-	-	2%	-	3%
Racism	5	5	-	4	1	-	-	-	-	-	-	-	1	1	3	5	-	-	-	-	-	5
	2%	2%	-	3%	*	-	-	-	-	-	-	-	5%	2%	8%	2%	-	-	-	-	-	4%
Bullying/victimising	5	4	1	3	1	-	-	1	1	-	1	-	-	1	2	5	-	-	-	1	1	2
	1%	2%	1%	2%	1%	-	-	2%	2%	-	3%	-	-	1%	4%	2%	-	-	-	2%	1%	2%
Suicide	5	5	-	5	-	-	-	-	1	-	1	-	1	-	2	5	-	-	-	1	1	3
	1%	2%	-	3%	-	-	-	-	5%	-	3%	-	5%	-	4%	2%	-	-	-	1%	1%	2%
Incitement to crime	4	3	1	4	-	-	-	1	1	-	-	-	-	-	2	4	-	-	-	2	-	2
	1%	1%	1%	2%	-	-	-	2%	3%	-	-	-	-	-	5%	1%	-	-	-	2%	-	2%
Pornography	4	2	1	2	1	-	-	1	-	-	-	-	-	-	3	4	-	-	-	1	-	3
	1%	1%	2%	1%	1%	-	-	2%	-	-	-	-	-	-	8%	1%	-	-	-	1%	-	2%
Welfare of children or young people	3	3	-	2	1	-	-	-	-	-	1	-	-	-	2	2	-	1	-	-	1	2
	1%	1%	-	1%	*	-	-	-	-	-	3%	-	-	-	4%	1%	-	12%	-	-	1%	1%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	3	3	-	2	1	-	-	1	-	-	-	-	-	-	2	3	-	-	-	1	-	2
	1%	1%	-	1%	1%	-	-	2%	-	-	-	-	-	-	5%	1%	-	-	-	1%	-	2%
Inaccurate information	3	3	-	3	-	-	-	-	-	-	1	-	-	-	2	3	-	-	-	-	1	2
	1%	1%	-	2%	-	-	-	-	-	-	3%	-	-	-	5%	1%	-	-	-	-	1%	2%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	**303**	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Incitement to hatred	**3**	3	-	3	-	-	-	1	-	-	-	-	-	1	1	3	-	-	-	1	-	2
	1%	*1%*	-	*2%*	-	-	-	*2%*	-	-	-	-	-	*2%*	*2%*	*1%*	-	-	-	*1%*	-	*1%*
Accuracy of medical/health claims	**2**	2	-	2	-	-	-	1	-	-	-	-	-	-	1	2	-	-	-	1	-	1
	1%	*1%*	-	*1%*	-	-	-	*4%*	-	-	-	-	-	-	*2%*	*1%*	-	-	-	*2%*	-	*1%*
Offence of religion	**2**	2	1	2	1	-	-	1	-	-	-	-	-	-	1	2	-	-	-	1	-	1
	1%	*1%*	*1%*	*1%*	*	-	-	*2%*	-	-	-	-	-	-	*3%*	*1%*	-	-	-	*1%*	-	*1%*
Nakedness/naked bodies/body parts	**2**	2	-	2	1	-	-	-	-	-	-	-	-	-	2	2	-	1	-	-	-	2
	1%	*1%*	-	*1%*	*	-	-	-	-	-	-	-	-	-	*4%*	*1%*	-	*12%*	-	-	-	*1%*
Defamation/smearing of others	**2**	2	-	2	-	-	-	-	-	-	-	1	-	-	1	2	-	-	-	-	-	2
	1%	*1%*	-	*1%*	-	-	-	-	-	-	-	*4%*	-	-	*2%*	*1%*	-	-	-	-	-	*2%*
Infringing someone's privacy	**2**	2	-	2	-	-	-	-	-	-	1	-	-	-	1	2	-	-	-	-	1	1
	1%	*1%*	-	*1%*	-	-	-	-	-	-	*3%*	-	-	-	*3%*	*1%*	-	-	-	-	*1%*	*1%*
Illegal child sexual abuse material	**2**	1	1	2	-	-	-	-	-	-	-	-	-	-	2	2	-	-	-	-	-	2
	1%	*	*1%*	*1%*	-	-	-	-	-	-	-	-	-	-	*4%*	*1%*	-	-	-	-	-	*1%*
Exorcism/the paranormal	**2**	2	-	1	1	-	-	-	-	-	1	-	-	-	1	2	-	-	-	-	1	1
	1%	*1%*	-	*1%*	*1%*	-	-	-	-	-	*3%*	-	-	-	*2%*	*1%*	-	-	-	-	*1%*	*1%*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	**2**	2	-	2	-	-	-	-	-	-	-	-	-	-	2	2	-	-	-	-	-	2
	1%	*1%*	-	*1%*	-	-	-	-	-	-	-	-	-	-	*4%*	*1%*	-	-	-	-	-	*1%*
Other	**2**	1	1	2	-	-	-	1	-	1	-	-	-	-	-	2	-	-	-	1	1	-
	1%	*	*1%*	*1%*	-	-	-	*3%*	-	*2%*	-	-	-	-	-	*1%*	-	-	-	*1%*	*1%*	-

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 125

Q17 - TV set-top box without a subscription service

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**328**	250	251	265	168	237	174	195	149	110	247	176	212	159	113	325	3	317	319	325
Base	**303**	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Effective Base	**221**	183	179	192	135	169	124	154	105	91	177	126	166	113	91	219	3	214	226	219
Drugs/drug use	**10**	10	8	7	5	8	3	7	7	10	8	3	7	7	10	10	-	10	10	10
	3%	*5%*	*3%*	*3%*	*3%*	*4%*	*2%*	*4%*	*5%*	*11%efg*	*4%*	*2%*	*4%*	*5%*	*10%jkl*	*3%*	-	*4%*	*4%*	*3%*
Bad language	**8**	8	6	6	2	6	1	5	7	8	6	1	6	7	8	8	-	8	8	8
	3%	*4%*	*3%*	*2%*	*2%*	*3%*	*1%*	*3%*	*5%f*	*8%k*	*3%*	*1%*	*3%*	*5%k*	*8%k*	*3%*	-	*3%*	*3%*	*3%*
Misleading advertising	**8**	8	7	3	2	4	2	2	2	5	4	2	2	2	8	8	-	8	8	8
	2%	*3%*	*3%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*5%g*	*2%*	*1%*	*1%*	*1%*	*8%jklm*	*3%*	-	*3%*	*3%*	*3%*
Eating disorders	**7**	7	5	4	-	5	-	2	2	7	5	-	2	2	7	5	2	5	5	5
	2%	*3%d*	*2%*	*2%*	-	*2%*	-	*1%*	*2%*	*7%efgh*	*2%*	-	*1%*	*2%*	*7%jklm*	*2%*	*37%*	*2%*	*2%*	*2%*
Violence (in general)	**7**	7	2	4	3	2	3	3	2	7	2	3	4	2	7	7	-	7	7	7
	2%	*3%*	*1%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*7%eg*	*1%*	*2%*	*2%*	*2%*	*7%jl*	*2%*	-	*2%*	*2%*	*2%*
Sex/sexually explicit content	**6**	6	5	5	2	5	1	4	4	6	5	1	5	4	6	6	-	6	6	6
	2%	*3%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*3%*	*7%g*	*2%*	*1%*	*2%*	*3%*	*6%jk*	*2%*	-	*2%*	*2%*	*2%*
Content harmful to self-esteem (e.g. self-abuse)	**6**	6	4	4	2	4	2	4	2	6	4	2	4	2	6	6	-	6	6	6
	2%	*3%*	*2%*	*2%*	*1%*	*2%*	*1%*	*2%*	*1%*	*6%g*	*2%*	*1%*	*2%*	*1%*	*6%jk*	*2%*	-	*2%*	*2%*	*2%*
Dangerous behaviour	**5**	5	5	5	2	5	3	5	3	5	5	3	5	3	5	5	-	5	5	5
	2%	*3%*	*2%*	*2%*	*1%*	*2%*	*2%*	*3%*	*2%*	*6%*	*2%*	*2%*	*2%*	*2%*	*6%*	*2%*	-	*2%*	*2%*	*2%*
Racism	**5**	5	2	4	2	2	3	4	2	5	2	3	4	2	5	5	-	5	5	5
	2%	*2%*	*1%*	*2%*	*2%*	*1%*	*2%*	*2%*	*1%*	*5%g*	*1%*	*2%*	*2%*	*1%*	*5%*	*2%*	-	*2%*	*2%*	*2%*
Bullying/victimising	**5**	5	4	4	2	4	4	3	2	5	4	4	3	2	5	5	-	5	5	5
	1%	*2%*	*2%*	*2%*	*2%*	*2%*	*3%*	*2%*	*1%*	*5%*	*2%*	*2%*	*2%*	*1%*	*5%*	*2%*	-	*2%*	*2%*	*2%*
Suicide	**5**	5	3	4	2	3	2	4	2	5	3	2	4	2	5	5	-	5	5	5
	1%	*2%*	*1%*	*2%*	*1%*	*1%*	*1%*	*2%*	*1%*	*5%*	*1%*	*1%*	*2%*	*1%*	*5%*	*2%*	-	*2%*	*2%*	*2%*
Incitement to crime	**4**	4	2	3	1	2	3	2	1	4	2	3	2	1	4	4	-	4	4	4
	1%	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*4%*	*1%*	*2%*	*1%*	*1%*	*4%*	*1%*	-	*1%*	*1%*	*1%*
Pornography	**4**	4	3	3	2	3	1	2	1	4	3	1	3	1	4	4	-	4	4	4
	1%	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*4%*	*1%*	*1%*	*2%*	*1%*	*4%*	*1%*	-	*1%*	*1%*	*1%*
Welfare of children or young people	**3**	3	2	2	2	2	1	2	1	3	2	1	2	1	3	3	-	3	2	3
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*3%*	*1%*	*1%*	*1%*	*1%*	*3%*	*1%*	-	*1%*	*1%*	*1%*
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	**3**	3	2	2	2	2	1	2	2	3	2	1	2	2	3	3	-	3	3	3
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*3%*	*1%*	*1%*	*1%*	*1%*	*3%*	*1%*	-	*1%*	*1%*	*1%*

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

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 125

Q17 - TV set-top box without a subscription service

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**303**	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Inaccurate information	**3**	3	2	2	2	2	1	2	1	3	2	1	2	1	3	3	-	3	3	3
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*3%*	*1%*	*1%*	*1%*	*1%*	*3%*	*1%*	-	*1%*	*1%*	*1%*
Incitement to hatred	**3**	3	2	2	1	2	2	2	2	3	2	2	2	2	3	3	-	3	3	3
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*3%*	*1%*	*1%*	*1%*	*1%*	*3%*	*1%*	-	*1%*	*1%*	*1%*
Accuracy of medical/health claims	**2**	2	1	1	1	1	-	1	1	2	1	-	1	1	2	2	-	2	2	2
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*2%*	*1%*	-	*1%*	*1%*	*2%*	*1%*	-	*1%*	*1%*	*1%*
Offence of religion	**2**	2	1	1	-	1	1	1	1	2	1	1	1	1	2	2	-	2	2	2
	1%	*1%*	*1%*	*1%*	-	*1%*	*	*1%*	*1%*	*2%*	*1%*	*	*1%*	*1%*	*2%*	*1%*	-	*1%*	*1%*	*1%*
Nakedness/naked bodies/body parts	**2**	2	1	1	1	1	-	1	1	2	1	-	1	1	2	2	-	2	2	2
	1%	*1%*	*1%*	*	*1%*	*1%*	-	*	*1%*	*2%*	*1%*	-	*	*1%*	*2%*	*1%*	-	*1%*	*1%*	*1%*
Defamation/smearing of others	**2**	2	1	1	-	1	-	1	1	2	1	-	1	1	2	2	-	2	2	2
	1%	*1%*	*1%*	*1%*	-	*1%*	-	*1%*	*1%*	*2%*	*1%*	-	*1%*	*1%*	*2%*	*1%*	-	*1%*	*1%*	*1%*
Infringing someone's privacy	**2**	2	1	1	1	1	1	1	*	2	1	1	1	*	2	2	-	2	2	2
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*	*2%*	*1%*	*1%*	*1%*	*	*2%*	*1%*	-	*1%*	*1%*	*1%*
Illegal child sexual abuse material	**2**	2	1	1	1	1	1	1	-	2	1	1	1	-	2	2	-	2	2	2
	1%	*1%*	*	*	*1%*	*	*1%*	*1%*	-	*2%*	*	*1%*	*	-	*2%*	*1%*	-	*1%*	*1%*	*1%*
Exorcism/the paranormal	**2**	2	-	-	-	-	-	-	-	2	-	-	-	-	2	2	-	2	2	2
	1%	*1%*	-	-	-	-	-	-	-	*2%*	-	-	-	-	*2%*	*1%*	-	*1%*	*1%*	*1%*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	**2**	2	1	1	1	1	-	1	1	2	1	-	1	1	2	2	-	2	2	2
	1%	*1%*	*	*	*1%*	*	-	*	*1%*	*2%*	*	-	*	*1%*	*2%*	*1%*	-	*1%*	*1%*	*1%*
Other	**2**	2	1	1	1	1	1	1	-	2	1	1	1	-	2	2	-	2	2	2
	1%	*1%*	*	*	*	*	*	*	-	*2%*	*	*	*	-	*2%*	*1%*	-	*1%*	*1%*	*1%*

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

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Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	328	225	55	86	211	135	193	107	48	10	41	167	118	285	54	67	157	64	221	210
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Effective Base	221	183	29	62	140	108	114	88	36	9	22	106	98	202	37	48	108	55	161	149
Drugs/drug use	10	8	2	2	8	5	5	4	1	1	2	3	4	7	3	3	2	4	6	6
	3%	4%	3%	3%	4%	4%	3%	4%	2%	7%	6%	2%	3%	3%	5%	4%	1%	7%p	3%	3%
Bad language	8	5	2	4	4	3	4	-	-	3	2	1	4	5	2	2	2	2	4	4
	3%	3%	3%	4%	2%	2%	3%	-	-	35%	6%	1%	4%	2%	3%	3%	2%	4%	2%	2%
Misleading advertising	8	4	1	2	6	1	7	1	-	-	2	5	1	6	1	1	5	1	6	3
	2%	2%	1%	2%	3%	1%	4%	1%	-	-	4%	3%	1%	2%	1%	1%	3%	2%	3%	2%
Eating disorders	7	3	1	3	3	5	2	4	-	1	1	1	5	6	1	1	3	2	5	3
	2%	2%	2%	4%	2%	4%	1%	3%	-	13%	2%	*	5%k	2%	2%	1%	2%	4%	3%	1%
Violence (in general)	7	2	3	2	4	3	4	-	1	2	4	-	2	2	2	2	2	2	4	4
	2%	1%	5%	3%	2%	2%	2%	-	2%	18%	9%	-	2%	1%	5%	4%	1%	4%	2%	2%
Sex/sexually explicit content	6	3	3	3	4	4	2	1	1	2	2	1	2	3	2	2	1	3	3	3
	2%	1%	4%	3%	2%	3%	1%	1%	2%	19%	5%	1%	2%	1%	4%	3%	*	5%p	2%	2%
Content harmful to self-esteem (e.g. self-abuse)	6	3	2	4	1	3	3	2	-	1	3	1	2	3	2	2	2	3	4	4
	2%	2%	3%	5%	1%	2%	2%	2%	-	13%	7%	1%	2%	1%	3%	2%	1%	5%	2%	2%
Dangerous behaviour	5	5	1	2	4	3	2	2	1	-	2	1	1	2	1	1	1	3	4	4
	2%	2%	1%	2%	2%	2%	1%	2%	2%	-	6%	1%	1%	1%	2%	2%	1%	6%p	2%	2%
Racism	5	3	2	3	2	2	3	2	-	-	2	2	-	2	1	1	3	1	4	2
	2%	2%	3%	4%	1%	1%	2%	1%	-	-	5%	2%	-	1%	1%	1%	2%	2%	2%	1%
Bullying/victimising	5	3	2	2	2	2	3	1	1	-	2	2	-	2	-	-	3	2	5	5
	1%	2%	2%	3%	1%	1%	2%	1%	2%	-	4%	1%	-	1%	-	-	2%	3%	2%	3%
Suicide	5	2	3	4	1	2	3	1	-	1	2	2	1	3	1	1	2	2	4	3
	1%	1%	4%	4%d	*	1%	2%	1%	-	13%	4%	1%	1%	1%	1%	1%	1%	4%	2%	2%
Incitement to crime	4	3	1	2	2	2	2	1	1	-	2	*	1	1	-	*	2	2	3	4
	1%	1%	1%	2%	1%	1%	1%	1%	2%	-	4%	*	1%	*	-	1%	1%	3%	2%	2%
Pornography	4	1	2	1	3	1	2	1	1	-	2	1	-	1	1	1	1	2	3	2
	1%	1%	3%	1%	2%	1%	1%	*	2%	-	5%	*	-	*	1%	1%	1%	3%	2%	1%
Welfare of children or young people	3	2	1	2	1	1	2	1	-	-	2	1	-	1	1	1	1	1	2	2
	1%	1%	1%	3%	*	1%	1%	1%	-	-	5%	1%	-	*	1%	1%	1%	2%	1%	1%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	3	2	1	1	2	1	2	1	1	-	2	-	1	1	1	1	-	2	2	2
	1%	1%	2%	1%	1%	1%	1%	1%	2%	-	5%	-	1%	*	1%	1%	-	4%p	1%	1%
Inaccurate information	3	2	1	2	1	1	2	1	-	-	2	1	-	1	1	1	1	1	2	2
	1%	1%	1%	2%	1%	1%	1%	1%	-	-	4%	1%	-	*	1%	2%	1%	2%	1%	1%

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

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Base: All who have seen something of concern on an ODO service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Incitement to hatred	3	3	-	2	1	-	3	-	-	-	2	-	1	1	-	-	2	1	3	3
	1%	1%	-	2%	*	-	2%	-	-	-	4%	-	1%	*	-	-	1%	2%	1%	1%
Accuracy of medical/health claims	2	2	-	2	-	1	1	1	-	-	1	-	1	1	-	-	-	2	2	2
	1%	1%	-	3%	-	1%	*	1%	-	-	2%	-	1%	1%	-	-	-	4%p	1%	1%
Offence of religion	2	2	-	1	1	1	2	1	-	-	1	1	-	1	1	1	1	1	1	1
	1%	1%	-	1%	1%	*	1%	*	-	-	2%	1%	-	1%	2%	1%	*	2%	1%	1%
Nakedness/naked bodies/body parts	2	1	1	1	1	-	2	-	-	-	2	-	-	-	1	1	1	1	1	1
	1%	1%	1%	2%	*	-	1%	-	-	-	5%	-	-	-	1%	1%	*	2%	1%	*
Defamation/smearing of others	2	2	-	1	1	1	1	1	-	-	1	1	-	1	1	1	-	1	1	1
	1%	1%	-	1%	1%	1%	*	1%	-	-	2%	1%	-	*	2%	2%	-	2%	*	*
Infringing someone's privacy	2	2	-	2	*	1	1	1	-	-	1	1	-	1	-	*	1	1	2	2
	1%	1%	-	2%	*	1%	1%	1%	-	-	2%	1%	-	*	-	1%	1%	2%	1%	1%
Illegal child sexual abuse material	2	1	1	1	1	1	1	-	1	-	1	-	-	-	-	-	-	2	2	2
	1%	*	1%	1%	*	1%	*	-	2%	-	2%	-	-	-	-	-	-	3%p	1%	1%
Exorcism/the paranormal	2	2	-	2	-	1	1	1	-	-	1	-	1	1	1	1	-	1	1	1
	1%	1%	-	2%	-	1%	*	1%	-	-	2%	-	1%	*	2%	1%	-	2%	*	*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	2	1	1	1	1	-	2	-	-	-	2	-	-	-	1	1	-	1	1	1
	1%	*	1%	1%	*	-	1%	-	-	-	4%	-	-	-	1%	1%	-	2%	*	*
Other	2	1	1	1	1	-	2	-	-	-	-	1	1	2	1	1	-	1	1	1
	1%	*	2%	1%	*	-	1%	-	-	-	-	*	1%	1%	2%	2%	-	1%	*	*

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

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Absolutes/col percents

Table 125

Q17 - TV set-top box without a subscription service
Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?
Base: All who have seen something of concern on an ODO service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**328**	328	-	-	258	70	270	58	67	181	40
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Effective Base	**221**	221	-	-	170	53	180	42	47	123	22
Drugs/drug use	**10**	10	-	-	10	-	10	-	4	5	2
	3%	*3%*	-	-	*4%*	-	*4%*	-	*6%*	*3%*	*4%*
Bad language	**8**	8	-	-	8	-	8	-	2	6	1
	3%	*3%*	-	-	*3%*	-	*3%*	-	*3%*	*4%*	*2%*
Misleading advertising	**8**	8	-	-	8	-	8	-	3	4	1
	2%	*2%*	-	-	*3%*	-	*3%*	-	*4%*	*2%*	*2%*
Eating disorders	**7**	7	-	-	7	-	7	-	4	5	2
	2%	*2%*	-	-	*3%*	-	*3%*	-	*6%*	*3%*	*6%*
Violence (in general)	**7**	7	-	-	5	2	5	2	2	2	2
	2%	*2%*	-	-	*2%*	*3%*	*2%*	*3%*	*3%*	*1%*	*5%*
Sex/sexually explicit content	**6**	6	-	-	6	-	6	-	4	3	2
	2%	*2%*	-	-	*3%*	-	*2%*	-	*6%*	*2%*	*4%*
Content harmful to self-esteem (e.g. self-abuse)	**6**	6	-	-	6	-	6	-	4	5	1
	2%	*2%*	-	-	*2%*	-	*2%*	-	*7%*	*3%*	*2%*
Dangerous behaviour	**5**	5	-	-	5	-	5	-	4	3	1
	2%	*2%*	-	-	*2%*	-	*2%*	-	*6%*	*2%*	*2%*
Racism	**5**	5	-	-	5	-	5	-	1	2	1
	2%	*2%*	-	-	*2%*	-	*2%*	-	*1%*	*1%*	*2%*
Bullying/victimising	**5**	5	-	-	5	-	5	-	3	3	1
	1%	*1%*	-	-	*2%*	-	*2%*	-	*5%*	*2%*	*2%*
Suicide	**5**	5	-	-	5	-	5	-	3	3	1
	1%	*1%*	-	-	*2%*	-	*2%*	-	*4%*	*2%*	*2%*
Incitement to crime	**4**	4	-	-	4	-	4	-	2	3	1
	1%	*1%*	-	-	*2%*	-	*1%*	-	*3%*	*2%*	*2%*
Pornography	**4**	4	-	-	4	-	4	-	2	2	2
	1%	*1%*	-	-	*2%*	-	*1%*	-	*4%*	*1%*	*4%*
Welfare of children or young people	**3**	3	-	-	3	-	3	-	2	2	1
	1%	*1%*	-	-	*1%*	-	*1%*	-	*3%*	*1%*	*2%*
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	**3**	3	-	-	3	-	3	-	1	2	1
	1%	*1%*	-	-	*1%*	-	*1%*	-	*1%*	*1%*	*2%*
Inaccurate information	**3**	3	-	-	3	-	3	-	2	2	1
	1%	*1%*	-	-	*1%*	-	*1%*	-	*3%*	*1%*	*2%*

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

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Absolutes/col percents

Table 125

Q17 - TV set-top box without a subscription service
Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips,
video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?
Base: All who have seen something of concern on an ODO service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Incitement to hatred	**3**	3	-	-	3	-	3	-	2	3	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*3%*	*1%*	-
Accuracy of medical/health claims	**2**	2	-	-	2	-	2	-	2	2	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*3%*	*1%*	-
Offence of religion	**2**	2	-	-	2	-	2	-	1	2	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*1%*	*1%*	-
Nakedness/naked bodies/body parts	**2**	2	-	-	2	-	2	-	1	1	1
	1%	*1%*	-	-	*1%*	-	*1%*	-	*1%*	*1%*	*2%*
Defamation/smearing of others	**2**	2	-	-	2	-	2	-	2	1	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*3%*	*	-
Infringing someone's privacy	**2**	2	-	-	2	-	2	-	2	2	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*3%*	*1%*	-
Illegal child sexual abuse material	**2**	2	-	-	2	-	2	-	2	1	1
	1%	*1%*	-	-	*1%*	-	*1%*	-	*3%*	*	*2%*
Exorcism/the paranormal	**2**	2	-	-	2	-	2	-	1	2	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*1%*	*1%*	-
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	**2**	2	-	-	2	-	2	-	1	1	1
	1%	*1%*	-	-	*1%*	-	*1%*	-	*1%*	*	*2%*
Other	**2**	2	-	-	1	1	1	1	-	1	-
	1%	*1%*	-	-	*	*1%*	*	*1%*	-	*1%*	-

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

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Absolutes/col percents

Table 126

Q17 - Smart TV

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	328	193	135	99	105	66	28	20	10	204	94	30	122	53	13	5	82	41	7	5	107	119	61	41	226	102
Base	303	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Effective Base	221	128	98	85	65	43	23	8	5	150	65	12	91	36	5	3	59	33	7	2	65	84	44	30	147	73
Bad language	13	9	4	9	2	2	-	-	-	11	2	-	8	1	-	-	3	1	-	-	5	3	4	1	8	5
	4%	4%	4%	9%	2%	3%	-	-	-	6%	2%	-	6%	1%	-	-	4%	3%	-	-	5%	3%	6%	2%	4%	5%
Sex/sexually explicit content	10	7	3	6	2	2	-	-	-	8	2	-	6	1	-	-	2	1	-	-	4	3	1	2	7	3
	3%	3%	3%	6%	2%	3%	-	-	-	4%	2%	-	5%	2%	-	-	4%	3%	-	-	4%	3%	1%	5%	4%	2%
Welfare of children or young people	9	7	2	4	2	1	2	-	-	6	3	-	5	2	-	-	1	1	-	-	3	3	1	1	6	3
	3%	4%	2%	4%	2%	1%	7%	-	-	3%	3%	-	4%	3%	-	-	2%	2%	-	-	3%	3%	2%	3%	3%	3%
Bullying/victimising	6	6	1	2	1	2	1	-	-	4	3	-	3	3	-	-	1	-	-	-	2	3	1	-	6	1
	2%	3%	1%	2%	2%	3%	3%	-	-	2%	3%	-	2%	5%	-	-	1%	-	-	-	3%	3%	1%	-	3%	1%
Dangerous behaviour	6	5	1	1	3	2	-	-	-	4	2	-	3	2	-	-	1	-	-	-	1	3	2	-	3	2
	2%	3%	1%	1%	4%	3%	-	-	-	2%	2%	-	3%	3%	-	-	1%	-	-	-	1%	2%	4%	-	2%	2%
Content harmful to self-esteem (e.g. self-abuse)	6	4	1	4	2	-	-	-	-	6	-	-	4	-	-	-	1	-	-	-	4	1	1	-	5	1
	2%	2%	1%	4%	2%	-	-	-	-	3%	-	-	4%	-	-	-	2%	-	-	-	4%	1%	1%	-	2%	1%
Defamation/smearing of others	5	1	3	2	3	-	-	-	-	5	-	-	1	-	-	-	3	-	-	-	4	1	-	-	5	-
	2%	1%	3%	2%	3%	-	-	-	-	3%	-	-	1%	-	-	-	5%	-	-	-	4%	1%	-	-	2%	-
Incitement to crime	5	5	-	1	2	1	1	-	-	3	2	-	3	2	-	-	-	-	-	-	1	2	2	-	3	2
	2%	2%	-	1%	2%	1%	3%	-	-	2%	2%	-	3%	3%	-	-	-	-	-	-	1%	2%	3%	-	2%	2%
Nakedness/naked bodies/body parts	5	4	1	3	1	1	-	-	-	4	1	-	3	1	-	-	1	-	-	-	2	-	2	-	2	2
	2%	2%	1%	3%	1%	2%	-	-	-	2%	1%	-	3%	2%	-	-	1%	-	-	-	2%	-	4%	-	1%	2%
Eating disorders	5	4	1	3	2	-	-	-	-	5	-	-	4	-	-	-	1	-	-	-	1	2	1	-	3	1
	2%	2%	1%	3%	2%	-	-	-	-	3%	-	-	3%	-	-	-	2%	-	-	-	1%	2%	2%	-	2%	1%
Drugs/drug use	4	4	1	2	2	1	-	-	-	4	1	-	3	1	-	-	1	-	-	-	-	2	2	1	2	3
	1%	2%	1%	2%	2%	1%	-	-	-	2%	1%	-	2%	1%	-	-	1%	-	-	-	-	2%	3%	3%	1%	3%
Accuracy of medical/health claims	4	2	2	1	3	-	-	-	-	4	-	-	2	-	-	-	2	-	-	-	1	1	2	-	3	2
	1%	1%	2%	1%	3%	-	-	-	-	2%	-	-	2%	-	-	-	3%	-	-	-	1%	1%	3%	-	1%	2%
Misleading advertising	4	4	1	1	-	2	1	-	-	1	3	-	1	3	-	-	1	-	-	-	3	-	2	-	3	2
	1%	2%	1%	1%	-	3%	4%	-	-	1%	3%	-	1%	5%	-	-	1%	-	-	-	3%	-	3%	-	1%	2%
Racism	4	2	2	1	1	1	-	-	-	3	1	-	1	1	-	-	1	1	-	-	-	3	1	1	3	1
	1%	1%	2%	1%	1%	2%	-	-	-	1%	2%	-	1%	1%	-	-	2%	3%	-	-	-	2%	1%	2%	1%	1%
Exorcism/the paranormal	4	2	2	3	1	-	-	-	-	4	-	-	2	-	-	-	2	-	-	-	2	1	-	-	4	-
	1%	1%	2%	3%	1%	-	-	-	-	2%	-	-	2%	-	-	-	3%	-	-	-	2%	1%	-	-	2%	-
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	4	4	-	1	3	-	-	-	-	4	-	-	4	-	-	-	-	-	-	-	2	2	-	-	4	-
	1%	2%	-	1%	3%	-	-	-	-	2%	-	-	3%	-	-	-	-	-	-	-	2%	2%	-	-	2%	-

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

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		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	**303**	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Incitement to hatred	**4**	4	-	2	-	1	1	-	-	2	2	-	2	2	-	-	-	-	-	-	2	1	1	-	3	1
	1%	*2%*	-	*2%*	-	*1%*	*3%*	-	-	*1%*	*2%*	-	*2%*	*3%*	-	-	-	-	-	-	*2%*	*1%*	*1%*	-	*1%*	*1%*
Violence (in general)	**3**	2	1	-	1	1	1	-	-	1	2	-	1	1	-	-	1	1	-	-	1	2	1	-	3	1
	1%	*1%*	*1%*	-	*2%*	*2%*	*3%*	-	-	*1%*	*2%*	-	*1%*	*3%*	-	-	*1%*	*2%*	-	-	*1%*	*2%*	*1%*	-	*1%*	*1%*
Suicide	**3**	2	1	1	1	1	-	-	-	2	1	-	2	1	-	-	-	1	-	-	1	1	1	1	2	1
	1%	*1%*	*1%*	*1%*	*1%*	*2%*	-	-	-	*1%*	*2%*	-	*1%*	*1%*	-	-	-	*3%*	-	-	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*
Inaccurate information	**3**	-	3	2	-	1	-	-	-	2	1	-	-	-	-	-	2	1	-	-	1	1	-	-	3	-
	1%	-	*2%*	*2%*	-	*1%*	-	-	-	*1%*	*1%*	-	-	-	-	-	*3%*	*2%*	-	-	*1%*	*1%*	-	-	*1%*	-
Pornography	**2**	1	1	1	1	-	-	-	-	2	-	-	1	-	-	-	1	-	-	-	-	2	-	-	2	-
	1%	*	*1%*	*1%*	*1%*	-	-	-	-	*1%*	-	-	*1%*	-	-	-	*2%*	-	-	-	-	*2%*	-	-	*1%*	-
Infringing someone's privacy	**2**	1	1	1	-	-	1	-	-	1	1	-	-	1	-	-	1	-	-	-	-	2	-	-	2	-
	1%	*	*1%*	*1%*	-	-	*2%*	-	-	*1%*	*1%*	-	-	*1%*	-	-	*2%*	-	-	-	-	*2%*	-	-	*1%*	-
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	**2**	2	-	1	1	-	-	-	-	2	-	-	2	-	-	-	-	-	-	-	1	1	-	-	2	-
	1%	*1%*	-	*1%*	*1%*	-	-	-	-	*1%*	-	-	*1%*	-	-	-	-	-	-	-	*1%*	*1%*	-	-	*1%*	-
Illegal child sexual abuse material	**1**	1	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	1	-
	*	*	-	-	*1%*	-	-	-	-	*	-	-	*1%*	-	-	-	-	-	-	-	-	*1%*	-	-	*	-
Offence of religion	**1**	1	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	1	-	-	-	1	-
	*	*	-	*1%*	-	-	-	-	-	*	-	-	*1%*	-	-	-	-	-	-	-	*1%*	-	-	-	*	-
Other	**3**	3	-	-	-	1	1	1	-	-	2	1	-	2	1	-	-	-	-	-	2	1	-	-	3	-
	1%	*1%*	-	-	-	*2%*	*4%*	*3%*	-	-	*2%*	*2%*	-	*4%*	*4%*	-	-	-	-	-	*2%*	*1%*	-	-	*1%*	-

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

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 126

Q17 - Smart TV

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	328	246	80	189	130	1	15	39	31	27	37	15	20	49	62	295	16	8	9	85	64	146
Base	303	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Effective Base	221	165	54	133	83	1	8	31	23	20	34	10	18	44	52	205	10	7	6	58	50	98
Bad language	13	12	1	9	2	-	-	4	2	1	-	2	1	1	2	13	-	-	-	6	1	6
	4%	5%	1%	5%	1%	-	-	10%	8%	3%	-	6%	7%	2%	5%	5%	-	-	-	7%	2%	5%
Sex/sexually explicit content	10	9	1	6	4	-	-	-	2	2	-	-	1	1	3	10	1	-	-	2	2	5
	3%	4%	1%	4%	3%	-	-	-	8%	7%	-	-	7%	2%	8%	4%	3%	-	-	3%	4%	4%
Welfare of children or young people	9	9	-	7	2	-	1	1	-	-	2	1	1	-	2	9	-	-	-	2	2	5
	3%	4%	-	4%	1%	-	4%	4%	-	-	7%	4%	7%	-	5%	3%	-	-	-	3%	4%	4%
Bullying/victimising	6	6	-	5	2	-	-	3	-	1	1	-	-	1	-	6	-	-	-	3	2	1
	2%	3%	-	3%	1%	-	-	8%	-	4%	5%	-	-	2%	-	2%	-	-	-	4%	4%	1%
Dangerous behaviour	6	6	-	4	1	-	-	3	-	-	2	-	-	2	-	6	-	-	-	3	2	2
	2%	3%	-	3%	1%	-	-	7%	-	-	6%	-	-	4%	-	2%	-	-	-	3%	3%	1%
Content harmful to self-esteem (e.g. self-abuse)	6	6	-	6	-	-	-	1	1	-	1	1	-	-	1	6	-	-	-	3	1	2
	2%	2%	-	3%	-	-	-	4%	5%	-	3%	4%	-	-	2%	2%	-	-	-	3%	1%	2%
Defamation/smearing of others	5	5	-	4	1	-	-	-	-	-	2	2	-	-	1	5	-	-	-	-	2	3
	2%	2%	-	3%	*	-	-	-	-	-	5%	7%	-	-	3%	2%	-	-	-	-	3%	3%
Incitement to crime	5	5	-	3	2	-	-	2	1	-	-	-	-	1	-	3	1	-	-	3	-	1
	2%	2%	-	2%	1%	-	-	5%	3%	-	-	-	-	2%	-	1%	9%	-	-	3%	-	1%
Nakedness/naked bodies/body parts	5	5	-	5	-	-	-	2	-	-	1	-	-	-	2	5	-	-	-	2	1	2
	2%	2%	-	3%	-	-	-	6%	-	-	3%	-	-	-	4%	2%	-	-	-	3%	1%	1%
Eating disorders	5	5	-	5	-	-	-	2	1	-	-	1	-	-	-	5	-	-	-	4	-	1
	2%	2%	-	3%	-	-	-	6%	5%	-	-	4%	-	-	-	2%	-	-	-	4%	-	1%
Drugs/drug use	4	4	-	2	3	-	-	1	1	1	1	-	-	1	-	4	-	-	-	2	2	1
	1%	2%	-	1%	2%	-	-	2%	3%	4%	3%	-	-	2%	-	2%	-	-	-	2%	3%	1%
Accuracy of medical/health claims	4	4	-	1	3	-	-	1	1	-	1	-	-	-	2	4	-	-	-	2	1	2
	1%	2%	-	1%	2%	-	-	2%	3%	-	3%	-	-	-	5%	2%	-	-	-	2%	1%	1%
Misleading advertising	4	4	-	3	2	-	-	-	1	-	-	3	-	-	1	4	-	-	-	1	-	3
	1%	2%	-	2%	1%	-	-	-	3%	-	-	10%	-	-	1%	2%	-	-	-	1%	-	3%
Racism	4	3	1	3	1	-	-	-	-	1	-	1	1	-	-	3	1	-	-	-	1	3
	1%	1%	1%	2%	1%	-	-	-	-	3%	-	4%	7%	-	-	1%	3%	-	-	-	2%	2%
Exorcism/the paranormal	4	4	-	2	1	-	-	-	1	-	-	-	1	-	2	4	-	-	-	1	-	3
	1%	2%	-	1%	1%	-	-	-	3%	-	-	-	7%	-	4%	1%	-	-	-	1%	-	2%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	4	4	-	4	-	-	-	1	-	-	1	-	-	1	1	4	-	-	-	1	1	2
	1%	2%	-	2%	-	-	-	2%	-	-	3%	-	-	2%	2%	1%	-	-	-	1%	1%	1%

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 126

Q17 - Smart TV

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	303	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Incitement to hatred	4	4	-	3	1	-	-	2	1	-	-	-	-	-	1	4	-	-	-	3	-	1
	1%	2%	-	2%	1%	-	-	5%	3%	-	-	-	-	-	2%	1%	-	-	-	3%	-	1%
Violence (in general)	3	3	-	2	1	-	-	1	-	-	1	-	-	1	1	3	1	-	-	1	1	2
	1%	2%	-	1%	1%	-	-	2%	-	-	2%	-	-	2%	2%	1%	3%	-	-	1%	1%	1%
Suicide	3	2	1	3	-	-	-	1	1	1	-	-	-	-	-	3	1	-	-	2	1	-
	1%	1%	1%	2%	-	-	-	2%	3%	3%	-	-	-	-	-	1%	3%	-	-	2%	2%	-
Inaccurate information	3	3	-	1	2	-	1	-	-	-	-	-	1	-	1	3	-	-	-	1	-	2
	1%	1%	-	*	2%	-	4%	-	-	-	-	-	7%	-	1%	1%	-	-	-	1%	-	1%
Pornography	2	2	-	1	1	-	-	-	-	-	-	-	1	1	-	2	-	-	-	-	-	2
	1%	1%	-	1%	1%	-	-	-	-	-	-	-	7%	2%	-	1%	-	-	-	-	-	2%
Infringing someone's privacy	2	2	-	1	1	-	-	-	-	-	-	-	1	-	1	2	-	-	-	-	-	2
	1%	1%	-	*	1%	-	-	-	-	-	-	-	7%	-	2%	1%	-	-	-	-	-	1%
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	2	2	-	2	-	-	-	-	-	-	1	-	-	-	1	2	-	-	-	-	1	1
	1%	1%	-	1%	-	-	-	-	-	-	3%	-	-	-	2%	1%	-	-	-	-	1%	1%
Illegal child sexual abuse material	1	1	-	1	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	1
	*	*	-	1%	-	-	-	-	-	-	-	-	-	2%	-	*	-	-	-	-	-	1%
Offence of religion	1	1	-	1	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-	-
	*	*	-	1%	-	-	-	-	3%	-	-	-	-	-	-	*	-	-	-	1%	-	-
Other	3	3	-	3	-	-	-	1	-	-	-	-	-	2	-	3	-	-	-	1	-	2
	1%	1%	-	2%	-	-	-	3%	-	-	-	-	-	4%	-	1%	-	-	-	1%	-	1%

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

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Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	328	250	251	265	168	237	174	195	149	110	247	176	212	159	113	325	3	317	319	325
Base	303	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Effective Base	221	183	179	192	135	169	124	154	105	91	177	126	166	113	91	219	3	214	226	219
Bad language	13	9	11	13	7	11	2	11	9	8	11	2	11	9	8	13	-	13	13	13
	4%	4%	5%	5%	5%	5%	2%	6%	7%	9%	5%	2%	6%	6%	9%	4%	-	4%	4%	4%
Sex/sexually explicit content	10	5	6	10	5	6	3	9	6	3	6	3	9	6	3	10	-	10	10	10
	3%	2%	3%	4%	3%	3%	2%	5%	4%	3%	3%	2%	5%	4%	3%	3%	-	3%	3%	3%
Welfare of children or young people	9	9	7	9	5	7	6	8	8	7	7	6	8	8	7	9	-	9	9	9
	3%	4%	3%	4%	4%	3%	4%	5%	5%	8%	3%	4%	4%	5%	7%	3%	-	3%	3%	3%
Bullying/victimising	6	4	6	6	3	6	3	6	6	4	6	3	6	6	4	6	-	6	6	6
	2%	2%	2%	3%	2%	3%	2%	3%	4%	4%	3%	2%	3%	4%	4%	2%	-	2%	2%	2%
Dangerous behaviour	6	5	4	6	4	4	4	4	5	5	4	4	4	5	5	6	-	6	6	6
	2%	2%	2%	2%	2%	2%	3%	2%	4%	5%	2%	3%	2%	3%	5%	2%	-	2%	2%	2%
Content harmful to self-esteem (e.g. self-abuse)	6	6	5	6	2	5	2	5	5	4	5	2	5	5	4	6	-	6	6	6
	2%	3%	2%	2%	2%	2%	1%	3%	3%	4%	2%	1%	3%	3%	4%	2%	-	2%	2%	2%
Defamation/smearing of others	5	4	4	5	4	4	4	5	3	1	4	4	5	3	1	5	-	5	5	5
	2%	2%	2%	2%	3%	2%	3%	3%	2%	1%	2%	2%	3%	2%	1%	2%	-	2%	2%	2%
Incitement to crime	5	2	3	5	3	3	2	3	3	1	3	2	3	3	1	5	-	5	5	5
	2%	1%	1%	2%	2%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	2%	-	2%	2%	2%
Nakedness/naked bodies/body parts	5	5	3	5	5	3	2	4	4	3	3	2	4	4	3	5	-	5	5	5
	2%	2%	1%	2%	3%	1%	2%	2%	3%	3%	1%	2%	2%	3%	3%	2%	-	2%	2%	2%
Eating disorders	5	5	5	5	2	5	1	5	5	5	5	1	5	5	5	5	-	5	5	5
	2%	2%	2%	2%	2%	2%	1%	3%	3%	5%	2%	1%	3%	3%	5%	2%	-	2%	2%	2%
Drugs/drug use	4	2	4	4	2	4	2	4	3	2	4	2	4	3	2	4	-	4	4	4
	1%	1%	2%	2%	1%	2%	1%	3%	2%	2%	2%	1%	2%	2%	2%	1%	-	2%	2%	1%
Accuracy of medical/health claims	4	2	4	4	3	4	1	4	3	2	4	1	4	3	2	4	-	4	4	4
	1%	1%	2%	2%	2%	2%	1%	2%	2%	2%	2%	1%	2%	2%	2%	1%	-	1%	1%	1%
Misleading advertising	4	4	3	4	2	3	3	3	2	3	3	3	3	2	3	4	-	4	4	4
	1%	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	1%	3%	1%	-	1%	1%	1%
Racism	4	2	4	4	1	4	-	4	3	2	4	-	4	3	2	4	-	4	4	4
	1%	1%	2%	2%	1%	2%	-	2%	2%	2%	2%	-	2%	2%	2%	1%	-	1%	1%	1%
Exorcism/the paranormal	4	2	2	4	3	2	2	4	3	-	2	2	4	3	-	4	-	4	4	4
	1%	1%	1%	2%	2%	1%	2%	2%	2%	-	1%	2%	2%	2%	-	1%	-	1%	1%	1%

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

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		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**303**	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	**4**	3	2	4	4	2	3	4	3	2	2	3	4	3	2	4	-	4	4	4
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*1%*	-	*1%*	*1%*	*1%*
Incitement to hatred	**4**	2	2	4	1	2	2	3	2	1	2	2	3	2	1	4	-	4	4	4
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Violence (in general)	**3**	1	1	3	2	1	1	3	2	-	1	1	3	2	-	3	-	3	3	3
	1%	*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	-	*1%*	*	*1%*	*1%*	-	*1%*	-	*1%*	*1%*	*1%*
Suicide	**3**	2	2	3	1	2	1	3	2	2	2	1	3	2	2	3	-	3	3	3
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	-	*1%*	*1%*	*1%*
Inaccurate information	**3**	1	3	3	3	3	1	2	3	-	3	1	2	3	-	3	-	3	3	3
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*2%*	-	*1%*	*1%*	*1%*	*2%*	-	*1%*	-	*1%*	*1%*	*1%*
Pornography	**2**	-	1	2	2	1	-	2	2	-	1	-	2	2	-	2	-	2	2	2
	1%	-	*1%*	*1%*	*2%*	*1%*	-	*1%*	*2%*	-	*1%*	-	*1%*	*1%*	-	*1%*	-	*1%*	*1%*	*1%*
Infringing someone's privacy	**2**	1	2	2	2	2	1	2	2	1	2	1	2	2	1	2	-	2	2	2
	1%	*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	**2**	2	2	2	2	2	2	2	1	2	2	2	2	1	2	2	-	2	2	2
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	-	*1%*	*1%*	*1%*
Illegal child sexual abuse material	**1**	-	-	1	1	-	-	1	1	-	-	-	1	1	-	1	-	1	1	1
	*	-	-	*	*1%*	-	-	*1%*	*1%*	-	-	-	*	*1%*	-	*	-	*	*	*
Offence of religion	**1**	-	-	1	-	-	-	1	-	-	-	-	1	-	-	1	-	1	1	1
	*	-	-	*	-	-	-	*	-	-	-	-	*	-	-	*	-	*	*	*
Other	**3**	2	3	3	1	2	1	1	2	2	3	1	1	2	2	3	-	3	2	3
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*	*1%*	*2%*	*1%*	-	*1%*	*1%*	*1%*

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

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 126

Q17 - Smart TV

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	328	225	55	86	211	135	193	107	48	10	41	167	118	285	54	67	157	64	221	210
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Effective Base	221	183	29	62	140	108	114	88	36	9	22	106	98	202	37	48	108	55	161	149
Bad language	13	8	5	6	6	8	5	5	4	2	1	3	9	12	4	4	4	4	8	7
	4%	4%	7%	7%	3%	6%	3%	5%	8%	22%	2%	2%	8%	5%	7%	6%	3%	7%	4%	4%
Sex/sexually explicit content	10	7	3	3	7	5	5	5	3	1	-	4	6	10	2	2	5	1	6	6
	3%	4%	4%	3%	4%	4%	3%	5%	7%	10%	-	3%	5%	4%	5%	4%	4%	2%	3%	3%
Welfare of children or young people	9	8	-	4	5	8	1	8	3	-	-	3	6	9	1	1	4	3	8	8
	3%	4%	-	5%	3%	6%d	*	7%	7%	-	-	2%	5%	3%	2%	2%	3%	6%	4%	4%
Bullying/victimising	6	6	-	2	4	3	3	2	2	-	2	2	3	5	1	1	4	-	4	4
	2%	3%	-	2%	2%	2%	2%	2%	5%	-	4%	1%	2%	2%	3%	2%	3%	-	2%	2%
Dangerous behaviour	6	4	1	1	5	4	2	3	2	-	1	2	3	5	1	1	4	1	5	5
	2%	2%	1%	1%	3%	3%	1%	3%	4%	-	2%	2%	2%	2%	2%	2%	3%	2%	3%	3%
Content harmful to self-esteem (e.g. self-abuse)	6	4	1	4	1	6	-	3	2	1	-	2	4	6	3	3	1	2	3	3
	2%	2%	2%	5%d	1%	4%d	-	3%	5%	13%	-	1%	3%	2%	5%	4%	1%	4%	2%	2%
Defamation/smearing of others	5	5	-	3	2	5	-	4	1	-	-	2	3	5	1	1	4	-	4	4
	2%	2%	-	3%	1%	4%d	-	4%	1%	-	-	1%	2%	2%	1%	1%	3%	-	2%	2%
Incitement to crime	5	5	-	2	3	3	2	2	2	-	2	2	1	3	-	-	2	2	4	4
	2%	2%	-	3%	1%	2%	1%	2%	5%	-	4%	2%	1%	1%	-	-	1%	4%	2%	2%
Nakedness/naked bodies/body parts	5	5	-	3	2	4	1	3	2	-	-	1	3	5	1	1	2	1	4	4
	2%	2%	-	4%	1%	3%	*	3%	4%	-	-	1%	3%	2%	2%	2%	2%	3%	2%	2%
Eating disorders	5	4	1	3	2	5	-	4	-	1	-	1	4	5	1	1	-	4	4	4
	2%	2%	2%	3%	1%	3%d	-	3%	-	13%	-	1%	3%	2%	2%	2%	-	7%g	2%	2%
Drugs/drug use	4	4	-	1	4	2	3	2	1	-	1	3	1	4	1	1	3	1	3	3
	1%	2%	-	1%	2%	1%	2%	2%	2%	-	2%	2%	1%	1%	2%	2%	2%	2%	2%	2%
Accuracy of medical/health claims	4	3	-	2	2	3	1	2	1	-	-	3	1	4	1	1	3	1	4	4
	1%	2%	-	3%	1%	2%	1%	2%	1%	-	-	2%	1%	2%	1%	1%	2%	2%	2%	2%
Misleading advertising	4	4	-	2	3	2	3	-	2	-	-	2	2	4	-	-	2	2	4	4
	1%	2%	-	2%	1%	1%	2%	-	3%	-	-	1%	2%	2%	-	-	1%	5%	2%	2%
Racism	4	3	1	-	4	2	2	2	1	1	-	2	2	4	1	1	1	-	1	1
	1%	1%	2%	-	2%	2%	1%	2%	2%	10%	-	1%	2%	2%	2%	2%	1%	-	1%	1%
Exorcism/the paranormal	4	4	-	2	2	2	2	2	1	-	-	-	4	4	-	-	3	1	4	4
	1%	2%	-	2%	1%	1%	1%	1%	2%	-	-	-	3%	1%	-	-	2%	2%	2%	2%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	4	4	-	2	2	4	-	4	2	-	-	1	3	4	-	-	3	1	4	4
	1%	2%	-	2%	1%	3%	-	3%	4%	-	-	1%	2%	1%	-	-	2%	2%	2%	2%

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

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 126

Q17 - Smart TV

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Incitement to hatred	4	3	1	1	3	1	3	1	1	-	2	-	2	2	-	-	3	-	3	2
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	-	*4%*	-	*2%*	*1%*	-	-	*2%*	-	*1%*	*1%*
Violence (in general)	3	3	1	-	3	2	2	2	1	-	1	2	1	3	-	1	2	-	2	2
	1%	*1%*	*1%*	-	*2%*	*1%*	*1%*	*1%*	*2%*	-	*2%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	-	*1%*	*1%*
Suicide	3	1	2	-	3	2	1	2	1	1	-	1	3	3	-	-	1	1	2	1
	1%	*	*4%*	-	*2%*	*1%*	*1%*	*2%*	*2%*	*10%*	-	*	*2%*	*1%*	-	-	*1%*	*2%*	*1%*	*
Inaccurate information	3	3	-	-	3	1	2	1	-	-	-	1	2	3	-	-	3	-	3	3
	1%	*1%*	-	-	*1%*	*1%*	*1%*	*1%*	-	-	-	*	*2%*	*1%*	-	-	*2%*	-	*1%*	*1%*
Pornography	2	2	-	-	2	1	1	1	1	-	-	-	2	2	-	-	2	-	2	2
	1%	*1%*	-	-	*1%*	*1%*	*1%*	*1%*	*2%*	-	-	-	*2%*	*1%*	-	-	*2%*	-	*1%*	*1%*
Infringing someone's privacy	2	2	-	-	2	1	1	-	1	-	-	-	2	2	-	-	1	1	2	2
	1%	*1%*	-	-	*1%*	*	*1%*	-	*1%*	-	-	-	*2%*	*1%*	-	-	*1%*	*1%*	*1%*	*1%*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	2	2	-	2	-	2	-	2	-	-	-	2	-	2	-	-	2	-	2	2
	1%	*1%*	-	*2%*	-	*1%*	-	*2%*	-	-	-	*1%*	-	*1%*	-	-	*1%*	-	*1%*	*1%*
Illegal child sexual abuse material	1	1	-	-	1	1	-	1	1	-	-	-	1	1	-	-	1	-	1	1
	*	*	-	-	*	*1%*	-	*1%*	*2%*	-	-	-	*1%*	*	-	-	*1%*	-	*	*1%*
Offence of religion	1	-	1	-	1	-	1	-	-	-	-	-	1	1	-	-	1	-	1	-
	*	-	*1%*	-	*	-	*1%*	-	-	-	-	-	*1%*	*	-	-	*1%*	-	*	-
Other	3	3	-	-	3	1	2	1	1	-	-	2	1	3	1	1	2	-	2	1
	1%	*1%*	-	-	*1%*	*1%*	*1%*	*1%*	*2%*	-	-	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 126

Q17 - Smart TV

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**328**	328	-	-	258	70	270	58	67	181	40
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Effective Base	**221**	221	-	-	170	53	180	42	47	123	22
Bad language	**13**	13	-	-	11	2	11	2	6	9	2
	4%	*4%*	-	-	*4%*	*3%*	*4%*	*3%*	*9%*	*5%*	*5%*
Sex/sexually explicit content	**10**	10	-	-	10	-	10	*	4	5	1
	3%	*3%*	-	-	*4%*	-	*4%*	*1%*	*6%*	*3%*	*2%*
Welfare of children or young people	**9**	9	-	-	9	-	9	-	5	6	-
	3%	*3%*	-	-	*4%*	-	*4%*	-	*8%*	*4%*	-
Bullying/victimising	**6**	6	-	-	6	-	6	-	1	6	-
	2%	*2%*	-	-	*3%*	-	*3%*	-	*2%*	*3%*	-
Dangerous behaviour	**6**	6	-	-	6	-	6	-	2	4	-
	2%	*2%*	-	-	*2%*	-	*2%*	-	*3%*	*3%*	-
Content harmful to self-esteem (e.g. self-abuse)	**6**	6	-	-	6	-	6	-	4	4	-
	2%	*2%*	-	-	*2%*	-	*2%*	-	*6%*	*3%*	-
Defamation/smearing of others	**5**	5	-	-	5	-	5	-	2	5	-
	2%	*2%*	-	-	*2%*	-	*2%*	-	*2%*	*3%*	-
Incitement to crime	**5**	5	-	-	5	-	5	-	-	5	-
	2%	*2%*	-	-	*2%*	-	*2%*	-	-	*3%*	-
Nakedness/naked bodies/body parts	**5**	5	-	-	5	-	5	-	4	5	-
	2%	*2%*	-	-	*2%*	-	*2%*	-	*6%*	*3%*	-
Eating disorders	**5**	5	-	-	5	-	5	-	4	4	-
	2%	*2%*	-	-	*2%*	-	*2%*	-	*6%*	*2%*	-
Drugs/drug use	**4**	4	-	-	4	-	4	-	-	3	-
	1%	*1%*	-	-	*2%*	-	*2%*	-	-	*1%*	-
Accuracy of medical/health claims	**4**	4	-	-	4	-	4	-	1	3	-
	1%	*1%*	-	-	*2%*	-	*2%*	-	*1%*	*2%*	-
Misleading advertising	**4**	4	-	-	4	-	4	-	4	2	-
	1%	*1%*	-	-	*2%*	-	*2%*	-	*6%*	*1%*	-
Racism	**4**	4	-	-	4	-	4	-	1	1	1
	1%	*1%*	-	-	*2%*	-	*2%*	-	*2%*	*1%*	*2%*
Exorcism/the paranormal	**4**	4	-	-	4	-	4	-	2	2	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*3%*	*1%*	-
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	**4**	4	-	-	4	-	4	-	2	4	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*3%*	*2%*	-

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

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Absolutes/col percents

Table 126

Q17 - Smart TV

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Incitement to hatred	**4**	4	-	-	4	-	4	-	2	3	1
	1%	*1%*	-	-	*1%*	-	*1%*	-	*3%*	*2%*	*2%*
Violence (in general)	**3**	3	-	-	3	-	3	-	-	3	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	-	*2%*	-
Suicide	**3**	3	-	-	3	-	3	-	1	1	2
	1%	*1%*	-	-	*1%*	-	*1%*	-	*1%*	*1%*	*5%*
Inaccurate information	**3**	3	-	-	3	-	3	-	-	3	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	-	*2%*	-
Pornography	**2**	2	-	-	2	-	2	-	-	2	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	-	*1%*	-
Infringing someone's privacy	**2**	2	-	-	2	-	2	-	-	1	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	-	*1%*	-
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	**2**	2	-	-	2	-	2	-	1	2	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*1%*	*1%*	-
Illegal child sexual abuse material	**1**	1	-	-	1	-	1	-	-	1	-
	*	*	-	-	*	-	*	-	-	*1%*	-
Offence of religion	**1**	1	-	-	1	-	1	-	1	-	1
	*	*	-	-	*	-	*	-	*1%*	-	*2%*
Other	**3**	3	-	-	1	2	1	2	-	2	1
	1%	*1%*	-	-	*	*3%d*	*	*4%d*	-	*1%*	*3%*

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 127

Q17 - Smartphone

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	328	193	135	99	105	66	28	20	10	204	94	30	122	53	13	5	82	41	7	5	107	119	61	41	226	102
Base	303	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Effective Base	221	128	98	85	65	43	23	8	5	150	65	12	91	36	5	3	59	33	7	2	65	84	44	30	147	73
Sex/sexually explicit content	18	9	9	10	6	1	1	*	-	16	2	*	7	1	*	-	8	1	-	-	6	8	2	2	14	4
	6%	5%	8%	9%	7%	2%	3%	2%	-	8%	3%	1%	6%	2%	2%	-	12%	3%	-	-	6%	8%	3%	5%	7%	4%
Violence (in general)	17	13	4	9	6	2	-	*	-	15	2	*	11	2	*	-	4	-	-	-	7	5	5	1	12	5
	6%	7%	4%	9%	7%	3%	-	2%	-	8%	2%	1%	9%	3%	2%	-	6%	-	-	-	7%	5%	8%	2%	6%	5%
Bad language	14	8	7	8	4	1	1	-	-	13	2	-	8	-	-	-	5	2	-	-	5	7	2	1	12	3
	5%	4%	6%	8%	5%	2%	3%	-	-	7%	2%	-	6%	-	-	-	7%	6%	-	-	5%	6%	3%	2%	6%	3%
Dangerous behaviour	13	8	5	9	3	-	1	-	-	12	1	-	8	-	-	-	4	1	-	-	6	3	2	2	9	4
	4%	4%	4%	9%efj	3%	-	3%	-	-	6%	1%	-	7%	-	-	-	5%	3%	-	-	6%	3%	4%	4%	5%	4%
Racism	11	7	4	8	2	-	1	-	-	10	1	-	6	1	-	-	4	-	-	-	2	3	1	5	5	6
	4%	4%	4%	8%	3%	-	3%	-	-	5%	1%	-	5%	2%	-	-	6%	-	-	-	2%	3%	2%	12%	3%	6%
Pornography	11	8	3	8	2	1	-	*	-	10	1	*	7	1	*	-	3	-	-	-	5	3	3	1	8	3
	4%	4%	3%	8%efj	2%	1%	-	2%	-	5%	1%	1%	6%	1%	2%	-	4%	-	-	-	5%	3%	4%	1%	4%	3%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	11	6	5	4	6	1	1	-	-	9	2	-	5	1	-	-	4	1	-	-	4	5	2	-	9	2
	4%	3%	4%	4%	6%	1%	3%	-	-	5%	2%	-	5%	1%	-	-	6%	3%	-	-	4%	5%	3%	-	5%	2%
Misleading advertising	9	7	2	6	3	-	-	-	-	9	-	-	7	-	-	-	2	-	-	-	2	5	2	1	6	3
	3%	4%	2%	6%j	4%	-	-	-	-	5%	-	-	6%	-	-	-	3%	-	-	-	2%	5%	3%	1%	3%	3%
Bullying/victimising	9	7	2	4	4	1	1	-	-	7	2	-	6	1	-	-	1	1	-	-	4	2	3	-	6	3
	3%	3%	2%	4%	4%	1%	3%	-	-	4%	2%	-	5%	1%	-	-	2%	3%	-	-	4%	2%	5%	-	3%	3%
Inaccurate information	8	4	4	4	3	2	-	-	-	7	2	-	3	1	-	-	3	1	-	-	3	5	-	-	8	-
	3%	2%	4%	4%	3%	3%	-	-	-	4%	2%	-	3%	1%	-	-	5%	3%	-	-	3%	5%y	-	-	4%	-
Eating disorders	8	4	4	6	2	1	-	-	-	8	1	-	4	1	-	-	4	-	-	-	3	-	3	2	3	5
	3%	2%	4%	6%	2%	1%	-	-	-	4%	1%	-	3%	1%	-	-	6%	-	-	-	3%	-	5%	5%	2%	5%u
Incitement to crime	8	7	1	5	1	1	1	-	-	7	2	-	6	1	-	-	1	1	-	-	4	4	1	-	7	1
	3%	3%	1%	5%	2%	1%	3%	-	-	3%	2%	-	5%	1%	-	-	1%	3%	-	-	4%	4%	1%	-	4%	1%
Drugs/drug use	7	3	4	6	1	1	-	-	-	7	1	-	3	1	-	-	4	-	-	-	2	3	1	2	5	2
	2%	2%	4%	5%	2%	1%	-	-	-	4%	1%	-	2%	1%	-	-	6%	-	-	-	2%	3%	1%	4%	3%	2%
Welfare of children or young people	7	5	2	4	1	1	1	*	-	5	2	*	3	1	*	-	2	1	-	-	-	2	3	2	2	5
	2%	2%	2%	4%	1%	1%	3%	2%	-	3%	2%	1%	3%	2%	2%	-	2%	3%	-	-	-	2%	4%	5%	1%	5%
Defamation/smearing of others	7	4	3	3	1	2	1	-	-	5	2	-	2	2	-	-	2	1	-	-	2	4	1	-	6	1
	2%	2%	3%	3%	2%	3%	3%	-	-	2%	3%	-	2%	3%	-	-	3%	3%	-	-	2%	4%	2%	-	3%	1%
Content harmful to self-esteem (e.g. self-abuse)	6	3	4	5	2	-	-	-	-	6	-	-	3	-	-	-	4	-	-	-	4	1	1	-	5	1
	2%	1%	3%	5%	2%	-	-	-	-	3%	-	-	2%	-	-	-	5%	-	-	-	4%	1%	2%	-	2%	1%

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

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bdrc continental providing intelligence

20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 127

Q17 - Smartphone

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	303	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Suicide	6	4	2	4	1	1	-	-	-	5	1	-	2	1	-	-	2	-	-	-	3	1	1	2	4	2
	2%	2%	2%	4%	1%	2%	-	-	-	2%	2%	-	2%	2%	-	-	3%	-	-	-	3%	1%	1%	4%	2%	2%
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	6	3	3	3	2	1	-	-	-	5	1	-	3	-	-	-	2	1	-	-	4	1	1	-	5	1
	2%	1%	3%	3%	2%	1%	-	-	-	3%	1%	-	2%	-	-	-	3%	3%	-	-	4%	1%	2%	-	2%	1%
Accuracy of medical/health claims	6	5	1	-	4	1	-	-	-	4	1	-	3	1	-	-	1	-	-	-	2	4	-	-	6	-
	2%	2%	1%	-	5%	2%	-	-	-	2%	1%	-	3%	2%	-	-	2%	-	-	-	2%	4%	-	-	3%	-
Offence of religion	5	5	1	2	2	2	-	-	-	4	2	-	3	2	-	-	1	-	-	-	2	3	1	-	5	1
	2%	3%	1%	2%	2%	3%	-	-	-	2%	2%	-	3%	3%	-	-	1%	-	-	-	2%	3%	1%	-	2%	1%
Nakedness/naked bodies/body parts	5	3	2	4	1	-	1	-	-	4	1	-	3	-	-	-	1	1	-	-	5	1	-	-	5	-
	2%	2%	2%	4%	1%	-	3%	-	-	2%	1%	-	2%	-	-	-	2%	3%	-	-	5%	1%	-	-	3%	-
Infringing someone's privacy	5	3	1	1	2	1	1	-	-	3	1	-	2	1	-	-	1	-	-	-	2	3	-	-	5	-
	2%	2%	1%	1%	3%	1%	2%	-	-	2%	1%	-	2%	2%	-	-	2%	-	-	-	2%	3%	-	-	2%	-
Incitement to hatred	4	3	1	2	1	1	-	-	-	3	1	-	2	1	-	-	1	-	-	-	2	1	1	-	3	1
	1%	2%	1%	2%	1%	1%	-	-	-	2%	1%	-	2%	1%	-	-	1%	-	-	-	2%	1%	1%	-	1%	1%
Exorcism/the paranormal	3	2	1	2	1	1	-	-	-	3	1	-	1	1	-	-	1	-	-	-	1	1	1	1	2	1
	1%	1%	1%	2%	1%	1%	-	-	-	1%	1%	-	1%	1%	-	-	2%	-	-	-	1%	1%	1%	1%	1%	1%
Illegal child sexual abuse material	2	2	-	2	1	-	-	-	-	2	-	-	2	-	-	-	-	-	-	-	-	1	1	-	1	1
	1%	1%	-	2%	1%	-	-	-	-	1%	-	-	2%	-	-	-	-	-	-	-	-	1%	1%	-	1%	1%
Other	4	2	3	1	1	2	1	*	-	1	2	*	1	1	-	-	1	2	*	-	1	2	1	-	3	1
	1%	1%	2%	1%	1%	3%	2%	2%	-	1%	3%	2%	1%	1%	-	-	1%	5%	12%	-	1%	2%	2%	-	1%	1%

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

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Table 127

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Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	328	246	80	189	130	1	15	39	31	27	37	15	20	49	62	295	16	8	9	85	64	146
Base	303	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Effective Base	221	165	54	133	83	1	8	31	23	20	34	10	18	44	52	205	10	7	6	58	50	98
Sex/sexually explicit content	18	17	1	11	8	-	2	1	-	5	3	1	1	2	4	18	-	-	-	2	7	8
	6%	7%	2%	6%	6%	-	9%	2%	-	16%	9%	4%	7%	4%	10%	7%	-	-	-	3%	13%	6%
Violence (in general)	17	13	4	12	5	-	-	2	-	-	1	4	-	5	4	15	1	1	2	2	1	12
	6%	6%	6%	7%	4%	-	-	5%	-	-	3%	12%	-	11%	9%	5%	3%	11%	11%	2%	1%	9%
Bad language	14	8	6	7	7	-	-	2	2	2	1	-	1	4	3	14	-	-	-	4	3	8
	5%	4%	8%	4%	6%	-	-	5%	6%	7%	3%	-	7%	10%	7%	5%	-	-	-	4%	5%	6%
Dangerous behaviour	13	10	2	9	4	-	2	1	1	2	-	1	-	1	4	12	1	1	-	4	2	6
	4%	5%	3%	5%	3%	-	9%	4%	3%	7%	-	5%	-	2%	9%	4%	3%	11%	-	5%	3%	5%
Racism	11	11	1	4	6	-	3	1	1	1	1	1	1	1	2	11	-	-	-	5	2	5
	4%	5%	1%	2%	5%	-	14%	4%	3%	4%	2%	4%	7%	2%	5%	4%	-	-	-	6%	3%	4%
Pornography	11	9	2	5	6	-	-	1	-	2	1	-	1	2	4	11	-	-	-	1	2	7
	4%	4%	3%	3%	5%	-	-	4%	-	6%	3%	-	7%	4%	11%	4%	-	-	-	2%	4%	5%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	11	11	-	6	3	-	-	3	-	2	2	1	-	-	3	11	-	-	-	3	4	4
	4%	5%	-	4%	3%	-	-	8%	-	7%	7%	4%	-	-	7%	4%	-	-	-	4%	7%	3%
Misleading advertising	9	6	3	5	5	-	-	2	-	-	1	-	-	-	5	8	-	-	1	2	1	5
	3%	3%	4%	3%	4%	-	-	5%	-	-	4%	-	-	-	13%m	3%	-	-	7%	2%	2%	4%
Bullying/victimising	9	7	1	5	4	-	-	2	-	1	1	1	-	1	1	8	1	1	-	2	2	4
	3%	3%	2%	3%	3%	-	-	6%	-	3%	4%	5%	-	2%	3%	3%	3%	11%	-	3%	4%	3%
Inaccurate information	8	8	-	4	5	-	-	1	-	-	1	1	1	2	2	8	-	-	-	1	1	6
	3%	4%	-	2%	4%	-	-	4%	-	-	2%	4%	7%	4%	5%	3%	-	-	-	2%	1%	5%
Eating disorders	8	7	1	4	4	-	-	-	1	2	-	-	1	1	3	8	-	-	-	1	2	5
	3%	3%	1%	3%	3%	-	-	-	4%	5%	-	-	6%	2%	9%	3%	-	-	-	1%	3%	4%
Incitement to crime	8	6	2	4	4	-	-	1	1	1	1	1	-	-	2	8	-	-	-	2	2	4
	3%	3%	3%	2%	3%	-	-	1%	5%	3%	4%	5%	-	-	6%	3%	-	-	-	2%	4%	3%
Drugs/drug use	7	4	3	2	5	-	2	1	-	-	1	1	-	1	2	7	-	-	-	2	1	4
	2%	2%	4%	1%	4%	-	9%	2%	-	-	4%	5%	-	2%	4%	3%	-	-	-	3%	2%	3%
Welfare of children or young people	7	6	-	3	3	-	1	1	1	1	1	-	-	-	1	6	1	-	-	3	2	1
	2%	3%	-	2%	2%	-	5%	4%	3%	3%	5%	-	-	-	3%	2%	6%	-	-	4%	4%	1%
Defamation/smearing of others	7	5	2	4	3	-	-	1	-	2	1	1	-	-	-	6	-	-	2	1	3	1
	2%	2%	3%	3%	2%	-	-	4%	-	7%	3%	5%	-	-	-	2%	-	-	11%	2%	5%	1%
Content harmful to self-esteem (e.g. self-abuse)	6	6	-	6	1	-	-	1	2	-	1	-	-	-	2	6	1	-	-	3	1	2
	2%	3%	-	4%	*	-	-	4%	8%	-	2%	-	-	-	5%	2%	3%	-	-	4%	1%	1%

Prepared by BDRC Continental

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

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Base: All who have seen something of concern on an ODO service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	**303**	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Suicide	**6**	4	1	1	4	-	2	-	-	-	-	1	-	1	2	5	1	-	-	2	-	4
	2%	*2%*	*2%*	*1%*	*3%*	-	*9%*	-	-	-	-	*5%*	-	*2%*	*4%*	*2%*	*3%*	-	-	*2%*	-	*3%*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	**6**	5	1	4	2	-	1	-	-	1	-	-	1	2	2	6	-	-	-	1	1	4
	2%	*2%*	*1%*	*2%*	*2%*	-	*3%*	-	-	*4%*	-	-	*4%*	*4%*	*5%*	*2%*	-	-	-	*1%*	*2%*	*3%*
Accuracy of medical/health claims	**6**	6	-	3	2	-	-	1	1	1	-	1	-	-	1	5	1	-	-	2	1	2
	2%	*3%*	-	*2%*	*2%*	-	-	*1%*	*4%*	*4%*	-	*4%*	-	-	*3%*	*2%*	*3%*	-	-	*2%*	*2%*	*2%*
Offence of religion	**5**	4	1	3	3	-	1	-	1	-	-	-	-	1	2	4	-	-	2	1	-	3
	2%	*2%*	*2%*	*2%*	*2%*	-	*3%*	-	*3%*	-	-	-	-	*2%*	*5%*	*1%*	-	-	*11%*	*2%*	-	*2%*
Nakedness/naked bodies/body parts	**5**	5	-	2	3	-	-	-	-	3	-	-	-	-	3	5	-	-	-	-	3	3
	2%	*2%*	-	*1%*	*2%*	-	-	-	-	*9%*	-	-	-	-	*7%*	*2%*	-	-	-	-	*5%*	*2%*
Infringing someone's privacy	**5**	5	-	3	2	-	-	-	-	-	1	-	1	-	2	4	-	-	1	-	1	3
	2%	*2%*	-	*2%*	*1%*	-	-	-	-	-	*3%*	-	*7%*	-	*4%*	*1%*	-	-	*7%*	-	*1%*	*2%*
Incitement to hatred	**4**	2	1	1	3	-	-	1	-	-	1	1	-	-	1	4	-	-	-	1	1	2
	1%	*1%*	*2%*	*1%*	*2%*	-	-	*1%*	-	-	*3%*	*5%*	-	-	*2%*	*1%*	-	-	-	*1%*	*2%*	*2%*
Exorcism/the paranormal	**3**	3	1	-	3	-	-	-	1	-	-	-	1	-	1	3	-	-	-	1	-	3
	1%	*1%*	*1%*	-	*3%*	-	-	-	*3%*	-	-	-	*7%*	-	*3%*	*1%*	-	-	-	*1%*	-	*2%*
Illegal child sexual abuse material	**2**	1	1	1	1	-	-	-	-	-	1	-	-	-	2	2	-	-	-	-	1	2
	1%	*1%*	*1%*	*1%*	*1%*	-	-	-	-	-	*2%*	-	-	-	*4%*	*1%*	-	-	-	-	*1%*	*1%*
Other	**4**	4	*	3	1	-	-	1	1	1	-	-	-	1	-	3	*	1	-	1	1	1
	1%	*2%*	*1%*	*2%*	*1%*	-	-	*1%*	*3%*	*3%*	-	-	-	*2%*	-	*1%*	*3%*	*17%*	-	*2%*	*1%*	*1%*

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Base: All who have seen something of concern on an ODO service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**328**	250	251	265	168	237	174	195	149	110	247	176	212	159	113	325	3	317	319	325
Base	**303**	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Effective Base	**221**	183	179	192	135	169	124	154	105	91	177	126	166	113	91	219	3	214	226	219
Sex/sexually explicit content	**18**	11	17	18	10	17	7	17	12	8	17	7	18	12	8	18	-	18	18	18
	6%	*5%*	*8%*	*7%*	*7%*	*8%*	*4%*	*10%*	*8%*	*8%*	*8%*	*4%*	*10%*	*8%*	*8%*	*6%*	-	*6%*	*6%*	*6%*
Violence (in general)	**17**	15	14	17	12	14	11	17	13	7	14	11	17	13	7	17	-	17	17	17
	6%	*7%*	*6%*	*7%*	*8%*	*7%*	*7%*	*10%*	*9%*	*8%*	*7%*	*7%*	*9%*	*8%*	*8%*	*6%*	-	*6%*	*6%*	*6%*
Bad language	**14**	8	13	14	11	13	5	14	9	6	13	5	14	9	6	14	-	14	14	14
	5%	*4%*	*6%*	*6%*	*7%*	*6%*	*3%*	*8%*	*6%*	*6%*	*6%*	*3%*	*8%*	*6%*	*6%*	*5%*	-	*5%*	*5%*	*5%*
Dangerous behaviour	**13**	9	10	13	8	10	5	12	10	4	10	5	13	10	4	13	-	13	13	13
	4%	*4%*	*4%*	*5%*	*6%*	*5%*	*3%*	*7%*	*7%*	*4%*	*4%*	*3%*	*7%*	*7%*	*4%*	*4%*	-	*4%*	*4%*	*4%*
Racism	**11**	8	9	11	7	9	8	11	9	4	9	8	11	9	4	11	-	11	11	11
	4%	*4%*	*4%*	*5%*	*5%*	*4%*	*5%*	*6%*	*6%*	*4%*	*4%*	*5%*	*6%*	*6%*	*4%*	*4%*	-	*4%*	*4%*	*4%*
Pornography	**11**	7	10	11	9	10	4	11	6	6	10	4	11	6	6	11	-	11	11	11
	4%	*3%*	*4%*	*5%*	*6%*	*5%*	*3%*	*6%*	*4%*	*7%*	*5%*	*3%*	*6%*	*4%*	*6%*	*4%*	-	*4%*	*4%*	*4%*
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	**11**	10	8	11	9	8	7	10	10	6	8	7	11	10	6	11	-	11	11	11
	4%	*5%*	*3%*	*5%*	*6%*	*4%*	*5%*	*6%*	*7%*	*7%*	*3%*	*4%*	*6%*	*6%*	*6%*	*4%*	-	*4%*	*4%*	*4%*
Misleading advertising	**9**	6	8	9	5	8	3	9	8	3	8	3	9	8	3	9	-	7	9	9
	3%	*3%*	*3%*	*4%*	*3%*	*4%*	*2%*	*5%*	*6%*	*3%*	*3%*	*2%*	*5%*	*5%*	*3%*	*3%*	-	*2%*	*3%*	*3%*
Bullying/victimising	**9**	6	8	9	6	8	2	8	8	4	8	2	9	8	4	9	-	9	9	9
	3%	*3%*	*3%*	*4%*	*4%*	*4%*	*1%*	*5%*	*5%*	*5%*	*4%*	*1%*	*5%*	*5%*	*4%*	*3%*	-	*3%*	*3%*	*3%*
Inaccurate information	**8**	6	7	8	5	7	4	8	8	3	7	4	8	8	3	8	-	8	8	8
	3%	*3%*	*3%*	*3%*	*3%*	*3%*	*2%*	*5%*	*5%*	*3%*	*3%*	*2%*	*4%*	*5%*	*3%*	*3%*	-	*3%*	*3%*	*3%*
Eating disorders	**8**	6	5	8	5	5	6	8	5	-	5	6	8	5	-	8	-	8	8	8
	3%	*3%*	*2%*	*3%*	*3%*	*3%*	*4%*	*5%*	*3%*	-	*2%*	*4%*	*4%*	*3%*	-	*3%*	-	*3%*	*3%*	*3%*
Incitement to crime	**8**	6	7	8	5	7	4	7	5	4	7	4	8	5	4	8	-	8	8	8
	3%	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*4%*	*3%*	*4%*	*3%*	*3%*	*4%*	*3%*	*4%*	*3%*	-	*3%*	*3%*	*3%*
Drugs/drug use	**7**	5	7	7	3	7	2	7	5	5	7	2	7	5	5	7	-	7	7	7
	2%	*2%*	*3%*	*3%*	*2%*	*3%*	*2%*	*4%*	*4%*	*6%*	*3%*	*1%*	*4%*	*3%*	*5%*	*3%*	-	*3%*	*3%*	*3%*
Welfare of children or young people	**7**	7	4	7	5	4	5	7	6	3	4	5	7	6	3	7	-	7	7	7
	2%	*3%*	*2%*	*3%*	*3%*	*2%*	*4%*	*4%*	*4%*	*3%*	*2%*	*4%*	*4%*	*4%*	*3%*	*2%*	-	*2%*	*2%*	*2%*
Defamation/smearing of others	**7**	5	6	7	4	6	3	6	7	2	6	3	7	7	2	7	-	7	7	7
	2%	*3%*	*2%*	*3%*	*2%*	*3%*	*2%*	*4%*	*5%*	*2%*	*3%*	*2%*	*4%*	*4%*	*2%*	*2%*	-	*2%*	*2%*	*2%*

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

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 127

Q17 - Smartphone

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**303**	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Content harmful to self-esteem (e.g. self-abuse)	**6**	6	5	6	4	5	2	6	6	4	5	2	6	6	4	6	-	6	6	6
	2%	*3%*	*2%*	*3%*	*3%*	*2%*	*2%*	*4%*	*4%*	*5%*	*2%*	*2%*	*3%*	*4%*	*5%*	*2%*	-	*2%*	*2%*	*2%*
Suicide	**6**	3	4	6	1	4	1	6	5	2	4	1	6	5	2	6	-	6	6	6
	2%	*1%*	*2%*	*2%*	*1%*	*2%*	*1%*	*3%*	*3%*	*2%*	*2%*	*1%*	*3%*	*3%*	*2%*	*2%*	-	*2%*	*2%*	*2%*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	**6**	6	6	6	4	6	5	6	4	3	6	5	6	4	3	6	-	6	5	6
	2%	*3%*	*3%*	*2%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*2%*	-	*2%*	*2%*	*2%*
Accuracy of medical/health claims	**6**	4	5	6	3	5	2	6	3	2	5	2	6	3	2	6	-	6	6	6
	2%	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*3%*	*2%*	*2%*	*2%*	*2%*	*3%*	*2%*	*2%*	*2%*	-	*2%*	*2%*	*2%*
Offence of religion	**5**	5	3	5	3	3	4	5	2	2	3	4	5	2	2	5	-	5	5	5
	2%	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*3%*	*2%*	*2%*	*2%*	*2%*	*3%*	*1%*	*2%*	*2%*	-	*2%*	*2%*	*2%*
Nakedness/naked bodies/body parts	**5**	2	5	5	4	5	1	4	4	1	5	1	5	4	1	5	-	5	5	5
	2%	*1%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*1%*	*2%*	*1%*	*3%*	*2%*	*1%*	*2%*	-	*2%*	*2%*	*2%*
Infringing someone's privacy	**5**	2	4	5	4	4	2	4	4	2	4	2	5	4	2	5	-	5	5	5
	2%	*1%*	*2%*	*2%*	*3%*	*2%*	*1%*	*2%*	*3%*	*2%*	*2%*	*1%*	*3%*	*3%*	*2%*	*2%*	-	*2%*	*2%*	*2%*
Incitement to hatred	**4**	4	3	4	2	3	2	4	3	1	3	2	4	3	1	4	-	4	4	4
	1%	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*2%*	*2%*	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Exorcism/the paranormal	**3**	1	3	3	3	3	1	3	2	1	3	1	3	2	1	3	-	3	3	3
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*	*2%*	*1%*	*1%*	*1%*	*	*2%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Illegal child sexual abuse material	**2**	2	2	2	2	2	1	2	1	1	2	1	2	1	1	2	-	2	2	2
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Other	**4**	4	2	4	2	2	3	4	2	1	2	3	4	2	1	4	-	4	4	4
	1%	*2%*	*1%*	*2%*	*1%*	*1%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*1%*	-	*1%*	*1%*	*1%*

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

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Absolutes/col percents

Table 127

Q17 - Smartphone

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	328	225	55	86	211	135	193	107	48	10	41	167	118	285	54	67	157	64	221	210
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Effective Base	221	183	29	62	140	108	114	88	36	9	22	106	98	202	37	48	108	55	161	149
Sex/sexually explicit content	18	13	3	6	11	8	10	7	2	-	5	7	5	12	3	5	9	3	13	13
	6%	7%	5%	6%	6%	6%	6%	6%	4%	-	11%	5%	4%	5%	6%	8%	7%	6%	7%	7%
Violence (in general)	17	13	3	6	12	12	5	11	3	-	1	6	9	16	1	1	8	6	14	14
	6%	6%	4%	7%	6%	9%	3%	11%	5%	-	2%	4%	8%	6%	1%	2%	6%	12%	7%	8%
Bad language	14	9	4	7	7	8	6	6	5	1	1	5	8	14	2	2	4	4	8	7
	5%	5%	6%	8%	4%	6%	4%	6%	11%	10%	2%	4%	7%	5%	4%	3%	3%	7%	4%	4%
Dangerous behaviour	13	8	3	3	8	6	7	3	5	-	2	3	8	10	1	3	5	4	8	8
	4%	4%	5%	4%	4%	5%	4%	3%	11%	-	4%	2%	7%	4%	3%	5%	3%	7%	4%	5%
Racism	11	8	2	1	9	2	9	-	1	1	2	3	6	9	2	4	3	4	7	8
	4%	4%	2%	1%	5%	2%	5%	-	3%	10%	5%	2%	5%	3%	4%	7%	2%	7%	3%	5%
Pornography	11	8	2	4	7	7	4	6	3	-	3	2	4	7	1	1	6	3	10	9
	4%	4%	3%	5%	4%	5%	3%	5%	6%	-	8%	2%	4%	3%	3%	2%	4%	6%	5%	5%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	11	9	2	5	6	8	3	5	4	-	1	6	4	10	2	3	5	2	7	7
	4%	5%	3%	5%	3%	6%	2%	5%	8%	-	2%	4%	4%	4%	4%	5%	4%	4%	4%	4%
Misleading advertising	9	6	1	3	4	4	6	4	2	-	-	3	6	9	-	1	5	1	6	5
	3%	3%	1%	3%	2%	3%	3%	3%	3%	-	-	2%	5%	4%	-	1%	4%	3%	3%	3%
Bullying/victimising	9	8	1	4	5	5	4	3	2	-	-	5	4	9	1	1	2	3	5	5
	3%	4%	1%	5%	3%	4%	2%	3%	5%	-	-	3%	4%	3%	3%	2%	2%	5%	3%	3%
Inaccurate information	8	8	-	2	6	4	5	4	2	-	1	4	4	8	2	2	5	-	5	5
	3%	4%	-	3%	3%	3%	3%	4%	4%	-	2%	3%	3%	3%	4%	3%	4%	-	3%	3%
Eating disorders	8	6	1	5	2	6	2	5	2	-	-	7	2	8	2	2	5	-	5	3
	3%	3%	1%	6%	1%	4%	1%	5%	3%	-	-	5%	1%	3%	3%	3%	4%	-	3%	2%
Incitement to crime	8	5	3	4	4	5	3	2	3	-	-	4	3	7	1	1	3	2	5	4
	3%	2%	4%	4%	2%	4%	2%	2%	6%	-	-	3%	3%	3%	2%	1%	2%	3%	3%	2%
Drugs/drug use	7	3	2	-	5	2	6	1	2	-	3	1	2	4	2	2	-	3	3	4
	2%	1%	3%	-	3%	1%	3%	1%	4%	-	7%	1%	2%	1%	4%p	3%	-	6%p	2%	2%
Welfare of children or young people	7	4	2	2	4	5	2	2	2	1	-	3	4	7	-	2	3	2	5	6
	2%	2%	2%	2%	2%	4%	1%	2%	5%	10%	-	2%	3%	3%	-	3%	2%	3%	2%	4%
Defamation/smearing of others	7	6	1	3	5	3	4	2	1	-	-	3	4	7	-	1	2	1	3	3
	2%	3%	1%	3%	2%	2%	2%	2%	2%	-	-	2%	3%	3%	-	2%	2%	2%	2%	2%
Content harmful to self-esteem (e.g. self-abuse)	6	4	2	3	3	4	3	2	-	1	1	2	4	6	1	1	1	3	5	6
	2%	2%	3%	4%	2%	3%	2%	2%	-	13%	2%	1%	4%	2%	1%	1%	1%	6%p	2%	3%

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

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Q17 - Smartphone

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		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Suicide	6	4	1	2	2	2	4	2	1	-	2	1	2	3	-	-	2	2	4	3
	2%	*2%*	*1%*	*3%*	*1%*	*1%*	*3%*	*1%*	*2%*	-	*6%*	*1%*	*2%*	*1%*	-	-	*2%*	*3%*	*2%*	*2%*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	6	6	-	2	4	1	5	1	1	-	-	5	1	6	-	1	5	-	5	5
	2%	*3%*	-	*2%*	*2%*	*	*3%*	*1%*	*1%*	-	-	*4%*	*	*2%*	-	*2%*	*3%*	-	*2%*	*3%*
Accuracy of medical/health claims	6	5	1	3	2	4	2	3	1	-	-	6	-	6	2	2	3	-	3	3
	2%	*2%*	*1%*	*3%*	*1%*	*3%*	*1%*	*3%*	*3%*	-	-	*4%*	-	*2%*	*3%*	*3%*	*2%*	-	*2%*	*2%*
Offence of religion	5	5	-	3	1	3	2	3	-	-	-	5	1	5	-	-	5	1	5	5
	2%	*2%*	-	*4%*	*1%*	*2%*	*1%*	*3%*	-	-	-	*3%*	*1%*	*2%*	-	-	*3%*	*2%*	*3%*	*3%*
Nakedness/naked bodies/body parts	5	4	2	-	5	3	2	2	1	-	2	2	1	3	1	1	4	-	4	4
	2%	*2%*	*3%*	-	*3%*	*2%*	*1%*	*2%*	*2%*	-	*6%*	*1%*	*1%*	*1%*	*1%*	*1%*	*3%*	-	*2%*	*2%*
Infringing someone's privacy	5	5	-	1	3	2	3	1	1	-	-	3	2	5	-	*	3	1	3	4
	2%	*2%*	-	*2%*	*2%*	*2%*	*2%*	*1%*	*3%*	-	-	*2%*	*2%*	*2%*	-	*1%*	*2%*	*1%*	*2%*	*2%*
Incitement to hatred	4	3	-	1	2	1	3	-	1	-	-	2	1	4	-	-	1	-	1	1
	1%	*2%*	-	*1%*	*1%*	*	*2%*	-	*1%*	-	-	*1%*	*1%*	*1%*	-	-	*	-	*	*
Exorcism/the paranormal	3	3	1	1	2	1	2	1	1	-	-	2	1	3	1	1	2	1	3	3
	1%	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	-	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*
Illegal child sexual abuse material	2	1	2	1	2	1	1	-	1	-	-	-	1	1	-	1	-	1	1	2
	1%	*	*2%*	*1%*	*1%*	*1%*	*1%*	-	*2%*	-	-	-	*1%*	*	-	*1%*	-	*2%*	*	*1%*
Other	4	4	-	-	4	1	3	-	1	-	1	2	1	3	-	-	1	1	2	3
	1%	*2%*	-	-	*2%*	*1%*	*2%*	-	*2%*	-	*2%*	*2%*	*1%*	*1%*	-	-	*1%*	*2%*	*1%*	*2%*

Prepared by BDRC Continental

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

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

bdrc continental providing intelligence

20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 127

Q17 - Smartphone

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

		Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
	Total	Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	328	328	-	-	258	70	270	58	67	181	40
Base	303	303	-**	-**	244	59*	255	48*	65*	173	40**
Effective Base	221	221	-	-	170	53	180	42	47	123	22
Sex/sexually explicit content	18	18	-	-	18	-	18	*	7	11	3
	6%	6%	-	-	7%	-	7%	1%	10%	6%	9%
Violence (in general)	17	17	-	-	17	-	17	-	7	12	2
	6%	6%	-	-	7%	-	7%	-	11%	7%	4%
Bad language	14	14	-	-	14	-	14	-	2	10	2
	5%	5%	-	-	6%	-	6%	-	3%	6%	6%
Dangerous behaviour	13	13	-	-	13	-	13	-	6	8	2
	4%	4%	-	-	5%	-	5%	-	9%	5%	6%
Racism	11	11	-	-	11	-	11	-	2	8	1
	4%	4%	-	-	5%	-	4%	-	4%	5%	1%
Pornography	11	11	-	-	11	-	11	-	4	7	2
	4%	4%	-	-	5%	-	4%	-	7%	4%	4%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	11	11	-	-	11	-	11	-	3	8	1
	4%	4%	-	-	4%	-	4%	-	5%	5%	3%
Misleading advertising	9	9	-	-	9	-	9	-	3	4	2
	3%	3%	-	-	4%	-	4%	-	5%	2%	5%
Bullying/victimising	9	9	-	-	9	-	9	-	4	7	1
	3%	3%	-	-	4%	-	4%	-	7%	4%	1%
Inaccurate information	8	8	-	-	8	-	8	-	2	6	1
	3%	3%	-	-	3%	-	3%	-	3%	3%	1%
Eating disorders	8	8	-	-	7	1	7	1	3	5	1
	3%	3%	-	-	3%	2%	3%	2%	5%	3%	2%
Incitement to crime	8	8	-	-	8	-	8	-	4	4	2
	3%	3%	-	-	3%	-	3%	-	6%	2%	5%
Drugs/drug use	7	7	-	-	7	-	7	1	4	2	2
	2%	2%	-	-	3%	-	3%	1%	6%	1%	6%
Welfare of children or young people	7	7	-	-	7	-	7	-	2	5	1
	2%	2%	-	-	3%	-	3%	-	3%	3%	4%
Defamation/smearing of others	7	7	-	-	7	-	7	-	3	5	-
	2%	2%	-	-	3%	-	3%	-	5%	3%	-
Content harmful to self-esteem (e.g. self-abuse)	6	6	-	-	6	-	6	-	3	4	1
	2%	2%	-	-	3%	-	3%	-	5%	2%	3%

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

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 127

Q17 - Smartphone

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Suicide	**6**	6	-	-	6	-	6	-	4	4	-
	2%	*2%*	-	-	*2%*	-	*2%*	-	*6%*	*2%*	-
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	**6**	6	-	-	5	1	6	-	1	5	-
	2%	*2%*	-	-	*2%*	*1%*	*2%*	-	*1%*	*3%*	-
Accuracy of medical/health claims	**6**	6	-	-	6	-	6	-	3	4	-
	2%	*2%*	-	-	*2%*	-	*2%*	-	*5%*	*2%*	-
Offence of religion	**5**	5	-	-	4	1	4	1	3	4	1
	2%	*2%*	-	-	*2%*	*2%*	*2%*	*3%*	*4%*	*2%*	*2%*
Nakedness/naked bodies/body parts	**5**	5	-	-	5	-	5	-	1	3	1
	2%	*2%*	-	-	*2%*	-	*2%*	-	*1%*	*2%*	*2%*
Infringing someone's privacy	**5**	5	-	-	5	-	5	-	2	3	-
	2%	*2%*	-	-	*2%*	-	*2%*	-	*4%*	*2%*	-
Incitement to hatred	**4**	4	-	-	4	-	4	-	3	1	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*5%*	*1%*	-
Exorcism/the paranormal	**3**	3	-	-	3	-	3	-	1	3	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*1%*	*2%*	-
Illegal child sexual abuse material	**2**	2	-	-	2	-	2	-	1	1	2
	1%	*1%*	-	-	*1%*	-	*1%*	-	*1%*	*	*4%*
Other	**4**	4	-	-	3	1	3	1	-	3	*
	1%	*1%*	-	-	*1%*	*2%*	*1%*	*2%*	-	*2%*	*1%*

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

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 128

Q17 - PC/Mac/laptop

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	328	193	135	99	105	66	28	20	10	204	94	30	122	53	13	5	82	41	7	5	107	119	61	41	226	102
Base	303	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Effective Base	221	128	98	85	65	43	23	8	5	150	65	12	91	36	5	3	59	33	7	2	65	84	44	30	147	73
Violence (in general)	40	28	12	10	10	12	6	1	1	20	18	2	14	13	1	*	6	5	1	*	15	19	1	4	34	6
	13%	14%	11%	10%	12%	21%	20%	7%	10%	11%	21%	8%	12%	23%	4%	12%	9%	16%	22%	8%	16%w	18%wy	2%	10%	17%wy	6%
Sex/sexually explicit content	30	16	14	14	3	9	2	-	2	18	10	2	7	7	-	2	11	3	-	-	14	10	4	2	24	6
	10%	8%	12%	14%d	4%	15%	6%	-	24%	9%	12%	7%	6%	13%	-	51%	16%	9%	-	-	14%	9%	7%	4%	12%	6%
Bullying/victimising	24	14	10	9	4	5	5	*	*	13	10	1	10	4	*	-	3	6	-	*	11	8	2	3	19	5
	8%	7%	9%	9%	5%	9%	17%	2%	5%	7%	12%	3%	8%	8%	2%	-	5%	18%p	-	10%	12%	8%	3%	7%	10%	5%
Pornography	23	15	8	13	3	4	1	-	2	16	6	2	9	5	-	2	7	1	-	-	11	10	2	1	21	3
	8%	8%	7%	13%d	3%	7%	5%	-	24%	8%	6%	7%	7%	8%	-	51%	10%	3%	-	-	11%y	10%	3%	2%	10%y	3%
Misleading advertising	23	14	9	13	6	2	2	*	-	19	4	*	12	2	*	-	7	1	-	-	6	8	5	4	14	9
	8%	7%	8%	13%	7%	3%	7%	2%	-	10%	4%	1%	10%	4%	2%	-	11%	5%	-	-	6%	8%	8%	10%	7%	9%
Bad language	22	13	10	8	8	3	3	*	-	16	6	*	9	3	*	-	6	3	-	-	8	10	1	3	18	4
	7%	6%	9%	8%	9%	5%	10%	2%	-	8%	7%	1%	8%	5%	2%	-	9%	10%	-	-	8%	10%	2%	6%	9%	4%
Dangerous behaviour	21	17	4	4	11	3	3	1	-	15	5	1	13	3	*	-	2	3	*	-	5	11	1	4	16	5
	7%	9%	4%	4%	12%	5%	9%	4%	-	8%	6%	3%	11%	5%	2%	-	2%	8%	10%	-	5%	11%	2%	9%	8%	5%
Racism	19	12	6	5	6	4	3	*	-	11	7	*	8	4	*	-	3	3	-	-	5	7	2	5	13	6
	6%	6%	6%	4%	7%	7%	12%	2%	-	6%	8%	1%	6%	7%	2%	-	5%	10%	-	-	5%	7%	3%	11%	6%	6%
Incitement to crime	17	11	5	9	6	-	2	*	-	14	2	*	9	2	*	-	5	-	-	-	7	7	3	-	14	3
	5%	6%	5%	9%d	6%	-	7%	2%	-	8%	2%	1%	7%	4%	2%	-	8%	-	-	-	7%	6%	4%	-	7%	3%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	16	7	9	2	7	4	2	*	*	9	6	1	5	1	*	-	4	5	-	*	4	5	1	6	9	6
	5%	4%	8%	2%	8%	7%	6%	2%	4%	5%	7%	3%	4%	2%	3%	-	6%	15%	-	8%	4%	5%	1%	13%	5%	6%
Incitement to hatred	16	8	8	7	3	2	3	*	*	10	5	1	6	2	*	-	5	3	-	*	8	4	3	1	12	4
	5%	4%	7%	7%	3%	4%	10%	2%	4%	5%	6%	3%	5%	4%	2%	-	7%	9%	-	8%	8%	4%	4%	3%	6%	4%
Welfare of children or young people	16	5	11	7	1	4	4	-	-	8	7	-	2	3	-	-	7	4	-	-	4	8	2	1	12	4
	5%	2%	10%d	7%	1%	6%	14%	-	-	4%	9%	-	1%	6%	-	-	10%	13%	-	-	4%	8%	4%	3%	6%	4%
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	15	10	5	4	7	3	1	-	-	11	5	-	8	2	-	-	2	3	-	-	5	8	-	1	14	1
	5%	5%	4%	3%	8%	6%	4%	-	-	6%	5%	-	7%	4%	-	-	3%	8%	-	-	5%	8%	-	4%	7%	1%
Suicide	15	12	2	4	3	6	1	-	-	8	7	-	7	6	-	-	1	1	-	-	7	5	1	2	12	3
	5%	6%	2%	4%	4%	11%	2%	-	-	4%	8%	-	5%	10%	-	-	2%	4%	-	-	7%	5%	1%	5%	6%	3%
Content harmful to self-esteem (e.g. self-abuse)	15	8	7	8	3	1	2	-	-	12	3	-	6	2	-	-	6	1	-	-	5	6	1	3	10	4
	5%	4%	6%	8%	4%	1%	7%	-	-	6%	3%	-	5%	3%	-	-	9%	3%	-	-	5%	5%	2%	6%	5%	4%

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 128

Q17 - PC/Mac/laptop

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	303	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Nakedness/naked bodies/body parts	14	5	9	9	3	1	1	-	-	12	2	-	5	-	-	-	7	2	-	-	9	5	-	1	13	1
	5%	3%	8%	9%	4%	1%	3%	-	-	6%	2%	-	4%	-	-	-	10%	5%	-	-	9%	4%	-	2%	6%	1%
Defamation/smearing of others	13	7	5	4	2	3	3	-	-	6	7	-	5	3	-	-	1	4	-	-	5	4	2	1	9	3
	4%	4%	5%	4%	3%	6%	11%	-	-	3%	8%	-	4%	5%	-	-	2%	12%p	-	-	5%	4%	4%	2%	5%	3%
Drugs/drug use	12	7	5	7	3	1	2	-	-	9	3	-	5	3	-	-	5	-	-	-	5	4	2	1	9	3
	4%	4%	4%	7%	3%	2%	7%	-	-	5%	3%	-	4%	5%	-	-	7%	-	-	-	5%	4%	4%	2%	5%	3%
Accuracy of medical/health claims	12	8	5	2	6	2	2	-	-	8	4	-	5	2	-	-	3	2	-	-	2	6	1	3	8	4
	4%	4%	4%	2%	7%	3%	9%	-	-	4%	5%	-	4%	4%	-	-	4%	6%	-	-	2%	6%	2%	7%	4%	4%
Inaccurate information	11	6	6	4	3	2	1	1	*	7	3	1	4	*	1	-	3	2	-	*	3	5	2	1	8	3
	4%	3%	5%	4%	3%	3%	2%	4%	4%	4%	3%	4%	4%	1%	6%	-	4%	7%	-	8%	3%	5%	3%	4%	4%	3%
Infringing someone's privacy	10	6	4	2	3	2	2	*	-	5	4	*	4	2	*	-	1	2	-	-	3	4	*	3	7	3
	3%	3%	3%	2%	4%	3%	9%	2%	-	3%	5%	1%	4%	3%	2%	-	2%	7%	-	-	3%	4%	1%	7%	3%	3%
Eating disorders	10	5	5	5	4	1	-	-	-	9	1	-	5	-	-	-	4	1	-	-	5	5	1	-	9	1
	3%	3%	4%	5%	5%	1%	-	-	-	5%	1%	-	4%	-	-	-	6%	3%	-	-	5%	4%	1%	-	5%	1%
Illegal child sexual abuse material	8	5	3	5	3	-	1	-	-	8	1	-	5	-	-	-	3	1	-	-	1	4	2	1	5	4
	3%	3%	3%	5%	3%	-	2%	-	-	4%	1%	-	4%	-	-	-	4%	2%	-	-	1%	4%	4%	3%	2%	4%
Offence of religion	7	4	3	1	1	1	3	1	*	2	4	1	2	2	*	-	-	2	*	*	1	3	2	1	4	3
	2%	2%	2%	1%	1%	2%	10%	4%	4%	1%	5%	4%	1%	4%	3%	-	-	6%p	10%	8%	1%	3%	3%	3%	2%	3%
Exorcism/the paranormal	2	1	2	2	1	-	-	-	-	2	-	-	1	-	-	-	2	-	-	-	-	2	-	-	2	-
	1%	*	2%	2%	1%	-	-	-	-	1%	-	-	*	-	-	-	3%	-	-	-	-	2%	-	-	1%	-
Other	10	4	6	2	4	2	-	1	*	5	2	2	3	1	*	-	3	2	1	*	3	4	2	1	7	3
	3%	2%	5%	2%	4%	4%	-	6%	5%	3%	3%	6%	2%	1%	3%	-	4%	5%	22%	10%	3%	4%	3%	2%	4%	3%

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

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Q17 - PC/Mac/laptop

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	328	246	80	189	130	1	15	39	31	27	37	15	20	49	62	295	16	8	9	85	64	146
Base	303	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Effective Base	221	165	54	133	83	1	8	31	23	20	34	10	18	44	52	205	10	7	6	58	50	98
Violence (in general)	40	26	14	21	19	-	1	6	1	4	1	3	2	8	5	30	1	1	7	7	5	18
	13%	12%	18%	12%	15%	-	3%	15%	4%	14%	4%	9%	10%	19%	13%	11%	8%	28%	51%	9%	9%	14%
Sex/sexually explicit content	30	22	7	15	14	-	1	3	3	5	2	4	3	5	3	27	1	1	1	7	7	14
	10%	10%	10%	9%	11%	-	3%	8%	12%	16%	7%	13%	14%	12%	6%	10%	3%	14%	9%	8%	12%	11%
Bullying/victimising	24	15	8	13	10	*	1	3	1	2	6	3	1	3	4	22	1	-	1	4	8	10
	8%	7%	10%	8%	8%	100%	3%	7%	2%	8%	20%	9%	4%	6%	11%	8%	4%	-	9%	5%	14%	8%
Pornography	23	16	6	12	10	-	-	5	2	2	2	2	3	5	1	21	1	-	1	7	4	11
	8%	7%	8%	7%	8%	-	-	13%	7%	6%	6%	7%	14%	13%	2%	8%	5%	-	9%	8%	6%	9%
Misleading advertising	23	14	8	8	15	-	1	2	1	2	2	6	-	3	5	20	1	-	2	3	3	14
	8%	6%	11%	5%	12%	-	4%	5%	3%	5%	6%	19%	-	7%	13%	8%	5%	-	16%	4%	6%	10%
Bad language	22	14	7	12	10	-	1	1	1	3	3	-	1	5	5	20	1	1	-	3	6	12
	7%	6%	9%	7%	8%	-	4%	1%	5%	10%	10%	-	7%	13%	12%	7%	9%	19%	-	3%	10%	9%
Dangerous behaviour	21	15	6	9	12	-	5	2	-	3	2	5	*	-	2	19	1	-	1	7	5	7
	7%	6%	8%	5%	9%	-	28%	6%	-	11%	6%	17%	2%	-	4%	7%	9%	-	7%	9%	8%	5%
Racism	19	12	6	8	11	*	-	1	-	2	1	2	3	2	4	15	1	1	2	1	3	11
	6%	5%	8%	5%	8%	100%	-	2%	-	7%	4%	8%	13%	5%	11%	6%	3%	14%	16%	1%	6%	8%
Incitement to crime	17	12	5	9	8	-	1	1	1	-	2	6	1	1	3	15	-	-	1	3	2	10
	5%	5%	6%	5%	6%	-	6%	4%	3%	-	6%	21%	4%	1%	7%	6%	-	-	9%	4%	3%	8%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	16	9	7	6	9	-	-	4	2	1	1	-	1	1	4	14	1	-	1	6	2	6
	5%	4%	9%	4%	7%	-	-	11%	6%	4%	3%	-	4%	3%	10%	5%	5%	-	9%	7%	3%	5%
Incitement to hatred	16	9	7	8	8	-	-	1	-	1	1	7	1	1	3	15	-	-	1	1	2	12
	5%	4%	9%	5%	6%	-	-	4%	-	3%	4%	24%	4%	3%	6%	5%	-	-	7%	2%	3%	9%
Welfare of children or young people	16	10	5	8	7	-	-	1	-	4	1	1	1	2	3	12	2	-	1	1	5	7
	5%	5%	7%	5%	5%	-	-	2%	-	13%	4%	4%	5%	4%	7%	5%	12%	-	9%	1%	8%	5%
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	15	12	3	11	4	-	-	3	-	*	2	1	1	3	4	14	-	-	1	3	2	9
	5%	5%	4%	6%	3%	-	-	9%	-	2%	5%	4%	4%	7%	9%	5%	-	-	7%	4%	3%	7%
Suicide	15	10	5	4	11	-	1	1	-	1	1	3	1	2	1	9	1	-	5	1	2	6
	5%	5%	6%	2%	8%	-	3%	2%	-	3%	3%	9%	4%	4%	2%	3%	3%	-	36%	2%	3%	5%
Content harmful to self-esteem (e.g. self-abuse)	15	12	3	9	6	-	1	4	1	1	1	1	3	1	2	15	-	-	-	6	2	7
	5%	5%	3%	5%	5%	-	7%	11%	3%	4%	3%	4%	13%	2%	5%	5%	-	-	-	7%	3%	5%
Nakedness/naked bodies/body parts	14	14	-	7	7	-	2	1	-	4	2	2	-	2	1	14	-	-	-	3	6	5
	5%	6%	-	4%	6%	-	11%	1%	-	13%	8%	7%	-	4%	3%	5%	-	-	-	3%	11%	4%

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

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 128

Q17 - PC/Mac/laptop

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	303	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Defamation/smearing of others	13	8	4	7	6	-	-	2	*	2	1	3	1	3	-	12	-	-	1	2	3	6
	4%	4%	6%	4%	5%	-	-	5%	1%	6%	4%	9%	4%	7%	-	4%	-	-	7%	3%	5%	5%
Drugs/drug use	12	8	4	6	6	-	1	1	3	1	-	3	-	1	1	10	1	-	1	5	1	4
	4%	3%	6%	4%	5%	-	7%	2%	11%	3%	-	9%	-	2%	2%	4%	5%	-	9%	6%	2%	3%
Accuracy of medical/health claims	12	10	2	6	6	-	1	5	*	-	-	1	1	2	-	11	1	1	-	6	-	4
	4%	4%	3%	4%	5%	-	5%	13%n	1%	-	-	4%	6%	5%	-	4%	5%	14%	-	8%	-	3%
Inaccurate information	11	10	1	5	7	-	1	2	1	1	-	-	1	2	1	10	1	-	1	4	1	5
	4%	4%	1%	3%	5%	-	3%	5%	5%	3%	-	-	7%	5%	3%	4%	5%	-	7%	5%	1%	4%
Infringing someone's privacy	10	7	3	5	5	-	-	1	-	1	1	1	2	-	2	8	1	-	1	1	2	6
	3%	3%	4%	3%	4%	-	-	2%	-	3%	3%	4%	11%	-	6%	3%	5%	-	7%	1%	3%	4%
Eating disorders	10	9	1	6	4	*	-	-	1	-	3	1	1	1	3	10	-	-	-	1	3	6
	3%	4%	1%	3%	3%	100%	-	-	5%	-	10%	4%	4%	2%	7%	4%	-	-	-	1%	5%	4%
Illegal child sexual abuse material	8	3	6	4	4	-	1	-	-	-	2	2	-	-	2	7	-	-	1	1	2	4
	3%	1%	8%a	3%	3%	-	4%	-	-	-	7%	8%	-	-	5%	3%	-	-	9%	1%	4%	3%
Offence of religion	7	4	3	5	2	-	-	2	1	1	*	-	*	1	1	7	-	-	-	3	1	2
	2%	2%	3%	3%	2%	-	-	7%	3%	3%	2%	-	2%	3%	2%	3%	-	-	-	4%	2%	2%
Exorcism/the paranormal	2	2	-	1	2	-	1	-	-	-	-	-	1	-	1	2	-	-	-	1	-	2
	1%	1%	-	*	1%	-	3%	-	-	-	-	-	7%	-	1%	1%	-	-	-	1%	-	1%
Other	10	7	3	5	3	-	-	1	1	2	1	1	*	1	1	7	1	1	1	2	2	3
	3%	3%	4%	3%	3%	-	-	3%	3%	6%	3%	2%	2%	2%	2%	3%	6%	17%	6%	2%	4%	2%

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

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 128

Q17 - PC/Mac/laptop

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	328	250	251	265	168	237	174	195	149	110	247	176	212	159	113	325	3	317	319	325
Base	303	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Effective Base	221	183	179	192	135	169	124	154	105	91	177	126	166	113	91	219	3	214	226	219
Violence (in general)	40	21	40	32	18	39	14	15	18	9	40	14	19	18	9	40	-	40	40	40
	13%	*9%*	*18%a*	*13%*	*13%*	*18%dg*	*9%*	*9%*	*12%*	*10%*	*18%kl*	*9%*	*10%*	*12%*	*9%*	*14%*	-	*14%*	*14%*	*14%*
Sex/sexually explicit content	30	20	30	25	18	29	13	20	14	8	30	13	23	14	8	30	-	27	30	30
	10%	*9%*	*13%*	*10%*	*12%*	*14%*	*9%*	*11%*	*10%*	*9%*	*14%*	*9%*	*12%*	*9%*	*9%*	*10%*	-	*9%*	*10%*	*10%*
Bullying/victimising	24	17	24	16	11	23	10	11	11	9	24	10	12	11	9	24	-	24	24	24
	8%	*8%*	*11%*	*7%*	*8%*	*11%*	*7%*	*7%*	*7%*	*9%*	*11%*	*7%*	*7%*	*8%*	*9%*	*8%*	-	*8%*	*8%*	*8%*
Pornography	23	13	23	19	15	23	9	14	12	5	23	9	15	12	5	23	-	21	23	23
	8%	*6%*	*10%*	*8%*	*10%*	*11%*	*6%*	*8%*	*8%*	*6%*	*11%*	*6%*	*8%*	*8%*	*5%*	*8%*	-	*7%*	*8%*	*8%*
Misleading advertising	23	14	23	21	11	23	8	14	13	5	23	8	14	14	5	21	2	19	21	21
	8%	*6%*	*10%*	*9%*	*8%*	*11%*	*5%*	*8%*	*9%*	*5%*	*11%*	*5%*	*7%*	*9%*	*5%*	*7%*	*37%*	*7%*	*7%*	*7%*
Bad language	22	13	22	20	15	22	8	17	12	7	22	8	19	12	7	22	-	22	22	22
	7%	*6%*	*10%*	*8%*	*11%*	*10%*	*5%*	*10%*	*8%*	*7%*	*10%*	*5%*	*10%*	*8%*	*7%*	*7%*	-	*8%*	*8%*	*7%*
Dangerous behaviour	21	12	21	20	7	20	8	15	11	9	21	8	16	12	9	21	-	21	21	21
	7%	*6%*	*9%*	*8%*	*5%*	*9%*	*5%*	*9%*	*8%*	*9%*	*10%*	*5%*	*9%*	*8%*	*9%*	*7%*	-	*7%*	*7%*	*7%*
Racism	19	10	19	14	11	18	6	13	9	3	19	8	13	9	3	19	-	19	19	19
	6%	*5%*	*8%*	*6%*	*8%*	*9%*	*4%*	*7%*	*6%*	*4%*	*9%*	*5%*	*7%*	*6%*	*4%*	*6%*	-	*6%*	*6%*	*6%*
Incitement to crime	17	14	17	15	7	17	8	12	7	8	17	8	12	7	8	17	-	17	16	17
	5%	*6%*	*7%*	*6%*	*5%*	*8%*	*6%*	*7%*	*5%*	*8%*	*8%*	*5%*	*6%*	*4%*	*8%*	*6%*	-	*6%*	*6%*	*6%*
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	16	11	16	11	10	15	7	10	8	6	16	7	10	10	6	16	-	16	16	16
	5%	*5%*	*7%*	*5%*	*7%*	*7%*	*5%*	*6%*	*6%*	*6%*	*7%*	*5%*	*5%*	*7%*	*6%*	*5%*	-	*5%*	*5%*	*5%*
Incitement to hatred	16	12	16	14	6	16	7	9	7	5	16	7	9	8	5	14	2	14	14	14
	5%	*6%*	*7%*	*6%*	*4%*	*7%*	*5%*	*5%*	*5%*	*6%*	*7%*	*5%*	*5%*	*5%*	*5%*	*5%*	*37%*	*5%*	*5%*	*5%*
Welfare of children or young people	16	11	16	11	8	14	9	7	3	3	16	9	9	5	3	16	-	16	16	16
	5%	*5%*	*7%*	*5%*	*5%*	*7%*	*6%*	*4%*	*2%*	*4%*	*7%*	*6%*	*5%*	*3%*	*4%*	*5%*	-	*5%*	*5%*	*5%*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	15	8	15	8	6	15	6	7	8	4	15	6	7	8	4	15	-	15	15	15
	5%	*4%*	*7%*	*3%*	*4%*	*7%*	*4%*	*4%*	*6%*	*4%*	*7%*	*4%*	*4%*	*5%*	*4%*	*5%*	-	*5%*	*5%*	*5%*
Suicide	15	6	15	13	6	15	2	6	10	4	15	2	6	11	4	15	-	15	15	15
	5%	*3%*	*7%*	*5%*	*4%*	*7%l*	*1%*	*3%*	*7%l*	*4%*	*7%jk*	*1%*	*3%*	*7%jk*	*4%*	*5%*	-	*5%*	*5%*	*5%*
Content harmful to self-esteem (e.g. self-abuse)	15	11	15	14	7	15	7	10	5	7	15	7	11	6	7	15	-	15	15	15
	5%	*5%*	*6%*	*6%*	*5%*	*7%*	*5%*	*6%*	*4%*	*8%*	*7%*	*5%*	*6%*	*4%*	*8%*	*5%*	-	*5%*	*5%*	*5%*

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

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 128

Q17 - PC/Mac/laptop

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**303**	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Nakedness/naked bodies/body parts	**14**	9	14	12	8	14	8	10	6	2	14	8	11	6	2	14	-	14	14	14
	5%	*4%*	*6%*	*5%*	*6%*	*6%*	*6%*	*6%*	*4%*	*3%*	*6%*	*6%*	*6%*	*4%*	*3%*	*5%*	-	*5%*	*5%*	*5%*
Defamation/smearing of others	**13**	7	13	10	5	13	5	8	7	4	13	5	9	7	4	13	-	13	13	13
	4%	*3%*	*6%*	*4%*	*3%*	*6%*	*3%*	*4%*	*5%*	*4%*	*6%*	*3%*	*5%*	*4%*	*4%*	*4%*	-	*4%*	*4%*	*4%*
Drugs/drug use	**12**	9	12	11	6	12	6	9	4	7	12	6	9	4	7	12	-	12	12	12
	4%	*4%*	*5%*	*4%*	*4%*	*6%*	*4%*	*5%*	*3%*	*8%*	*6%*	*4%*	*5%*	*3%*	*7%*	*4%*	-	*4%*	*4%*	*4%*
Accuracy of medical/health claims	**12**	7	12	8	5	12	2	5	5	4	12	2	6	6	4	12	-	12	12	12
	4%	*3%*	*5%*	*3%*	*4%*	*6%*	*1%*	*3%*	*3%*	*5%*	*5%*	*1%*	*3%*	*4%*	*4%*	*4%*	-	*4%*	*4%*	*4%*
Inaccurate information	**11**	6	11	9	7	11	2	7	7	3	11	2	7	7	3	11	-	11	11	11
	4%	*3%*	*5%*	*4%*	*5%*	*5%*	*1%*	*4%*	*5%*	*3%*	*5%*	*1%*	*4%*	*4%*	*3%*	*4%*	-	*4%*	*4%*	*4%*
Infringing someone's privacy	**10**	6	10	6	6	10	3	5	6	5	10	3	5	6	5	10	-	10	10	10
	3%	*3%*	*4%*	*2%*	*4%*	*5%*	*2%*	*3%*	*4%*	*5%*	*5%*	*2%*	*3%*	*4%*	*5%*	*3%*	-	*3%*	*3%*	*3%*
Eating disorders	**10**	8	10	8	5	10	5	6	7	4	10	5	6	7	4	10	-	10	10	10
	3%	*4%*	*4%*	*3%*	*3%*	*5%*	*3%*	*3%*	*5%*	*4%*	*5%*	*3%*	*3%*	*4%*	*4%*	*3%*	-	*3%*	*3%*	*3%*
Illegal child sexual abuse material	**8**	6	8	8	5	8	4	6	2	5	8	4	6	3	5	6	2	6	6	6
	3%	*3%*	*4%*	*3%*	*3%*	*4%*	*2%*	*3%*	*1%*	*5%*	*4%*	*2%*	*3%*	*2%*	*5%*	*2%*	*37%*	*2%*	*2%*	*2%*
Offence of religion	**7**	3	7	3	5	7	2	3	2	1	7	2	3	3	1	7	-	7	7	7
	2%	*1%*	*3%*	*1%*	*3%*	*3%*	*1%*	*2%*	*1%*	*1%*	*3%*	*1%*	*2%*	*2%*	*1%*	*2%*	-	*2%*	*2%*	*2%*
Exorcism/the paranormal	**2**	1	2	2	2	2	1	2	1	1	2	1	2	1	1	2	-	2	2	2
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Other	**10**	7	10	7	6	8	5	4	1	2	10	5	5	1	3	10	-	10	10	10
	3%	*3%*	*4%*	*3%*	*4%*	*4%*	*4%*	*2%*	*1%*	*3%*	*4%*	*4%*	*3%*	*1%*	*3%*	*3%*	-	*3%*	*3%*	*3%*

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

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 128

Q17 - PC/Mac/laptop

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	328	225	55	86	211	135	193	107	48	10	41	167	118	285	54	67	157	64	221	210
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Effective Base	221	183	29	62	140	108	114	88	36	9	22	106	98	202	37	48	108	55	161	149
Violence (in general)	40	23	11	1	36	14	26	12	6	-	9	17	13	30	5	6	16	5	21	20
	13%	*12%c*	*17%*	*1%*	*19%c*	*10%*	*16%*	*11%*	*13%*	*-*	*21%*	*12%*	*12%*	*12%*	*10%*	*9%*	*12%*	*10%*	*11%*	*11%*
Sex/sexually explicit content	30	19	7	5	24	14	16	11	6	1	5	10	13	24	5	6	14	7	21	18
	10%	*10%*	*11%*	*5%*	*13%*	*10%*	*9%*	*11%*	*13%*	*13%*	*12%*	*7%*	*12%*	*9%*	*10%*	*9%*	*10%*	*12%*	*11%*	*10%*
Bullying/victimising	24	16	3	3	19	9	15	7	4	1	1	12	11	23	2	2	15	1	16	11
	8%	*8%*	*5%*	*4%*	*10%*	*7%*	*9%*	*7%*	*8%*	*7%*	*2%*	*8%*	*10%*	*9%*	*3%*	*3%*	*11%*	*2%*	*8%*	*6%*
Pornography	23	17	4	4	19	10	13	9	3	-	5	9	9	18	5	5	10	4	15	12
	8%	*9%*	*6%*	*4%*	*10%*	*7%*	*8%*	*9%*	*6%*	*-*	*12%*	*6%*	*8%*	*7%*	*9%*	*7%*	*8%*	*8%*	*8%*	*7%*
Misleading advertising	23	17	1	5	16	10	13	10	-	-	3	8	12	20	3	3	13	1	15	8
	8%	*9%*	*1%*	*6%*	*8%*	*7%*	*8%*	*9%*	*-*	*-*	*8%*	*6%*	*10%*	*8%*	*6%*	*5%*	*10%*	*2%*	*8%*	*4%*
Bad language	22	13	6	5	17	13	9	12	5	1	1	8	13	21	3	4	6	4	10	9
	7%	*7%*	*9%*	*6%*	*9%*	*10%*	*5%*	*11%*	*10%*	*10%*	*2%*	*6%*	*11%*	*8%*	*6%*	*6%*	*4%*	*8%*	*5%*	*5%*
Dangerous behaviour	21	13	5	3	16	5	16	5	3	-	6	9	6	14	3	3	6	4	9	13
	7%	*7%*	*8%*	*4%*	*9%*	*4%*	*9%*	*4%*	*5%*	*-*	*13%*	*6%*	*5%*	*6%*	*6%*	*5%*	*4%*	*7%*	*5%*	*7%*
Racism	19	14	1	3	16	5	13	5	4	1	1	7	11	18	5	5	9	2	11	10
	6%	*7%*	*2%*	*3%*	*8%*	*4%*	*8%*	*4%*	*8%*	*7%*	*2%*	*5%*	*10%*	*7%*	*9%*	*8%*	*7%*	*4%*	*6%*	*5%*
Incitement to crime	17	12	2	2	12	6	11	5	1	-	1	11	4	15	1	1	8	3	11	8
	5%	*6%*	*2%*	*3%*	*7%*	*4%*	*6%*	*5%*	*2%*	*-*	*2%*	*7%*	*4%*	*6%*	*2%*	*2%*	*6%*	*5%*	*6%*	*5%*
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	16	11	3	3	12	8	8	7	4	1	3	6	7	13	2	3	8	3	11	9
	5%	*6%*	*5%*	*4%*	*6%*	*6%*	*5%*	*7%*	*8%*	*7%*	*7%*	*4%*	*6%*	*5%*	*5%*	*5%*	*6%*	*6%*	*6%*	*5%*
Incitement to hatred	16	10	*	2	14	8	8	7	3	1	1	5	9	15	*	*	10	1	11	8
	5%	*5%*	*1%*	*2%*	*7%*	*6%*	*5%*	*7%*	*6%*	*7%*	*3%*	*3%*	*8%*	*6%*	*1%*	*1%*	*7%*	*1%*	*6%*	*4%*
Welfare of children or young people	16	10	2	5	9	6	10	4	3	1	2	7	6	14	2	2	10	2	13	10
	5%	*5%*	*4%*	*5%*	*5%*	*4%*	*6%*	*4%*	*7%*	*7%*	*4%*	*5%*	*6%*	*5%*	*3%*	*2%*	*7%*	*5%*	*7%*	*5%*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	15	13	1	3	12	8	7	8	1	-	1	10	4	14	*	*	13	-	13	10
	5%	*7%*	*2%*	*3%*	*6%*	*6%*	*4%*	*8%*	*3%*	*-*	*2%*	*7%*	*4%*	*6%*	*1%*	*	*10%qq*	-	*7%*	*5%*
Suicide	15	7	6	1	13	3	12	2	1	1	5	7	3	9	2	2	3	-	3	4
	5%	*4%*	*9%*	*1%*	*7%*	*2%*	*7%*	*2%*	*3%*	*7%*	*12%*	*5%*	*2%*	*4%*	*5%*	*4%*	*2%*	-	*1%*	*2%*
Content harmful to self-esteem (e.g. self-abuse)	15	12	2	2	12	4	11	4	1	-	1	9	4	13	4	4	9	-	9	8
	5%	*6%*	*3%*	*2%*	*6%*	*3%*	*7%*	*3%*	*3%*	*-*	*3%*	*7%*	*3%*	*5%*	*7%*	*6%*	*6%*	-	*5%*	*5%*

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

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 128

Q17 - PC/Mac/laptop

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Nakedness/naked bodies/body parts	14	11	2	3	10	7	7	6	2	-	3	4	7	11	-	-	11	1	12	10
	5%	6%	2%	3%	5%	5%	4%	6%	4%	-	6%	3%	6%	4%	-	-	8%q	2%	6%	5%
Defamation/smearing of others	13	9	1	1	12	7	6	5	3	-	-	6	7	13	1	1	6	1	7	6
	4%	4%	1%	1%	6%	5%	4%	5%	6%	-	-	4%	6%	5%	2%	2%	5%	2%	4%	4%
Drugs/drug use	12	9	2	3	8	5	7	3	3	1	-	5	6	11	-	-	6	4	10	9
	4%	5%	3%	4%	4%	4%	4%	3%	7%	13%	-	4%	5%	4%	-	-	4%	7%q	5%	5%
Accuracy of medical/health claims	12	7	1	5	6	5	7	5	-	-	3	5	4	9	5	5	3	-	3	3
	4%	4%	1%	6%	3%	3%	4%	4%	-	-	8%	3%	3%	3%	10%pqrs	8%qrs	2%	-	1%	1%
Inaccurate information	11	7	2	2	9	3	8	2	2	-	2	6	4	10	3	3	4	2	6	6
	4%	4%	2%	2%	5%	2%	5%	2%	4%	-	4%	4%	3%	4%	5%	5%	3%	3%	3%	4%
Infringing someone's privacy	10	8	1	1	8	2	8	1	1	-	1	6	3	9	1	1	6	1	7	6
	3%	4%	1%	2%	5%	2%	5%	1%	3%	-	2%	4%	3%	4%	1%	1%	5%	2%	4%	3%
Eating disorders	10	6	3	2	7	5	5	3	-	1	1	6	2	9	2	3	5	2	7	6
	3%	3%	4%	2%	4%	3%	3%	3%	-	13%	2%	4%	2%	3%	5%	5%	3%	4%	4%	3%
Illegal child sexual abuse material	8	5	1	3	6	6	3	5	2	1	-	3	5	8	-	-	6	1	7	4
	3%	3%	1%	3%	3%	4%	2%	5%	5%	7%	-	2%	4%	3%	-	-	4%	3%	4%	2%
Offence of religion	7	4	*	3	4	5	2	4	2	1	*	4	2	7	2	2	3	1	4	4
	2%	2%	1%	3%	2%	4%	1%	4%	4%	7%	1%	3%	2%	3%	3%	3%	2%	2%	2%	2%
Exorcism/the paranormal	2	2	-	1	2	-	2	-	-	-	-	1	2	2	-	-	2	1	2	2
	1%	1%	-	1%	1%	-	1%	-	-	-	-	*	2%	1%	-	-	1%	1%	1%	1%
Other	10	5	2	-	8	1	9	-	1	-	1	7	1	8	1	1	4	3	7	6
	3%	3%	3%	-	4%	1%	5%q	-	2%	-	3%	5%	1%	3%	3%	2%	3%	5%	3%	4%

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

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 128

Q17 - PC/Mac/laptop

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	328	328	-	-	258	70	270	58	67	181	40
Base	303	303	-**	-**	244	59*	255	48*	65*	173	40**
Effective Base	221	221	-	-	170	53	180	42	47	123	22
Violence (in general)	40	40	-	-	38	3	40	-	14	23	9
	13%	13%	-	-	15%e	4%	16%d	-	21%	13%	22%
Sex/sexually explicit content	30	30	-	-	27	3	29	1	5	22	2
	10%	10%	-	-	11%	5%	11%	2%	8%	13%	5%
Bullying/victimising	24	24	-	-	22	2	23	1	7	13	4
	8%	8%	-	-	9%	3%	9%	1%	11%	8%	10%
Pornography	23	23	-	-	21	2	23	1	4	15	2
	8%	8%	-	-	9%	4%	9%	2%	6%	9%	4%
Misleading advertising	23	23	-	-	22	2	23	*	10	13	4
	8%	8%	-	-	9%	3%	9%	1%	15%	7%	11%
Bad language	22	22	-	-	21	1	22	-	3	13	2
	7%	7%	-	-	8%	3%	9%	-	5%	7%	6%
Dangerous behaviour	21	21	-	-	15	6	16	5	8	8	5
	7%	7%	-	-	6%	10%	6%	10%	12%	4%	14%
Racism	19	19	-	-	18	1	18	1	5	10	4
	6%	6%	-	-	7%	1%	7%	2%	7%	6%	10%
Incitement to crime	17	17	-	-	16	1	17	-	10	10	1
	5%	5%	-	-	7%	1%	7%	-	15%	6%	2%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	16	16	-	-	15	1	16	-	5	9	4
	5%	5%	-	-	6%	2%	6%	-	7%	5%	11%
Incitement to hatred	16	16	-	-	15	1	16	-	8	9	3
	5%	5%	-	-	6%	1%	6%	-	13%	5%	8%
Welfare of children or young people	16	16	-	-	14	2	14	1	5	11	2
	5%	5%	-	-	6%	3%	6%	3%	8%	6%	4%
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	15	15	-	-	15	-	15	-	5	11	2
	5%	5%	-	-	6%	-	6%	-	8%	6%	6%
Suicide	15	15	-	-	15	-	15	-	9	2	7
	5%	5%	-	-	6%	-	6%	-	13%	1%	18%
Content harmful to self-esteem (e.g. self-abuse)	15	15	-	-	14	1	15	-	4	9	1
	5%	5%	-	-	6%	2%	6%	-	7%	5%	2%

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

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Absolutes/col percents

Table 128

Q17 - PC/Mac/laptop

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Nakedness/naked bodies/body parts	**14**	14	-	-	14	-	14	-	3	10	1
	5%	*5%*	-	-	*6%*	-	*5%*	-	*5%*	*6%*	*2%*
Defamation/smearing of others	**13**	13	-	-	13	-	13	-	5	8	1
	4%	*4%*	-	-	*5%*	-	*5%*	-	*8%*	*5%*	*3%*
Drugs/drug use	**12**	12	-	-	12	-	12	-	7	7	1
	4%	*4%*	-	-	*5%*	-	*5%*	-	*10%*	*4%*	*2%*
Accuracy of medical/health claims	**12**	12	-	-	10	2	11	1	3	7	2
	4%	*4%*	-	-	*4%*	*4%*	*4%*	*2%*	*5%*	*4%*	*5%*
Inaccurate information	**11**	11	-	-	11	-	10	1	4	6	2
	4%	*4%*	-	-	*5%*	-	*4%*	*2%*	*6%*	*3%*	*5%*
Infringing someone's privacy	**10**	10	-	-	10	-	10	-	3	4	3
	3%	*3%*	-	-	*4%*	-	*4%*	-	*5%*	*2%*	*7%*
Eating disorders	**10**	10	-	-	9	1	10	-	4	5	2
	3%	*3%*	-	-	*4%*	*1%*	*4%*	-	*6%*	*3%*	*5%*
Illegal child sexual abuse material	**8**	8	-	-	8	-	8	-	6	4	3
	3%	*3%*	-	-	*3%*	-	*3%*	-	*9%*	*2%*	*8%*
Offence of religion	**7**	7	-	-	7	-	7	-	2	4	1
	2%	*2%*	-	-	*3%*	-	*3%*	-	*3%*	*2%*	*3%*
Exorcism/the paranormal	**2**	2	-	-	2	-	2	-	1	1	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*1%*	*1%*	-
Other	**10**	10	-	-	6	3	5	5	1	5	1
	3%	*3%*	-	-	*3%*	*6%*	*2%*	*10%*	*2%*	*3%*	*3%*

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

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Absolutes/col percents

Table 129

Q17 - Tablet computer

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	328	193	135	99	105	66	28	20	10	204	94	30	122	53	13	5	82	41	7	5	107	119	61	41	226	102
Base	303	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Effective Base	221	128	98	85	65	43	23	8	5	150	65	12	91	36	5	3	59	33	7	2	65	84	44	30	147	73
Violence (in general)	25	18	7	7	6	8	4	-	-	13	12	-	8	9	-	-	4	3	-	-	15	5	1	4	20	5
	8%	9%	7%	7%	6%	14%	15%	-	-	7%	14%	-	7%	17%	-	-	6%	9%	-	-	16%uvy	5%	1%	9%	10%	5%
Bad language	23	16	7	7	4	8	3	-	*	11	11	*	7	9	-	*	5	2	-	-	13	3	4	2	17	6
	8%	8%	6%	7%	5%	14%	11%	-	5%	6%	13%	1%	6%	16%	-	11%	7%	8%	-	-	14%u	3%	7%	5%	8%	6%
Sex/sexually explicit content	22	14	9	11	4	6	2	-	*	14	8	*	8	5	-	*	6	2	-	-	10	8	3	1	18	5
	7%	7%	8%	11%	4%	10%	6%	-	5%	8%	9%	1%	7%	10%	-	11%	9%	7%	-	-	10%	8%	5%	3%	9%	4%
Dangerous behaviour	15	11	4	4	8	1	2	-	-	12	3	-	10	1	-	-	2	2	-	-	6	3	5	1	10	5
	5%	6%	4%	4%	9%	1%	7%	-	-	7%	3%	-	8%	1%	-	-	3%	6%	-	-	6%	3%	8%	2%	5%	5%
Drugs/drug use	12	9	3	6	2	2	1	-	*	8	3	*	5	3	-	*	3	-	-	-	9	3	-	1	11	1
	4%	4%	3%	6%	2%	4%	3%	-	5%	4%	4%	1%	4%	6%	-	11%	5%	-	-	-	9%y	2%	-	2%	6%	1%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	11	8	3	4	4	1	2	-	-	8	3	-	6	2	-	-	2	1	-	-	6	4	-	1	10	1
	4%	4%	3%	4%	5%	1%	7%	-	-	4%	3%	-	5%	3%	-	-	3%	3%	-	-	7%	3%	-	2%	5%	1%
Content harmful to self-esteem (e.g. self-abuse)	9	3	6	8	1	1	-	-	-	9	1	-	2	1	-	-	6	-	-	-	7	2	-	-	9	-
	3%	2%	6%	7%j	1%	1%	-	-	-	5%	1%	-	2%	1%	-	-	9%	-	-	-	7%y	2%	-	-	5%	-
Eating disorders	9	2	7	4	1	3	1	-	-	5	4	-	-	2	-	-	5	1	-	-	6	2	-	1	8	1
	3%	1%	6%x	4%	1%	5%	2%	-	-	3%	4%	-	-	4%	-	-	7%	4%	-	-	6%	2%	-	2%	4%	1%
Misleading advertising	9	7	1	1	6	1	1	-	-	7	2	-	6	1	-	-	1	1	-	-	2	2	5	1	3	5
	3%	4%	1%	1%	7%c	2%	2%	-	-	4%	2%	-	5%	2%	-	-	1%	2%	-	-	2%	1%	8%x	2%	2%	5%
Inaccurate information	9	4	5	6	1	2	-	-	-	6	2	-	2	1	-	-	4	1	-	-	5	4	-	-	9	-
	3%	2%	5%	6%	1%	4%	-	-	-	3%	3%	-	2%	3%	-	-	6%	3%	-	-	5%	3%	-	-	4%	-
Illegal child sexual abuse material	8	3	5	5	-	3	-	-	-	5	3	-	2	1	-	-	3	2	-	-	3	3	2	-	6	2
	3%	2%	4%	5%	-	5%	-	-	-	3%	3%	-	2%	2%	-	-	4%	6%	-	-	4%	3%	3%	-	3%	2%
Incitement to crime	8	6	2	2	3	1	2	-	-	5	3	-	5	1	-	-	-	2	-	-	5	1	1	1	6	2
	3%	3%	1%	2%	3%	2%	6%	-	-	3%	3%	-	4%	2%	-	-	-	5%	-	-	5%	1%	2%	2%	3%	2%
Welfare of children or young people	8	6	2	4	1	2	1	-	-	5	3	-	4	2	-	-	1	1	-	-	3	2	-	2	6	2
	3%	3%	2%	4%	1%	4%	3%	-	-	3%	4%	-	3%	4%	-	-	2%	3%	-	-	3%	2%	-	5%	3%	2%
Bullying/victimising	8	2	5	3	3	-	1	-	-	7	1	-	2	-	-	-	5	1	-	-	5	3	-	-	8	-
	3%	1%	5%	3%	4%	-	3%	-	-	4%	1%	-	2%	-	-	-	7%	3%	-	-	5%	3%	-	-	4%	-
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	8	4	4	5	-	2	1	-	-	5	3	-	1	3	-	-	4	-	-	-	5	2	-	1	7	1
	3%	2%	4%	5%	-	4%	3%	-	-	2%	4%	-	1%	6%	-	-	6%	-	-	-	5%	2%	-	2%	3%	1%
Racism	8	6	2	4	2	-	1	-	-	7	1	-	5	1	-	-	2	-	-	-	2	3	-	3	5	3
	2%	3%	2%	4%	3%	-	3%	-	-	3%	1%	-	4%	2%	-	-	2%	-	-	-	2%	3%	-	6%	2%	3%

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

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 129

Q17 - Tablet computer

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	303	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Pornography	6	3	2	1	2	-	2	-	*	4	2	*	2	1	-	*	2	1	-	-	*	3	1	2	3	3
	2%	2%	2%	1%	3%	-	6%	-	5%	2%	2%	1%	2%	2%	-	11%	3%	2%	-	-	*	3%	1%	4%	2%	2%
Accuracy of medical/health claims	5	3	3	3	1	1	1	-	-	4	2	-	1	2	-	-	3	-	-	-	3	1	-	1	4	1
	2%	1%	2%	3%	1%	1%	3%	-	-	2%	2%	-	1%	3%	-	-	4%	-	-	-	3%	1%	-	2%	2%	1%
Nakedness/naked bodies/body parts	5	2	3	2	1	1	1	-	-	3	2	-	2	1	-	-	1	2	-	-	4	1	-	-	5	-
	2%	1%	3%	2%	1%	2%	3%	-	-	1%	3%	-	1%	1%	-	-	2%	6%	-	-	4%	1%	-	-	3%	-
Defamation/smearing of others	5	1	4	2	1	1	1	-	-	3	2	-	*	1	-	-	3	1	-	-	4	1	-	-	5	-
	2%	1%	3%	2%	1%	1%	3%	-	-	2%	2%	-	*	1%	-	-	4%	3%	-	-	4%	*	-	-	2%	-
Incitement to hatred	3	3	-	1	1	1	-	-	-	2	1	-	2	1	-	-	-	-	-	-	3	-	1	-	3	1
	1%	2%	-	1%	1%	2%	-	-	-	1%	1%	-	2%	2%	-	-	-	-	-	-	3%	-	1%	-	1%	1%
Suicide	3	2	1	2	-	1	-	-	-	2	1	-	1	1	-	-	1	-	-	-	1	2	-	-	3	-
	1%	1%	1%	2%	-	2%	-	-	-	1%	1%	-	1%	2%	-	-	1%	-	-	-	1%	2%	-	-	2%	-
Infringing someone's privacy	3	1	1	1	1	-	-	-	-	3	-	-	1	-	-	-	1	-	-	-	*	2	-	-	3	-
	1%	1%	1%	1%	2%	-	-	-	-	1%	-	-	1%	-	-	-	2%	-	-	-	*	2%	-	-	1%	-
Exorcism/the paranormal	2	1	1	2	-	-	-	-	-	2	-	-	1	-	-	-	1	-	-	-	1	1	-	-	2	-
	1%	*	1%	2%	-	-	-	-	-	1%	-	-	1%	-	-	-	2%	-	-	-	1%	1%	-	-	1%	-
Offence of religion	2	1	1	1	-	-	1	-	-	1	1	-	1	-	-	-	-	1	-	-	2	-	-	-	2	-
	1%	*	1%	1%	-	-	3%	-	-	*	1%	-	1%	-	-	-	-	3%	-	-	2%	-	-	-	1%	-
Other	4	2	2	-	1	2	1	-	-	1	3	-	1	1	-	-	-	2	-	-	2	1	-	-	4	-
	1%	1%	2%	-	1%	3%	4%	-	-	*	3%	-	1%	1%	-	-	-	6%p	-	-	2%	1%	-	-	2%	-

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

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Absolutes/col percents

Table 129

Q17 - Tablet computer

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	328	246	80	189	130	1	15	39	31	27	37	15	20	49	62	295	16	8	9	85	64	146
Base	303	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Effective Base	221	165	54	133	83	1	8	31	23	20	34	10	18	44	52	205	10	7	6	58	50	98
Violence (in general)	25	19	6	9	15	-	1	5	4	1	1	1	-	4	3	19	-	*	5	9	2	8
	8%	8%	8%	5%	11%	-	5%	12%	14%	3%	4%	4%	-	9%	7%	7%	-	11%	36%	11%	4%	6%
Bad language	23	18	4	12	11	-	1	2	1	2	-	6	2	1	2	18	-	-	5	4	2	12
	8%	8%	6%	7%	9%	-	5%	4%	5%	7%	-	21%	13%	3%	5%	7%	-	-	36%	5%	3%	9%
Sex/sexually explicit content	22	16	5	12	9	-	-	3	3	3	2	2	3	2	4	21	-	-	2	6	5	10
	7%	7%	7%	7%	7%	-	-	8%	13%	11%	6%	6%	13%	4%	10%	8%	-	-	11%	8%	9%	7%
Dangerous behaviour	15	12	3	8	7	-	-	2	-	1	-	9	-	2	2	15	-	-	-	2	1	12
	5%	6%	3%	5%	5%	-	-	4%	-	5%	-	30%	-	4%	4%	6%	-	-	-	2%	2%	9%
Drugs/drug use	12	10	2	8	3	-	1	2	2	1	1	4	-	1	2	12	-	-	-	5	2	6
	4%	5%	2%	5%	2%	-	5%	5%	6%	4%	2%	12%	-	1%	4%	4%	-	-	-	6%	3%	4%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	11	11	-	8	3	-	1	2	1	1	1	3	-	-	2	11	-	-	-	4	2	5
	4%	5%	-	5%	2%	-	5%	5%	3%	3%	5%	12%	-	-	4%	4%	-	-	-	4%	4%	4%
Content harmful to self-esteem (e.g. self-abuse)	9	6	3	4	5	-	-	-	3	-	1	2	-	1	2	9	1	-	-	3	1	5
	3%	3%	4%	3%	4%	-	-	-	11%	-	2%	7%	-	2%	6%	3%	3%	-	-	4%	1%	4%
Eating disorders	9	8	1	6	2	*	1	1	-	-	1	2	1	-	2	7	-	-	2	1	1	5
	3%	4%	1%	4%	2%	100%	4%	2%	-	-	3%	7%	7%	-	4%	3%	-	-	11%	2%	1%	4%
Misleading advertising	9	8	1	3	6	-	-	-	-	-	1	4	-	1	3	8	-	-	1	-	1	7
	3%	4%	1%	2%	4%	-	-	-	-	-	2%	14%	-	1%	6%	3%	-	-	7%	-	1%	5%
Inaccurate information	9	9	-	3	5	-	-	-	-	-	1	2	1	3	2	9	-	-	-	-	1	8
	3%	4%	-	2%	4%	-	-	-	-	-	2%	7%	7%	6%	5%	3%	-	-	-	-	1%	6%
Illegal child sexual abuse material	8	6	2	5	2	-	-	1	-	-	1	2	-	2	2	8	-	-	-	1	1	6
	3%	3%	2%	3%	2%	-	-	4%	-	-	3%	7%	-	4%	5%	3%	-	-	-	2%	1%	4%
Incitement to crime	8	6	2	4	4	-	-	-	-	1	-	3	-	1	3	8	-	-	-	-	1	7
	3%	3%	3%	2%	3%	-	-	-	-	3%	-	9%	-	2%	8%	3%	-	-	-	-	2%	5%
Welfare of children or young people	8	8	-	6	1	-	1	2	-	-	2	-	-	1	2	8	-	-	-	3	2	3
	3%	3%	-	3%	1%	-	5%	5%	-	-	6%	-	-	2%	5%	3%	-	-	-	4%	3%	2%
Bullying/victimising	8	8	-	6	2	-	-	1	-	1	1	2	1	-	1	7	1	-	-	1	2	4
	3%	3%	-	4%	1%	-	-	2%	-	3%	4%	7%	7%	-	2%	3%	3%	-	-	1%	4%	3%
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	8	8	-	7	1	-	1	-	1	-	-	2	-	-	2	6	-	-	2	2	-	4
	3%	3%	-	4%	*	-	5%	-	5%	-	-	7%	-	-	5%	2%	-	-	11%	3%	-	3%
Racism	8	8	-	3	4	*	1	-	-	-	1	1	1	-	2	6	1	-	-	1	1	5
	2%	3%	-	2%	3%	100%	5%	-	-	-	2%	4%	7%	-	6%	2%	9%	-	-	1%	1%	4%

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

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Table 129

Q17 - Tablet computer

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Base: All who have seen something of concern on an ODO service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	**303**	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Pornography	**6**	5	1	3	1	-	1	1	*	-	1	-	1	1	1	6	-	-	-	2	1	3
	2%	*2%*	*1%*	*2%*	*1%*	-	*5%*	*2%*	*2%*	-	*2%*	-	*7%*	*2%*	*2%*	*2%*	-	-	-	*3%*	*1%*	*2%*
Accuracy of medical/health claims	**5**	5	-	4	2	-	1	-	-	-	-	2	-	1	1	5	1	-	-	1	-	4
	2%	*2%*	-	*2%*	*1%*	-	*5%*	-	-	-	-	*7%*	-	*2%*	*2%*	*2%*	*3%*	-	-	*1%*	-	*3%*
Nakedness/naked bodies/body parts	**5**	4	1	4	1	-	-	-	-	1	-	-	-	1	3	5	-	-	-	-	1	4
	2%	*2%*	*1%*	*3%*	*	-	-	-	-	*3%*	-	-	-	*2%*	*9%*	*2%*	-	-	-	-	*2%*	*3%*
Defamation/smearing of others	**5**	5	-	4	1	-	-	-	-	1	-	2	-	-	1	4	1	-	-	-	1	3
	2%	*2%*	-	*2%*	*	-	-	-	-	*3%*	-	*7%*	-	-	*3%*	*2%*	*3%*	-	-	-	*2%*	*2%*
Incitement to hatred	**3**	3	-	2	2	-	-	-	-	-	-	-	-	1	3	3	-	-	-	-	-	3
	1%	*1%*	-	*1%*	*1%*	-	-	-	-	-	-	-	-	*1%*	*7%*	*1%*	-	-	-	-	-	*2%*
Suicide	**3**	3	-	1	2	-	-	1	-	-	-	-	-	1	1	3	-	-	-	1	-	2
	1%	*1%*	-	*1%*	*1%*	-	-	*4%*	-	-	-	-	-	*2%*	*2%*	*1%*	-	-	-	*2%*	-	*1%*
Infringing someone's privacy	**3**	3	-	1	1	-	-	-	-	-	-	-	1	-	*	2	-	-	1	-	-	2
	1%	*1%*	-	*1%*	*1%*	-	-	-	-	-	-	-	*7%*	-	*1%*	*1%*	-	-	*7%*	-	-	*1%*
Exorcism/the paranormal	**2**	2	-	1	1	-	-	-	-	-	-	-	1	-	1	2	-	-	-	-	-	2
	1%	*1%*	-	*1%*	*1%*	-	-	-	-	-	-	-	*7%*	-	*2%*	*1%*	-	-	-	-	-	*2%*
Offence of religion	**2**	2	-	1	1	-	-	-	-	1	-	-	-	-	1	2	-	-	-	-	1	1
	1%	*1%*	-	*1%*	*	-	-	-	-	*3%*	-	-	-	-	*2%*	*1%*	-	-	-	-	*2%*	*
Other	**4**	3	*	3	*	-	-	1	-	*	-	-	-	1	-	3	-	1	-	1	*	1
	1%	*1%*	*1%*	*2%*	*	-	-	*2%*	-	*2%*	-	-	-	*3%*	-	*1%*	-	*17%*	-	*1%*	*1%*	*1%*

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

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Base: All who have seen something of concern on an ODO service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	328	250	251	265	168	237	174	195	149	110	247	176	212	159	113	325	3	317	319	325
Base	303	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Effective Base	221	183	179	192	135	169	124	154	105	91	177	126	166	113	91	219	3	214	226	219
Violence (in general)	25	12	16	24	12	16	10	13	24	2	16	10	15	25	2	25	-	25	25	25
	8%	5%	7%	10%	8%	7%	7%	8%	17%efgl	2%	7%	6%	8%	17%jkln	2%	8%	-	9%	9%	8%
Bad language	23	11	17	22	9	17	8	15	23	4	17	8	16	23	4	23	-	23	23	23
	8%	5%	8%	9%	6%	8%	5%	8%	16%efl	4%	8%	5%	9%	15%jkn	4%	8%	-	8%	8%	8%
Sex/sexually explicit content	22	15	13	22	13	13	10	18	22	6	13	10	19	22	6	22	-	22	22	22
	7%	7%	6%	9%	9%	6%	7%	10%	15%el	6%	6%	7%	10%	15%jn	6%	8%	-	8%	8%	8%
Dangerous behaviour	15	8	9	14	7	9	5	13	14	4	9	5	14	15	4	15	-	15	15	15
	5%	4%	4%	6%	5%	4%	3%	7%	10%	4%	4%	3%	8%	10%k	4%	5%	-	5%	5%	5%
Drugs/drug use	12	11	10	12	6	10	8	11	12	5	10	8	12	12	5	12	-	12	12	12
	4%	5%	4%	5%	4%	5%	6%	6%	8%	5%	4%	6%	6%	8%	5%	4%	-	4%	4%	4%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	11	9	10	11	9	10	8	9	11	4	10	8	10	11	4	11	-	11	11	11
	4%	4%	4%	4%	6%	5%	5%	5%	8%	4%	5%	5%	5%	7%	4%	4%	-	4%	4%	4%
Content harmful to self-esteem (e.g. self-abuse)	9	5	4	9	6	4	5	5	9	1	4	5	5	9	1	9	-	9	9	9
	3%	2%	2%	4%	4%	2%	4%	3%	6%l	1%	2%	4%	3%	6%n	1%	3%	-	3%	3%	3%
Eating disorders	9	8	6	9	6	6	6	8	8	1	6	6	8	9	1	9	-	9	9	9
	3%	4%	3%	4%	4%	3%	4%	4%	6%	1%	3%	4%	4%	6%	1%	3%	-	3%	3%	3%
Misleading advertising	9	4	4	9	3	4	4	8	8	1	4	4	8	9	1	9	-	9	9	9
	3%	2%	2%	4%	2%	2%	2%	5%	6%	1%	2%	2%	4%	6%	1%	3%	-	3%	3%	3%
Inaccurate information	9	5	9	9	8	9	5	8	9	1	9	5	8	9	1	9	-	9	9	9
	3%	3%	4%	4%	5%	4%	4%	4%	6%	1%	4%	4%	4%	6%	1%	3%	-	3%	3%	3%
Illegal child sexual abuse material	8	6	5	8	7	5	6	8	8	1	5	6	8	8	1	8	-	8	8	8
	3%	3%	2%	3%	5%	2%	4%	5%	6%	1%	2%	4%	4%	5%	1%	3%	-	3%	3%	3%
Incitement to crime	8	6	7	8	4	7	3	7	7	4	7	3	8	8	4	8	-	8	8	8
	3%	3%	3%	3%	3%	3%	2%	4%	5%	4%	3%	2%	4%	5%	4%	3%	-	3%	3%	3%
Welfare of children or young people	8	7	5	8	6	5	6	8	8	2	5	6	8	8	2	8	-	8	8	8
	3%	3%	2%	3%	4%	2%	4%	4%	6%	2%	2%	4%	4%	5%	2%	3%	-	3%	3%	3%
Bullying/victimising	8	5	6	8	7	5	4	6	8	2	6	4	8	8	2	8	-	8	8	8
	3%	2%	3%	3%	5%	2%	3%	4%	5%	2%	3%	3%	4%	5%	2%	3%	-	3%	3%	3%
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	8	8	6	8	4	6	7	8	8	2	6	7	8	8	2	8	-	8	8	8
	3%	4%	3%	3%	3%	3%	4%	4%	5%	2%	3%	4%	4%	5%	2%	3%	-	3%	3%	3%

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

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

bdrc continental providing intelligence

20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 129

Q17 - Tablet computer

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**303**	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Racism	**8**	6	6	8	6	6	6	6	8	3	6	6	6	8	3	8	-	8	8	8
	2%	*3%*	*3%*	*3%*	*4%*	*3%*	*4%*	*3%*	*5%*	*3%*	*3%*	*4%*	*3%*	*5%*	*3%*	*3%*	-	*3%*	*3%*	*3%*
Pornography	**6**	2	4	5	3	4	2	4	5	-	4	2	4	6	-	6	-	6	6	6
	2%	*1%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*3%*	-	*2%*	*1%*	*2%*	*4%*	-	*2%*	-	*2%*	*2%*	*2%*
Accuracy of medical/health claims	**5**	4	4	5	4	4	4	4	5	-	4	4	4	5	-	5	-	5	5	5
	2%	*2%*	*2%*	*2%*	*3%*	*2%*	*3%*	*2%*	*4%*	-	*2%*	*3%*	*2%*	*3%*	-	*2%*	-	*2%*	*2%*	*2%*
Nakedness/naked bodies/body parts	**5**	4	4	5	5	4	4	4	5	1	4	4	5	5	1	5	-	5	5	5
	2%	*2%*	*2%*	*2%*	*4%*	*2%*	*3%*	*2%*	*4%*	*2%*	*2%*	*3%*	*3%*	*3%*	*2%*	*2%*	-	*2%*	*2%*	*2%*
Defamation/smearing of others	**5**	4	3	5	5	3	3	3	5	*	3	3	5	5	*	5	-	5	5	5
	2%	*2%*	*2%*	*2%*	*3%*	*2%*	*2%*	*2%*	*3%*	*	*2%*	*2%*	*2%*	*3%*	*	*2%*	-	*2%*	*2%*	*2%*
Incitement to hatred	**3**	3	2	3	3	2	3	3	3	1	2	3	3	3	1	3	-	3	3	3
	1%	*2%*	*1%*	*1%*	*2%*	*1%*	*2%*	*2%*	*2%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Suicide	**3**	2	2	3	2	2	1	2	3	1	2	1	2	3	1	3	-	3	3	3
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*2%*	*1%*	*1%*	*	*1%*	*2%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Infringing someone's privacy	**3**	*	3	3	2	3	-	2	3	*	3	-	3	3	*	3	-	3	3	3
	1%	*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*2%*	*	*1%*	-	*1%*	*2%*	*	*1%*	-	*1%*	*1%*	*1%*
Exorcism/the paranormal	**2**	1	1	2	2	1	1	2	2	-	1	1	2	2	-	2	-	2	2	2
	1%	*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*2%*	-	*1%*	*1%*	*1%*	*1%*	-	*1%*	-	*1%*	*1%*	*1%*
Offence of religion	**2**	1	2	2	2	2	1	1	2	1	2	1	2	2	1	2	-	2	2	2
	1%	*	*1%*	*1%*	*1%*	*1%*	*	*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Other	**4**	4	2	3	3	1	3	2	3	1	2	3	3	4	1	4	-	4	4	4
	1%	*2%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*2%*	*2%*	*1%*	*2%*	*1%*	*2%*	*2%*	*1%*	-	*1%*	*1%*	*1%*

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

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

bdrc continental
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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 129

Q17 - Tablet computer

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	328	225	55	86	211	135	193	107	48	10	41	167	118	285	54	67	157	64	221	210
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Effective Base	221	183	29	62	140	108	114	88	36	9	22	106	98	202	37	48	108	55	161	149
Violence (in general)	25	12	11	6	19	12	13	9	5	2	6	5	14	19	5	7	7	6	12	13
	8%	6%	17%	7%	10%	9%	8%	9%	11%	17%	14%	3%	13%	7%	9%	10%	5%	11%	6%	7%
Bad language	23	8	9	2	16	10	13	8	3	2	5	7	10	18	-	1	7	3	10	10
	8%	4%	14%	2%	9%	7%	8%	8%	7%	20%	12%	5%	9%	7%	-	2%	5%	6%	5%	6%
Sex/sexually explicit content	22	17	4	10	12	12	10	10	6	1	2	7	14	21	6	8	11	2	12	13
	7%	9%	7%	11%	7%	9%	6%	10%	13%	7%	4%	5%	12%	8%	12%	13%	8%	3%	6%	7%
Dangerous behaviour	15	9	2	2	9	7	8	6	2	1	-	7	8	14	1	2	6	1	8	7
	5%	4%	2%	2%	5%	5%	5%	6%	5%	7%	-	5%	7%	6%	2%	3%	5%	2%	4%	4%
Drugs/drug use	12	10	2	2	10	8	4	4	2	2	-	5	7	12	-	1	6	3	9	11
	4%	5%	3%	3%	5%	6%	2%	4%	4%	23%	-	3%	6%	5%	-	2%	4%	5%	5%	6%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	11	8	2	2	9	10	1	8	3	1	-	3	8	11	1	2	5	3	8	9
	4%	4%	3%	2%	5%	7%	1%	8%	6%	10%	-	2%	7%	4%	2%	3%	4%	5%	4%	5%
Content harmful to self-esteem (e.g. self-abuse)	9	6	3	4	5	4	5	4	2	-	-	3	6	9	4	4	5	-	5	5
	3%	3%	4%	5%	3%	3%	3%	3%	3%	-	-	2%	5%	4%	7%	6%	4%	-	3%	3%
Eating disorders	9	9	-	4	5	6	3	6	1	1	-	5	4	9	-	-	7	1	9	8
	3%	4%	-	4%	3%	4%	2%	6%	1%	7%	-	4%	3%	3%	-	-	5%	2%	5%	4%
Misleading advertising	9	4	1	1	3	2	7	1	2	1	-	7	1	9	-	-	3	-	3	4
	3%	2%	1%	1%	2%	1%	4%	1%	4%	7%	-	5%	1%	3%	-	-	2%	-	2%	2%
Inaccurate information	9	9	-	1	8	4	5	4	2	-	1	3	5	8	1	1	7	-	7	7
	3%	4%	-	1%	4%	3%	3%	4%	3%	-	2%	2%	4%	3%	2%	1%	5%	-	4%	4%
Illegal child sexual abuse material	8	7	1	1	7	7	1	4	3	1	-	2	6	8	1	2	4	1	6	6
	3%	4%	1%	1%	4%	5%	1%	4%	6%	10%	-	1%	6%	3%	2%	2%	3%	3%	3%	4%
Incitement to crime	8	7	1	2	6	5	3	3	3	1	-	4	4	8	1	2	3	1	5	4
	3%	4%	1%	3%	3%	4%	2%	3%	6%	7%	-	3%	3%	3%	2%	3%	3%	2%	3%	2%
Welfare of children or young people	8	7	1	3	4	7	1	4	4	1	-	2	5	8	-	1	5	1	6	8
	3%	4%	1%	4%	2%	5%	1%	4%	9%	10%	-	2%	5%	3%	-	2%	4%	3%	3%	4%
Bullying/victimising	8	7	1	1	7	5	3	4	1	-	-	3	5	8	-	*	4	-	4	6
	3%	4%	1%	1%	4%	4%	2%	4%	2%	-	-	2%	4%	3%	-	1%	3%	-	2%	3%
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	8	6	2	3	5	7	1	4	1	2	-	3	5	8	-	1	6	1	7	8
	3%	3%	3%	3%	3%	5%	1%	4%	1%	23%	-	2%	4%	3%	-	2%	4%	2%	4%	4%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s

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Absolutes/col percents

Table 129

Q17 - Tablet computer

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Racism	8	7	1	2	5	3	4	1	1	1	-	4	4	8	2	3	3	2	4	6
	2%	3%	1%	3%	3%	2%	3%	1%	3%	10%	-	2%	3%	3%	3%	4%	2%	3%	2%	3%
Pornography	6	4	1	1	4	3	2	2	2	2	-	1	5	6	-	1	3	1	4	6
	2%	2%	1%	1%	2%	3%	1%	2%	5%	17%	-	1%	4%	2%	-	2%	2%	2%	2%	3%
Accuracy of medical/health claims	5	4	1	1	5	4	1	3	1	1	-	2	3	5	1	2	3	-	3	4
	2%	2%	1%	1%	2%	3%	1%	3%	1%	10%	-	1%	3%	2%	2%	3%	2%	-	2%	2%
Nakedness/naked bodies/body parts	5	4	1	2	4	4	1	3	3	-	-	1	4	5	-	-	5	-	5	4
	2%	2%	1%	2%	2%	3%	1%	3%	5%	-	-	1%	3%	2%	-	-	4%	-	3%	2%
Defamation/smearing of others	5	4	1	1	4	4	*	3	2	-	-	2	3	5	-	*	4	-	4	4
	2%	2%	1%	1%	2%	3%	*	3%	3%	-	-	1%	3%	2%	-	1%	3%	-	2%	2%
Incitement to hatred	3	3	1	2	2	2	1	2	2	-	-	2	2	3	-	-	3	*	3	3
	1%	1%	1%	2%	1%	2%	1%	2%	5%	-	-	1%	1%	1%	-	-	2%	1%	2%	2%
Suicide	3	3	-	1	2	1	2	-	1	-	-	3	-	3	2	2	1	-	1	1
	1%	2%	-	1%	1%	*	1%	-	1%	-	-	2%	-	1%	3%	3%	1%	-	1%	1%
Infringing someone's privacy	3	3	-	-	3	-	3	-	-	-	-	1	1	3	-	*	1	-	1	2
	1%	1%	-	-	1%	-	2%	-	-	-	-	1%	1%	1%	-	1%	1%	-	1%	1%
Exorcism/the paranormal	2	2	-	1	1	1	1	1	1	-	-	-	2	2	-	-	2	-	2	2
	1%	1%	-	1%	1%	1%	1%	1%	2%	-	-	-	2%	1%	-	-	2%	-	1%	1%
Offence of religion	2	1	1	-	2	1	1	-	1	-	-	1	1	2	-	-	2	-	2	1
	1%	*	1%	-	1%	1%	*	-	2%	-	-	*	1%	1%	-	-	1%	-	1%	*
Other	4	3	1	-	4	2	1	2	2	-	-	1	2	3	-	-	3	1	4	2
	1%	1%	1%	-	2%	2%	1%	2%	3%	-	-	1%	1%	1%	-	-	2%	1%	2%	1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s

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Base: All who have seen something of concern on an ODO service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	328	328	-	-	258	70	270	58	67	181	40
Base	303	303	-**	-**	244	59*	255	48*	65*	173	40**
Effective Base	221	221	-	-	170	53	180	42	47	123	22
Violence (in general)	25	25	-	-	25	-	25	-	6	13	5
	8%	8%	-	-	10%e	-	10%g	-	10%	8%	13%
Bad language	23	23	-	-	23	-	23	-	6	14	6
	8%	8%	-	-	9%e	-	9%g	-	9%	8%	15%
Sex/sexually explicit content	22	22	-	-	21	1	21	2	4	19	1
	7%	7%	-	-	9%	2%	8%	4%	6%	11%	3%
Dangerous behaviour	15	15	-	-	14	*	15	-	3	10	1
	5%	5%	-	-	6%	1%	6%	-	5%	6%	2%
Drugs/drug use	12	12	-	-	11	1	12	-	4	9	1
	4%	4%	-	-	5%	1%	5%	-	7%	5%	1%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	11	11	-	-	11	-	11	-	2	8	1
	4%	4%	-	-	4%	-	4%	-	3%	5%	1%
Content harmful to self-esteem (e.g. self-abuse)	9	9	-	-	9	-	9	-	2	8	1
	3%	3%	-	-	4%	-	4%	-	2%	4%	1%
Eating disorders	9	9	-	-	9	-	9	-	2	7	-
	3%	3%	-	-	4%	-	3%	-	4%	4%	-
Misleading advertising	9	9	-	-	9	-	9	-	2	6	1
	3%	3%	-	-	4%	-	3%	-	2%	4%	1%
Inaccurate information	9	9	-	-	9	-	9	-	-	7	1
	3%	3%	-	-	3%	-	3%	-	-	4%	1%
Illegal child sexual abuse material	8	8	-	-	8	-	8	-	1	6	1
	3%	3%	-	-	3%	-	3%	-	1%	3%	2%
Incitement to crime	8	8	-	-	8	-	8	-	4	5	-
	3%	3%	-	-	3%	-	3%	-	7%	3%	-
Welfare of children or young people	8	8	-	-	8	-	8	-	2	7	-
	3%	3%	-	-	3%	-	3%	-	3%	4%	-
Bullying/victimising	8	8	-	-	7	1	8	-	-	7	1
	3%	3%	-	-	3%	2%	3%	-	-	4%	1%
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	8	8	-	-	8	-	8	-	3	8	-
	3%	3%	-	-	3%	-	3%	-	4%	4%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i

* small base; ** very small base (under 30) ineligible for sig testing

bdrc continental providing intelligence

20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 129

Q17 - Tablet computer

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Racism	**8**	8	-	-	8	-	8	-	-	6	1
	2%	*2%*	-	-	*3%*	-	*3%*	-	-	*4%*	*1%*
Pornography	**6**	6	-	-	6	-	6	-	-	5	-
	2%	*2%*	-	-	*2%*	-	*2%*	-	-	*3%*	-
Accuracy of medical/health claims	**5**	5	-	-	5	-	5	-	1	4	-
	2%	*2%*	-	-	*2%*	-	*2%*	-	*1%*	*2%*	-
Nakedness/naked bodies/body parts	**5**	5	-	-	5	-	5	-	1	4	-
	2%	*2%*	-	-	*2%*	-	*2%*	-	*1%*	*2%*	-
Defamation/smearing of others	**5**	5	-	-	5	-	5	-	1	5	-
	2%	*2%*	-	-	*2%*	-	*2%*	-	*1%*	*3%*	-
Incitement to hatred	**3**	3	-	-	3	-	3	-	2	3	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*2%*	*2%*	-
Suicide	**3**	3	-	-	3	-	3	-	1	2	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*1%*	*1%*	-
Infringing someone's privacy	**3**	3	-	-	3	-	3	-	1	2	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*1%*	*1%*	-
Exorcism/the paranormal	**2**	2	-	-	2	-	2	-	1	2	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*1%*	*1%*	-
Offence of religion	**2**	2	-	-	2	-	2	-	-	2	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	-	*1%*	-
Other	**4**	4	-	-	2	2	2	1	-	3	-
	1%	*1%*	-	-	*1%*	*3%*	*1%*	*3%*	-	*2%*	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i

* small base; ** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 130

Q17 - eBook reader

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	328	193	135	99	105	66	28	20	10	204	94	30	122	53	13	5	82	41	7	5	107	119	61	41	226	102
Base	303	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Effective Base	221	128	98	85	65	43	23	8	5	150	65	12	91	36	5	3	59	33	7	2	65	84	44	30	147	73
Sex/sexually explicit content	6	1	4	5	1	-	-	-	-	6	-	-	1	-	-	-	4	-	-	-	5	1	-	-	6	-
	2%	1%	4%	5%	1%	-	-	-	-	3%	-	-	1%	-	-	-	6%	-	-	-	5%	1%	-	-	3%	-
Dangerous behaviour	4	1	3	4	-	-	-	-	-	4	-	-	1	-	-	-	3	-	-	-	4	-	-	-	4	-
	1%	*	3%	4%	-	-	-	-	-	2%	-	-	1%	-	-	-	4%	-	-	-	4%	-	-	-	2%	-
Racism	3	3	*	2	1	-	-	-	-	3	-	-	3	-	-	-	*	-	-	-	*	1	2	-	1	2
	1%	1%	*	2%	1%	-	-	-	-	2%	-	-	2%	-	-	-	1%	-	-	-	*	1%	4%	-	*	2%
Pornography	3	3	-	3	-	-	-	-	-	3	-	-	3	-	-	-	-	-	-	-	1	-	2	-	1	2
	1%	2%	-	3%	-	-	-	-	-	2%	-	-	3%	-	-	-	-	-	-	-	1%	-	4%	-	*	2%
Suicide	3	3	-	3	-	-	-	-	-	3	-	-	3	-	-	-	-	-	-	-	1	-	2	-	1	2
	1%	2%	-	3%	-	-	-	-	-	2%	-	-	3%	-	-	-	-	-	-	-	1%	-	4%	-	*	2%
Infringing someone's privacy	2	2	-	1	-	2	-	-	-	1	2	-	1	2	-	-	-	-	-	-	1	2	-	-	2	-
	1%	1%	-	1%	-	3%	-	-	-	*	2%	-	1%	3%	-	-	-	-	-	-	1%	2%	-	-	1%	-
Inaccurate information	2	1	1	1	-	1	-	-	-	1	1	-	1	-	-	-	-	1	-	-	1	1	-	-	2	-
	1%	*	1%	1%	-	1%	-	-	-	1%	1%	-	1%	-	-	-	-	2%	-	-	1%	1%	-	-	1%	-
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	2	-	2	-	2	-	-	-	-	2	-	-	-	-	-	-	2	-	-	-	-	1	1	-	1	1
	1%	-	1%	-	2%	-	-	-	-	1%	-	-	-	-	-	-	2%	-	-	-	-	1%	1%	-	*	1%
Illegal child sexual abuse material	2	2	-	-	-	2	-	-	-	-	2	-	-	2	-	-	-	-	-	-	-	2	-	-	2	-
	1%	1%	-	-	-	3%	-	-	-	-	2%	-	-	3%	-	-	-	-	-	-	-	2%	-	-	1%	-
Bad language	1	1	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	1	-	-	-	1	-
	*	*	-	1%	-	-	-	-	-	1%	-	-	1%	-	-	-	-	-	-	-	1%	-	-	-	*	-
Drugs/drug use	1	1	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	1	-
	*	*	-	1%	-	-	-	-	-	1%	-	-	1%	-	-	-	-	-	-	-	-	1%	-	-	*	-
Eating disorders	1	1	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	1	-	-	-	1	-
	*	*	-	1%	-	-	-	-	-	1%	-	-	1%	-	-	-	-	-	-	-	1%	-	-	-	*	-
Misleading advertising	1	1	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	1	-	-	-	1	-
	*	*	-	1%	-	-	-	-	-	1%	-	-	1%	-	-	-	-	-	-	-	1%	-	-	-	*	-
Defamation/smearing of others	1	-	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-	-	1	-
	*	-	1%	-	-	1%	-	-	-	-	1%	-	-	-	-	-	-	2%	-	-	-	1%	-	-	*	-
Incitement to hatred	1	-	1	-	1	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-
	*	-	1%	-	1%	-	-	-	-	*	-	-	-	-	-	-	1%	-	-	-	1%	-	-	-	*	-
Bullying/victimising	*	-	*	-	*	-	-	-	-	*	-	-	-	-	-	-	*	-	-	-	*	-	-	-	*	-
	*	-	*	-	*	-	-	-	-	*	-	-	-	-	-	-	1%	-	-	-	*	-	-	-	*	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y

* small base; ** very small base (under 30) ineligible for sig testing

bdrc continental providing intelligence

20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 130

Q17 - eBook reader

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	303	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Nakedness/naked bodies/body parts	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Offence of religion	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Incitement to crime	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Exorcism/the paranormal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content harmful to self-esteem (e.g. self-abuse)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accuracy of medical/health claims	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Violence (in general)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Welfare of children or young people	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	*	-	*	-	-	-	-	*	-	-	-	*	-	-	-	-	-	-	*	-	-	-	*	-	-	*
	*	-	*	-	-	-	-	*2%*	-	-	-	*2%*	-	-	-	-	-	-	*12%*	-	-	-	*1%*	-	-	*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y

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Table 130

Q17 - eBook reader

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	328	246	80	189	130	1	15	39	31	27	37	15	20	49	62	295	16	8	9	85	64	146
Base	303	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Effective Base	221	165	54	133	83	1	8	31	23	20	34	10	18	44	52	205	10	7	6	58	50	98
Sex/sexually explicit content	6	3	3	3	3	-	-	-	5	-	-	-	-	-	1	6	-	-	-	5	-	1
	2%	1%	4%	2%	2%	-	-	-	19%	-	-	-	-	-	2%	2%	-	-	-	6%	-	*
Dangerous behaviour	4	1	3	1	3	-	-	-	3	-	-	-	-	-	1	4	-	-	-	3	-	1
	1%	*	4%	1%	2%	-	-	-	11%	-	-	-	-	-	2%	1%	-	-	-	4%	-	1%
Racism	3	1	2	1	2	*	-	-	-	-	-	2	-	-	1	3	-	-	-	-	-	3
	1%	*	3%	*	2%	100%	-	-	-	-	-	8%	-	-	2%	1%	-	-	-	-	-	2%
Pornography	3	1	2	1	2	-	-	-	-	-	-	2	-	-	1	3	-	-	-	-	-	3
	1%	*	3%	1%	2%	-	-	-	-	-	-	8%	-	-	2%	1%	-	-	-	-	-	2%
Suicide	3	1	2	1	2	-	-	-	-	-	-	2	-	-	1	3	-	-	-	-	-	3
	1%	*	3%	1%	2%	-	-	-	-	-	-	8%	-	-	2%	1%	-	-	-	-	-	2%
Infringing someone's privacy	2	2	-	2	-	-	-	-	1	-	-	-	-	-	-	1	-	-	2	1	-	-
	1%	1%	-	1%	-	-	-	-	3%	-	-	-	-	-	-	*	-	-	11%	1%	-	-
Inaccurate information	2	2	-	1	1	-	-	-	-	-	1	-	-	-	1	2	-	-	-	-	1	1
	1%	1%	-	1%	1%	-	-	-	-	-	2%	-	-	-	2%	1%	-	-	-	-	1%	1%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	2	2	-	2	-	-	-	1	-	-	1	-	-	-	-	2	-	-	-	1	1	-
	1%	1%	-	1%	-	-	-	2%	-	-	3%	-	-	-	-	1%	-	-	-	1%	1%	-
Illegal child sexual abuse material	2	2	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-
	1%	1%	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11%	-	-	-
Bad language	1	1	-	1	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1
	*	*	-	1%	-	-	-	-	-	-	-	-	-	-	2%	*	-	-	-	-	-	1%
Drugs/drug use	1	1	-	1	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1
	*	*	-	1%	-	-	-	-	-	-	-	-	-	-	2%	*	-	-	-	-	-	1%
Eating disorders	1	1	-	1	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1
	*	*	-	1%	-	-	-	-	-	-	-	-	-	-	2%	*	-	-	-	-	-	1%
Misleading advertising	1	1	-	1	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1
	*	*	-	1%	-	-	-	-	-	-	-	-	-	-	2%	*	-	-	-	-	-	1%
Defamation/smearing of others	1	1	-	-	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	1	-
	*	*	-	-	1%	-	-	-	-	-	2%	-	-	-	-	*	-	-	-	-	1%	-
Incitement to hatred	1	1	-	1	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1
	*	*	-	*	-	-	-	-	-	-	-	-	-	-	1%	*	-	-	-	-	-	*
Bullying/victimising	*	*	-	-	-	*	-	-	-	-	-	-	-	-	*	*	-	-	-	-	-	*
	*	*	-	-	-	100%	-	-	-	-	-	-	-	-	1%	*	-	-	-	-	-	*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u

* small base; ** very small base (under 30) ineligible for sig testing

bdrc continental providing intelligence

20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 130

Q17 - eBook reader

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	**303**	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Nakedness/naked bodies/body parts	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Offence of religion	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Incitement to crime	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Exorcism/the paranormal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content harmful to self-esteem (e.g. self-abuse)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accuracy of medical/health claims	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Violence (in general)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Welfare of children or young people	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	*	-	*	*	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-
	*	-	*1%*	*	-	-	-	-	-	-	-	-	-	-	-	-	*3%*	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u

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providing intelligence

20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 130

Q17 - eBook reader

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	328	250	251	265	168	237	174	195	149	110	247	176	212	159	113	325	3	317	319	325
Base	303	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Effective Base	221	183	179	192	135	169	124	154	105	91	177	126	166	113	91	219	3	214	226	219
Sex/sexually explicit content	6	3	2	6	1	2	1	3	5	1	2	1	3	5	1	6	-	6	6	6
	2%	1%	1%	2%	*	1%	1%	2%	3%	1%	1%	1%	1%	3%	1%	2%	-	2%	2%	2%
Dangerous behaviour	4	1	-	4	1	-	1	1	4	-	-	1	1	4	-	4	-	4	4	4
	1%	*	-	2%	1%	-	1%	1%	3%	-	-	1%	1%	3%	-	1%	-	1%	1%	1%
Racism	3	3	3	3	1	3	1	1	1	2	3	1	1	1	2	1	2	1	1	1
	1%	1%	1%	1%	*	2%	*	*	1%	2%	1%	*	*	1%	2%	*	37%	*	*	*
Pornography	3	3	2	3	1	2	1	1	1	2	2	1	1	1	2	1	2	1	1	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	*	37%	*	*	*
Suicide	3	3	2	3	1	2	1	1	1	2	2	1	1	1	2	1	2	1	1	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	*	37%	*	*	*
Infringing someone's privacy	2	2	-	2	-	-	2	2	2	-	-	2	2	2	-	2	-	2	2	2
	1%	1%	-	1%	-	-	2%	1%	1%	-	-	2%	1%	1%	-	1%	-	1%	1%	1%
Inaccurate information	2	2	1	2	1	-	2	2	2	-	1	2	2	2	-	2	-	2	2	2
	1%	1%	*	1%	1%	-	1%	1%	1%	-	*	1%	1%	1%	-	1%	-	1%	1%	1%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	2	2	1	2	2	1	1	2	2	1	1	1	2	2	1	2	-	2	2	2
	1%	1%	*	1%	1%	*	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	-	1%	1%	1%
Illegal child sexual abuse material	2	2	-	2	-	-	2	2	2	-	-	2	2	2	-	2	-	2	2	2
	1%	1%	-	1%	-	-	1%	1%	1%	-	-	1%	1%	1%	-	1%	-	1%	1%	1%
Bad language	1	1	-	1	1	-	1	1	1	-	-	1	1	1	-	1	-	1	1	1
	*	*	-	*	1%	-	1%	1%	1%	-	-	1%	1%	1%	-	*	-	*	*	*
Drugs/drug use	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	-	1	1	1
	*	*	*	*	1%	*	1%	1%	1%	1%	*	1%	1%	1%	1%	*	-	*	*	*
Eating disorders	1	1	-	1	1	-	1	1	1	-	-	1	1	1	-	1	-	1	1	1
	*	*	-	*	1%	-	1%	1%	1%	-	-	1%	1%	1%	-	*	-	*	*	*
Misleading advertising	1	1	-	1	1	-	1	1	1	-	-	1	1	1	-	1	-	1	1	1
	*	*	-	*	1%	-	1%	1%	1%	-	-	1%	1%	1%	-	*	-	*	*	*
Defamation/smearing of others	1	1	1	1	-	-	1	1	1	-	1	1	1	1	-	1	-	1	1	1
	*	*	*	*	-	-	*	*	*	-	*	*	*	*	-	*	-	*	*	*
Incitement to hatred	1	1	1	1	1	1	1	1	1	-	1	1	1	1	-	1	-	1	1	1
	*	*	*	*	*	*	*	*	*	-	*	*	*	*	-	*	-	*	*	*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

bdrc continental
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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 130

Q17 - eBook reader

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	303	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Bullying/victimising	*	-	*	*	-	*	-	-	*	-	*	-	-	*	-	*	-	*	*	*
	*	-	*	*	-	*	-	-	*	-	*	-	-	*	-	*	-	*	*	*
Nakedness/naked bodies/body parts	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Offence of religion	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Incitement to crime	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Exorcism/the paranormal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content harmful to self-esteem (e.g. self-abuse)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accuracy of medical/health claims	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Violence (in general)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Welfare of children or young people	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	*	*	*	*	*	*	*	*	-	-	*	*	*	-	-	*	-	*	*	*
	*	*	*	*	*	*	*	*	-	-	*	*	*	-	-	*	-	*	*	*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s

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Base: All who have seen something of concern on an ODO service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	328	225	55	86	211	135	193	107	48	10	41	167	118	285	54	67	157	64	221	210
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Effective Base	221	183	29	62	140	108	114	88	36	9	22	106	98	202	37	48	108	55	161	149
Sex/sexually explicit content	6	1	4	4	1	2	4	1	-	1	-	1	5	6	3	3	1	2	3	3
	2%	1%	6%	5%	1%	1%	2%	1%	-	13%	-	*	4%	2%	5%	5%	*	4%	1%	1%
Dangerous behaviour	4	1	3	4	-	1	3	1	1	-	-	-	4	4	3	3	1	-	1	1
	1%	*	4%	4%ad	-	1%	2%	1%	2%	-	-	-	3%k	1%	5%rs	5%r	1%	-	*	1%
Racism	3	1	-	-	3	3	*	3	-	-	-	1	2	3	-	-	3	-	3	1
	1%	*	-	-	2%	2%	*	3%	-	-	-	1%	2%	1%	-	-	2%	-	2%	1%
Pornography	3	1	-	1	2	3	-	3	1	-	-	-	3	3	-	-	3	-	3	1
	1%	*	-	1%	1%	2%	-	3%	2%	-	-	-	3%	1%	-	-	2%	-	2%	1%
Suicide	3	1	-	1	2	3	-	3	1	-	-	-	3	3	-	-	3	-	3	1
	1%	*	-	1%	1%	2%	-	3%	2%	-	-	-	3%	1%	-	-	2%	-	2%	1%
Infringing someone's privacy	2	2	-	2	1	2	1	2	-	-	-	2	1	2	-	-	2	1	2	2
	1%	1%	-	2%	*	1%	1%	1%	-	-	-	1%	1%	1%	-	-	1%	2%	1%	1%
Inaccurate information	2	2	-	1	1	2	-	1	2	-	-	1	1	2	1	1	1	-	1	1
	1%	1%	-	1%	*	1%	-	1%	3%	-	-	*	1%	1%	1%	1%	1%	-	*	1%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	2	2	-	2	-	2	-	2	-	-	-	1	1	2	-	-	2	-	2	1
	1%	1%	-	2%	-	1%	-	2%	-	-	-	1%	1%	1%	-	-	1%	-	1%	*
Illegal child sexual abuse material	2	2	-	2	-	2	-	2	-	-	-	2	-	2	-	-	2	-	2	2
	1%	1%	-	2%	-	1%	-	1%	-	-	-	1%	-	1%	-	-	1%	-	1%	1%
Bad language	1	1	-	1	-	1	-	1	1	-	-	-	1	1	-	-	1	-	1	1
	*	*	-	1%	-	1%	-	1%	2%	-	-	-	1%	*	-	-	1%	-	*	1%
Drugs/drug use	1	1	-	1	-	1	-	1	-	-	-	1	-	1	-	-	1	-	1	1
	*	*	-	1%	-	1%	-	1%	-	-	-	1%	-	*	-	-	1%	-	*	1%
Eating disorders	1	1	-	1	-	1	-	1	1	-	-	-	1	1	-	-	1	-	1	1
	*	*	-	1%	-	1%	-	1%	2%	-	-	-	1%	*	-	-	1%	-	*	1%
Misleading advertising	1	1	-	1	-	1	-	1	1	-	-	-	1	1	-	-	1	-	1	1
	*	*	-	1%	-	1%	-	1%	2%	-	-	-	1%	*	-	-	1%	-	*	1%
Defamation/smearing of others	1	1	-	-	1	1	-	-	1	-	-	1	-	1	1	1	-	-	-	-
	*	*	-	-	*	*	-	-	1%	-	-	*	-	*	1%	1%	-	-	-	-
Incitement to hatred	1	1	-	1	-	1	-	1	-	-	-	-	1	1	-	-	1	-	1	1
	*	*	-	1%	-	*	-	1%	-	-	-	-	*	*	-	-	*	-	*	*
Bullying/victimising	*	*	-	-	*	-	*	-	-	-	-	*	-	*	-	-	*	-	*	*
	*	*	-	-	*	-	*	-	-	-	-	*	-	*	-	-	*	-	*	*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s

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	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Nakedness/naked bodies/body parts	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Offence of religion	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Incitement to crime	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Exorcism/the paranormal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content harmful to self-esteem (e.g. self-abuse)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accuracy of medical/health claims	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Violence (in general)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Welfare of children or young people	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	*	*	-	-	*	-	*	-	-	-	-	*	-	*	-	-	-	-	-	*
	*	*	-	-	*	-	*	-	-	-	-	*	-	*	-	-	-	-	-	*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

bdrc continental providing intelligence

20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 130

Q17 - eBook reader

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**328**	328	-	-	258	70	270	58	67	181	40
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Effective Base	**221**	221	-	-	170	53	180	42	47	123	22
Sex/sexually explicit content	**6**	6	-	-	6	-	6	-	2	5	-
	2%	*2%*	-	-	*2%*	-	*2%*	-	*3%*	*3%*	-
Dangerous behaviour	**4**	4	-	-	4	-	4	-	1	4	-
	1%	*1%*	-	-	*2%*	-	*2%*	-	*1%*	*2%*	-
Racism	**3**	3	-	-	3	-	3	-	2	1	2
	1%	*1%*	-	-	*1%*	-	*1%*	-	*3%*	*1%*	*6%*
Pornography	**3**	3	-	-	3	-	3	-	3	1	2
	1%	*1%*	-	-	*1%*	-	*1%*	-	*5%*	*1%*	*6%*
Suicide	**3**	3	-	-	3	-	3	-	3	1	2
	1%	*1%*	-	-	*1%*	-	*1%*	-	*5%*	*1%*	*6%*
Infringing someone's privacy	**2**	2	-	-	2	-	2	-	2	2	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*4%*	*1%*	-
Inaccurate information	**2**	2	-	-	2	-	2	-	1	2	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*1%*	*1%*	-
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	**2**	2	-	-	2	-	2	-	1	2	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*1%*	*1%*	-
Illegal child sexual abuse material	**2**	2	-	-	2	-	2	-	2	2	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*2%*	*1%*	-
Bad language	**1**	1	-	-	1	-	1	-	1	1	-
	*	*	-	-	*	-	*	-	*1%*	*1%*	-
Drugs/drug use	**1**	1	-	-	1	-	1	-	-	1	-
	*	*	-	-	*	-	*	-	-	*1%*	-
Eating disorders	**1**	1	-	-	1	-	1	-	1	1	-
	*	*	-	-	*	-	*	-	*1%*	*1%*	-
Misleading advertising	**1**	1	-	-	1	-	1	-	1	1	-
	*	*	-	-	*	-	*	-	*1%*	*1%*	-
Defamation/smearing of others	**1**	1	-	-	1	-	1	-	-	1	-
	*	*	-	-	*	-	*	-	-	*	-
Incitement to hatred	**1**	1	-	-	1	-	1	-	-	-	-
	*	*	-	-	*	-	*	-	-	-	-
Bullying/victimising	*	*	-	-	*	-	*	-	-	*	-
	*	*	-	-	*	-	*	-	-	*	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i

* small base; ** very small base (under 30) ineligible for sig testing

bdrc continental providing intelligence

20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 130

Q17 - eBook reader

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Base: All who have seen something of concern on an ODO service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Nakedness/naked bodies/body parts	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Offence of religion	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Incitement to crime	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Exorcism/the paranormal	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Content harmful to self-esteem (e.g. self-abuse)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Accuracy of medical/health claims	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Violence (in general)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Welfare of children or young people	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	*	*	-	-	-	*	-	*	-	-	*
	*	*	-	-	-	*1%*	-	*1%*	-	-	*1%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i

* small base; ** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 131

Q17 - Games console

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	328	193	135	99	105	66	28	20	10	204	94	30	122	53	13	5	82	41	7	5	107	119	61	41	226	102
Base	303	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Effective Base	221	128	98	85	65	43	23	8	5	150	65	12	91	36	5	3	59	33	7	2	65	84	44	30	147	73
Bad language	5	2	3	3	1	-	1	-	-	4	1	-	2	-	-	-	2	1	-	-	2	2	1	-	4	1
	2%	*1%*	*3%*	*3%*	*2%*	-	*3%*	-	-	*2%*	*1%*	-	*2%*	-	-	-	*3%*	*3%*	-	-	*2%*	*2%*	*1%*	-	*2%*	*1%*
Sex/sexually explicit content	5	2	2	3	1	*	-	-	-	4	*	-	2	*	-	-	2	-	-	-	1	3	-	1	4	1
	2%	*1%*	*2%*	*3%*	*1%*	*1%*	-	-	-	*2%*	*	-	*2%*	*1%*	-	-	*4%*	-	-	-	*1%*	*3%*	-	*1%*	*2%*	*1%*
Violence (in general)	4	4	1	4	-	-	1	-	-	4	1	-	4	-	-	-	-	1	-	-	4	1	-	-	4	-
	1%	*2%*	*1%*	*4%*	-	-	*3%*	-	-	*2%*	*1%*	-	*3%*	-	-	-	-	*3%*	-	-	*4%*	*1%*	-	-	*2%*	-
Exorcism/the paranormal	4	2	1	4	-	-	-	-	-	4	-	-	2	-	-	-	1	-	-	-	1	3	-	-	4	-
	1%	*1%*	*1%*	*4%*	-	-	-	-	-	*2%*	-	-	*2%*	-	-	-	*2%*	-	-	-	*1%*	*3%*	-	-	*2%*	-
Inaccurate information	4	2	2	1	1	1	-	-	-	3	1	-	1	1	-	-	2	-	-	-	1	1	1	-	3	1
	1%	*1%*	*2%*	*1%*	*2%*	*2%*	-	-	-	*1%*	*1%*	-	*1%*	*2%*	-	-	*3%*	-	-	-	*1%*	*1%*	*2%*	-	*1%*	*1%*
Nakedness/naked bodies/body parts	3	2	1	3	1	-	-	-	-	3	-	-	2	-	-	-	1	-	-	-	2	2	-	-	3	-
	1%	*1%*	*1%*	*3%*	*1%*	-	-	-	-	*2%*	-	-	*2%*	-	-	-	*2%*	-	-	-	*2%*	*2%*	-	-	*2%*	-
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	3	3	1	1	1	1	-	*	-	2	1	*	2	1	*	-	1	-	-	-	2	1	*	-	3	*
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	-	*2%*	-	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	-	*1%*	-	-	-	*2%*	*1%*	*1%*	-	*2%*	*
Defamation/smearing of others	3	2	1	-	3	-	-	*	-	3	-	*	1	-	*	-	1	-	-	-	1	1	*	-	3	*
	1%	*1%*	*1%*	-	*3%*	-	-	*2%*	-	*1%*	-	*1%*	*1%*	-	*2%*	-	*2%*	-	-	-	*1%*	*1%*	*1%*	-	*1%*	*
Misleading advertising	3	1	1	1	1	1	-	-	-	2	1	-	1	1	-	-	1	-	-	-	2	-	-	1	2	1
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	-	-	-	*1%*	*1%*	-	*1%*	*1%*	-	-	*2%*	-	-	-	*2%*	-	-	*1%*	*1%*	*1%*
Accuracy of medical/health claims	2	2	1	-	1	1	-	-	-	1	1	-	1	1	-	-	1	-	-	-	2	1	-	-	2	-
	1%	*1%*	*	-	*1%*	*2%*	-	-	-	*1%*	*1%*	-	*1%*	*2%*	-	-	*1%*	-	-	-	*2%*	*	-	-	*1%*	-
Welfare of children or young people	2	2	1	1	1	-	-	-	-	2	-	-	2	-	-	-	1	-	-	-	2	1	-	-	2	-
	1%	*1%*	*1%*	*1%*	*2%*	-	-	-	-	*1%*	-	-	*1%*	-	-	-	*1%*	-	-	-	*2%*	*1%*	-	-	*1%*	-
Racism	2	1	1	2	-	-	-	-	-	2	-	-	1	-	-	-	1	-	-	-	-	2	-	-	2	-
	1%	*	*1%*	*2%*	-	-	-	-	-	*1%*	-	-	*1%*	-	-	-	*2%*	-	-	-	-	*2%*	-	-	*1%*	-
Pornography	2	1	1	1	1	-	-	-	-	2	-	-	1	-	-	-	1	-	-	-	1	1	-	-	2	-
	1%	*	*1%*	*1%*	*1%*	-	-	-	-	*1%*	-	-	*1%*	-	-	-	*2%*	-	-	-	*1%*	*1%*	-	-	*1%*	-
Infringing someone's privacy	2	1	1	1	-	1	-	-	-	1	1	-	-	1	-	-	1	-	-	-	1	1	-	-	2	-
	1%	*	*1%*	*1%*	-	*1%*	-	-	-	*1%*	*1%*	-	-	*1%*	-	-	*2%*	-	-	-	*1%*	*1%*	-	-	*1%*	-
Drugs/drug use	2	2	-	1	-	1	-	*	-	1	1	*	1	1	*	-	-	-	-	-	1	1	*	-	2	*
	1%	*1%*	-	*1%*	-	*1%*	-	*2%*	-	*	*1%*	*1%*	*1%*	*1%*	*2%*	-	-	-	-	-	*1%*	*1%*	*1%*	-	*1%*	*
Dangerous behaviour	2	1	1	1	1	-	-	-	-	2	-	-	1	-	-	-	1	-	-	-	*	1	-	-	2	-
	1%	*1%*	*	*1%*	*1%*	-	-	-	-	*1%*	-	-	*1%*	-	-	-	*1%*	-	-	-	*	*1%*	-	-	*1%*	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y

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providing intelligence

20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 131

Q17 - Games console

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	303	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Incitement to crime	2	1	1	-	1	-	1	-	-	1	1	-	1	-	-	-	-	1	-	-	1	-	1	-	1	1
	1%	*	*1%*	-	*1%*	-	*3%*	-	-	*	*1%*	-	*1%*	-	-	-	-	*3%*	-	-	*1%*	-	*1%*	-	*	*1%*
Incitement to hatred	2	2	-	1	-	1	-	-	-	1	1	-	1	1	-	-	-	-	-	-	2	-	-	-	2	-
	1%	*1%*	-	*1%*	-	*1%*	-	-	-	*1%*	*1%*	-	*1%*	*1%*	-	-	-	-	-	-	*2%*	-	-	-	*1%*	-
Content harmful to self-esteem (e.g. self-abuse)	1	1	1	1	1	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	1	1	-	-	1	-
	*	*	*	*1%*	*1%*	-	-	-	-	*1%*	-	-	*1%*	-	-	-	*1%*	-	-	-	*1%*	*	-	-	*1%*	-
Bullying/victimising	1	1	1	1	1	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	1	-	-	1	-
	*	*	*1%*	*1%*	*1%*	-	-	-	-	*1%*	-	-	*1%*	-	-	-	*1%*	-	-	-	-	*1%*	-	-	*1%*	-
Offence of religion	1	1	1	1	1	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	1	-	-	1	-
	*	*	*1%*	*1%*	*1%*	-	-	-	-	*1%*	-	-	*1%*	-	-	-	*1%*	-	-	-	-	*1%*	-	-	*1%*	-
Eating disorders	1	1	1	1	-	1	-	-	-	1	1	-	-	1	-	-	1	-	-	-	1	-	-	-	1	-
	*	*	*1%*	*1%*	-	*1%*	-	-	-	*	*1%*	-	-	*1%*	-	-	*1%*	-	-	-	*1%*	-	-	-	*1%*	-
Suicide	1	1	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-
	*	*	-	-	-	*1%*	-	-	-	-	*1%*	-	-	*1%*	-	-	-	-	-	-	*1%*	-	-	-	*	-
Illegal child sexual abuse material	1	1	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	1	-
	*	*	-	-	*1%*	-	-	-	-	*	-	-	*	-	-	-	-	-	-	-	-	*1%*	-	-	*	-
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	*	-	*	-	-	-	-	*	-	-	-	*	-	-	-	-	-	-	*	-	-	-	*	-	-	*
	*	-	*	-	-	-	-	*2%*	-	-	-	*2%*	-	-	-	-	-	-	*12%*	-	-	-	*1%*	-	-	*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y

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Q17 - Games console

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	328	246	80	189	130	1	15	39	31	27	37	15	20	49	62	295	16	8	9	85	64	146
Base	303	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Effective Base	221	165	54	133	83	1	8	31	23	20	34	10	18	44	52	205	10	7	6	58	50	98
Bad language	5	4	1	3	2	-	-	-	1	1	-	-	1	1	1	5	-	-	-	1	1	3
	2%	2%	2%	2%	2%	-	-	-	3%	3%	-	-	7%	3%	1%	2%	-	-	-	1%	2%	2%
Sex/sexually explicit content	5	3	1	3	2	-	-	-	-	-	1	-	1	-	3	5	-	-	-	-	1	4
	2%	1%	2%	2%	1%	-	-	-	-	-	2%	-	7%	-	7%	2%	-	-	-	-	1%	3%
Violence (in general)	4	2	2	4	-	-	-	-	-	1	-	-	-	1	1	3	1	-	-	-	1	2
	1%	1%	3%	3%	-	-	-	-	-	3%	-	-	-	3%	2%	1%	9%	-	-	-	2%	2%
Exorcism/the paranormal	4	4	-	1	1	-	-	1	-	-	-	-	1	-	1	4	-	-	-	1	-	2
	1%	2%	-	1%	1%	-	-	4%	-	-	-	-	7%	-	2%	1%	-	-	-	2%	-	2%
Inaccurate information	4	4	-	2	1	-	-	1	-	-	1	-	1	-	1	4	-	-	-	1	1	2
	1%	2%	-	1%	1%	-	-	3%	-	-	3%	-	7%	-	1%	1%	-	-	-	1%	1%	1%
Nakedness/naked bodies/body parts	3	3	-	2	-	-	-	1	-	-	-	-	-	-	2	3	-	-	-	1	-	2
	1%	2%	-	1%	-	-	-	4%	-	-	-	-	-	-	5%	1%	-	-	-	2%	-	2%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	3	3	-	2	2	-	-	1	-	-	-	-	-	-	3	3	-	-	-	1	-	3
	1%	2%	-	1%	1%	-	-	2%	-	-	-	-	-	-	6%	1%	-	-	-	1%	-	2%
Defamation/smearing of others	3	3	-	2	1	-	-	-	-	-	2	-	-	-	2	3	-	-	-	-	2	2
	1%	1%	-	1%	1%	-	-	-	-	-	5%	-	-	-	4%	1%	-	-	-	-	3%	1%
Misleading advertising	3	2	1	1	1	-	-	-	-	-	1	-	-	-	1	3	-	-	-	-	1	1
	1%	1%	1%	1%	1%	-	-	-	-	-	5%	-	-	-	3%	1%	-	-	-	-	2%	1%
Accuracy of medical/health claims	2	2	-	1	2	-	-	-	1	-	-	-	-	-	1	2	1	-	-	1	-	1
	1%	1%	-	*	1%	-	-	-	2%	-	-	-	-	-	3%	1%	3%	-	-	1%	-	1%
Welfare of children or young people	2	2	-	2	-	-	-	-	-	-	1	-	-	-	2	2	-	-	-	-	1	2
	1%	1%	-	1%	-	-	-	-	-	-	3%	-	-	-	4%	1%	-	-	-	-	1%	1%
Racism	2	2	-	1	1	-	-	-	-	-	-	-	1	-	1	2	-	-	-	-	-	2
	1%	1%	-	1%	1%	-	-	-	-	-	-	-	7%	-	2%	1%	-	-	-	-	-	2%
Pornography	2	2	-	1	1	-	-	-	-	-	1	-	1	-	-	2	-	-	-	-	1	1
	1%	1%	-	*	1%	-	-	-	-	-	3%	-	7%	-	-	1%	-	-	-	-	1%	1%
Infringing someone's privacy	2	2	-	-	2	-	-	-	-	-	-	-	1	-	1	2	-	-	-	-	-	2
	1%	1%	-	-	1%	-	-	-	-	-	-	-	7%	-	2%	1%	-	-	-	-	-	1%
Drugs/drug use	2	1	1	1	1	-	-	-	-	-	-	-	-	-	2	2	-	-	-	-	-	2
	1%	*	1%	1%	1%	-	-	-	-	-	-	-	-	-	5%	1%	-	-	-	-	-	1%
Dangerous behaviour	2	1	1	2	-	-	-	-	-	-	-	-	-	-	1	1	1	-	-	-	-	1
	1%	*	1%	1%	-	-	-	-	-	-	-	-	-	-	3%	*	3%	-	-	-	-	1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u

* small base; ** very small base (under 30) ineligible for sig testing

bdrc continental providing intelligence

20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 131

Q17 - Games console

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	**303**	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Incitement to crime	**2**	2	-	1	1	-	-	-	1	1	-	-	-	-	-	2	-	-	-	1	1	-
	1%	*1%*	-	*1%*	*1%*	-	-	-	*3%*	*3%*	-	-	-	-	-	*1%*	-	-	-	*1%*	*2%*	-
Incitement to hatred	**2**	2	-	1	1	-	-	-	-	-	-	-	-	-	2	2	-	-	-	-	-	2
	1%	*1%*	-	*1%*	*	-	-	-	-	-	-	-	-	-	*4%*	*1%*	-	-	-	-	-	*1%*
Content harmful to self-esteem (e.g. self-abuse)	**1**	1	-	1	-	-	-	-	-	-	-	-	-	-	1	1	1	-	-	-	-	1
	*	*1%*	-	*1%*	-	-	-	-	-	-	-	-	-	-	*2%*	*	*3%*	-	-	-	-	*1%*
Bullying/victimising	**1**	1	1	1	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1
	*	*	*1%*	*1%*	-	-	-	-	-	-	-	-	-	-	*4%*	*1%*	-	-	-	-	-	*1%*
Offence of religion	**1**	1	-	1	-	-	1	-	-	-	-	-	-	-	1	1	-	-	-	1	-	1
	*	*1%*	-	*1%*	-	-	*5%*	-	-	-	-	-	-	-	*1%*	*1%*	-	-	-	*1%*	-	*
Eating disorders	**1**	1	-	1	1	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1
	*	*1%*	-	*	*	-	-	-	-	-	-	-	-	-	*3%*	*	-	-	-	-	-	*1%*
Suicide	**1**	1	-	-	1	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1
	*	*	-	-	*	-	-	-	-	-	-	-	-	-	*2%*	*	-	-	-	-	-	*
Illegal child sexual abuse material	**1**	1	-	1	-	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	1	-
	*	*	-	*	-	-	-	-	-	-	*2%*	-	-	-	-	*	-	-	-	-	*1%*	-
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	*	-	*	*	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-
	*	-	*1%*	*	-	-	-	-	-	-	-	-	-	-	-	-	*3%*	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u

* small base; ** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 131

Q17 - Games console

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	328	250	251	265	168	237	174	195	149	110	247	176	212	159	113	325	3	317	319	325
Base	303	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Effective Base	221	183	179	192	135	169	124	154	105	91	177	126	166	113	91	219	3	214	226	219
Bad language	5	1	4	4	5	4	1	3	4	-	4	1	4	4	-	5	-	5	5	5
	2%	1%	2%	2%	3%	2%	1%	2%	2%	-	2%	1%	2%	2%	-	2%	-	2%	2%	2%
Sex/sexually explicit content	5	3	3	4	5	3	3	4	3	1	3	3	4	3	1	5	-	5	5	5
	2%	1%	1%	2%	3%	1%	2%	2%	2%	1%	1%	2%	2%	2%	1%	2%	-	2%	2%	2%
Violence (in general)	4	4	3	4	4	3	4	2	4	1	3	4	3	4	1	4	-	4	4	4
	1%	2%	1%	2%	3%	1%	2%	1%	3%	1%	1%	2%	2%	2%	1%	1%	-	2%	2%	1%
Exorcism/the paranormal	4	2	1	4	4	1	2	4	4	-	1	2	4	4	-	4	-	4	4	4
	1%	1%	1%	1%	3%	1%	2%	2%	3%	-	1%	2%	2%	2%	-	1%	-	1%	1%	1%
Inaccurate information	4	2	3	4	4	3	1	3	3	2	3	1	3	3	2	4	-	4	4	4
	1%	1%	1%	1%	3%	1%	1%	2%	2%	2%	1%	1%	1%	2%	2%	1%	-	1%	1%	1%
Nakedness/naked bodies/body parts	3	3	1	3	3	1	3	3	3	-	1	3	3	3	-	3	-	3	3	3
	1%	1%	*	1%	2%	*	2%	2%	2%	-	*	2%	2%	2%	-	1%	-	1%	1%	1%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	3	3	1	3	3	1	2	3	2	1	1	2	3	2	1	3	-	3	3	3
	1%	1%	1%	1%	2%	1%	2%	2%	2%	1%	1%	2%	2%	2%	1%	1%	-	1%	1%	1%
Defamation/smearing of others	3	2	2	3	3	2	2	3	1	1	2	2	3	1	1	3	-	3	3	3
	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%
Misleading advertising	3	3	1	3	3	1	3	3	1	1	1	3	3	1	1	3	-	3	3	3
	1%	1%	1%	1%	2%	1%	2%	2%	1%	1%	1%	2%	1%	1%	1%	1%	-	1%	1%	1%
Accuracy of medical/health claims	2	2	1	2	2	1	2	2	2	1	1	2	2	2	1	2	-	2	2	2
	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%
Welfare of children or young people	2	2	1	2	2	1	2	2	1	1	1	2	2	1	1	2	-	2	2	2
	1%	1%	*	1%	2%	*	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	-	1%	1%	1%
Racism	2	1	2	2	2	2	1	2	2	1	2	1	2	2	1	2	-	2	2	2
	1%	*	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%
Pornography	2	1	2	2	2	2	1	2	1	1	2	1	2	1	1	2	-	2	2	2
	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%
Infringing someone's privacy	2	1	1	2	2	1	1	2	2	-	1	1	2	2	-	2	-	2	2	2
	1%	*	1%	1%	1%	1%	*	1%	1%	-	1%	*	1%	1%	-	1%	-	1%	1%	1%
Drugs/drug use	2	2	1	2	2	1	2	2	1	1	1	2	2	1	1	2	-	2	2	2
	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	*	1%	1%	-	1%	1%	1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 131

Q17 - Games console

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**303**	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Dangerous behaviour	**2**	2	1	2	2	1	1	1	1	1	1	1	2	1	1	2	-	2	2	2
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Incitement to crime	**2**	-	2	2	2	2	-	1	1	-	2	-	2	1	-	2	-	2	2	2
	1%	-	*1%*	*1%*	*1%*	*1%*	-	*	*1%*	-	*1%*	-	*1%*	*1%*	-	*1%*	-	*1%*	*1%*	*1%*
Incitement to hatred	**2**	2	-	2	2	-	2	2	2	-	-	2	2	2	-	2	-	2	2	2
	1%	*1%*	-	*1%*	*1%*	-	*1%*	*1%*	*1%*	-	-	*1%*	*1%*	*1%*	-	*1%*	-	*1%*	*1%*	*1%*
Content harmful to self-esteem (e.g. self-abuse)	**1**	1	-	1	1	-	1	1	1	-	-	1	1	1	-	1	-	1	1	1
	*	*1%*	-	*1%*	*1%*	-	*1%*	*1%*	*1%*	-	-	*1%*	*1%*	*1%*	-	*	-	*1%*	*1%*	*
Bullying/victimising	**1**	1	1	1	1	1	1	1	-	1	1	1	1	-	1	1	-	1	1	1
	*	*	*	*	*1%*	*	*1%*	*1%*	-	*1%*	*	*1%*	*	-	*1%*	*	-	*	*	*
Offence of religion	**1**	1	1	1	1	1	1	1	1	-	1	1	1	1	-	1	-	1	1	1
	*	*	*	*	*1%*	*	*1%*	*	*1%*	-	*	*1%*	*	*1%*	-	*	-	*	*	*
Eating disorders	**1**	1	1	1	1	1	1	1	1	-	1	1	1	1	-	1	-	1	1	1
	*	*1%*	*	*1%*	*1%*	*	*1%*	*1%*	*1%*	-	*	*1%*	*1%*	*1%*	-	*	-	*	*	*
Suicide	**1**	1	-	1	1	-	1	1	1	-	-	1	1	1	-	1	-	1	1	1
	*	*	-	*	*	-	*	*	*	-	-	*	*	*	-	*	-	*	*	*
Illegal child sexual abuse material	**1**	-	1	1	1	1	-	1	1	-	1	-	1	1	-	1	-	1	1	1
	*	-	*	*	*	*	-	*	*	-	*	-	*	*	-	*	-	*	*	*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	*	*	*	*	*	*	*	*	-	-	*	*	*	-	-	*	-	*	*	*
	*	*	*	*	*	*	*	*	-	-	*	*	*	-	-	*	-	*	*	*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 131

Q17 - Games console

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	328	225	55	86	211	135	193	107	48	10	41	167	118	285	54	67	157	64	221	210
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Effective Base	221	183	29	62	140	108	114	88	36	9	22	106	98	202	37	48	108	55	161	149
Bad language	5	2	2	1	4	4	1	3	1	-	-	1	4	5	1	1	2	2	4	3
	2%	1%	3%	1%	2%	3%	1%	3%	2%	-	-	1%	4%	2%	1%	1%	2%	4%	2%	2%
Sex/sexually explicit content	5	3	1	1	3	3	2	2	2	-	-	1	3	4	1	1	3	1	4	4
	2%	2%	1%	2%	2%	2%	1%	2%	4%	-	-	*	3%	1%	1%	1%	2%	2%	2%	2%
Violence (in general)	4	1	3	1	3	4	-	1	3	-	-	1	2	4	-	-	1	4	4	4
	1%	1%	5%	2%	2%	3%d	-	1%	7%	-	-	1%	2%	1%	-	-	1%	7%p	2%	2%
Exorcism/the paranormal	4	4	-	1	3	2	1	1	2	-	-	-	4	4	-	-	2	1	4	4
	1%	2%	-	1%	1%	2%	1%	1%	5%	-	-	-	3%	1%	-	-	2%	3%	2%	2%
Inaccurate information	4	4	-	1	2	2	1	1	1	-	-	1	3	4	1	1	3	-	3	3
	1%	2%	-	2%	1%	2%	1%	1%	2%	-	-	1%	2%	1%	2%	2%	2%	-	1%	1%
Nakedness/naked bodies/body parts	3	3	-	1	3	3	1	2	2	-	-	1	3	3	1	1	2	1	3	3
	1%	1%	-	1%	1%	2%	*	1%	5%	-	-	*	3%	1%	1%	1%	1%	3%	2%	2%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	3	2	-	2	2	3	*	2	2	-	-	1	2	3	1	1	2	1	3	3
	1%	1%	-	2%	1%	2%	*	2%	5%	-	-	1%	2%	1%	1%	1%	1%	2%	1%	2%
Defamation/smearing of others	3	2	-	2	1	3	*	2	1	-	-	3	1	3	1	1	2	*	2	1
	1%	1%	-	3%	1%	2%	*	2%	1%	-	-	2%	*	1%	2%	2%	1%	1%	1%	1%
Misleading advertising	3	3	-	1	1	2	1	1	1	-	-	3	-	3	-	-	3	-	3	3
	1%	1%	-	2%	1%	2%	*	1%	1%	-	-	2%	-	1%	-	-	2%	-	1%	1%
Accuracy of medical/health claims	2	2	-	2	1	2	1	1	1	-	-	2	-	2	1	1	2	-	2	2
	1%	1%	-	2%	*	1%	*	*	3%	-	-	2%	-	1%	1%	1%	1%	-	1%	1%
Welfare of children or young people	2	2	-	2	1	2	-	2	1	-	-	1	2	2	1	1	2	-	2	2
	1%	1%	-	2%	*	2%	-	2%	2%	-	-	1%	1%	1%	1%	1%	1%	-	1%	1%
Racism	2	2	-	1	1	1	1	1	-	-	-	1	1	2	-	-	2	-	2	2
	1%	1%	-	1%	1%	1%	1%	1%	-	-	-	1%	1%	1%	-	-	2%	-	1%	1%
Pornography	2	2	-	1	1	1	1	1	-	-	-	1	1	2	-	-	2	-	2	2
	1%	1%	-	1%	1%	1%	1%	1%	-	-	-	1%	1%	1%	-	-	2%	-	1%	1%
Infringing someone's privacy	2	2	-	1	1	1	1	-	1	-	-	1	1	2	-	-	2	-	2	2
	1%	1%	-	1%	1%	*	1%	-	1%	-	-	*	1%	1%	-	-	1%	-	1%	1%
Drugs/drug use	2	1	1	1	1	2	*	-	2	-	-	1	-	1	-	-	1	1	2	2
	1%	*	1%	1%	1%	1%	*	-	3%	-	-	1%	-	*	-	-	*	2%	1%	1%
Dangerous behaviour	2	1	1	-	2	1	*	1	1	-	-	1	-	1	-	*	1	1	1	2
	1%	*	1%	-	1%	1%	*	*	2%	-	-	1%	-	*	-	1%	*	2%	1%	1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

bdrc continental providing intelligence

20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 131

Q17 - Games console

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Incitement to crime	2	1	1	1	1	2	-	1	1	-	-	1	1	2	-	-	1	1	2	1
	1%	*	*1%*	*1%*	*	*1%*	-	*1%*	*2%*	-	-	*1%*	*1%*	*1%*	-	-	*1%*	*2%*	*1%*	*
Incitement to hatred	2	2	-	2	-	2	-	1	2	-	-	1	1	2	-	-	2	-	2	2
	1%	*1%*	-	*2%*	-	*1%*	-	*1%*	*3%*	-	-	*	*1%*	*1%*	-	-	*1%*	-	*1%*	*1%*
Content harmful to self-esteem (e.g. self-abuse)	1	1	-	1	1	1	-	1	1	-	-	1	1	1	-	-	1	-	1	1
	*	*1%*	-	*1%*	*	*1%*	-	*1%*	*2%*	-	-	*	*1%*	*1%*	-	-	*1%*	-	*1%*	*1%*
Bullying/victimising	1	-	1	-	1	1	-	1	1	-	-	-	1	1	1	1	-	1	1	1
	*	-	*1%*	-	*1%*	*1%*	-	*1%*	*2%*	-	-	-	*	*	*1%*	*1%*	-	*2%*	*	*
Offence of religion	1	1	-	-	1	1	1	1	-	-	-	-	1	1	1	1	1	-	1	1
	*	*	-	-	*1%*	*	*	*1%*	-	-	-	-	*1%*	*1%*	*1%*	*1%*	*1%*	-	*	*
Eating disorders	1	1	-	1	1	1	1	-	1	-	-	1	-	1	-	-	1	-	1	1
	*	*1%*	-	*1%*	*	*	*	-	*1%*	-	-	*1%*	-	*	-	-	*1%*	-	*1%*	*1%*
Suicide	1	1	-	1	-	1	-	-	1	-	-	1	-	1	-	-	1	-	1	1
	*	*	-	*1%*	-	*	-	-	*1%*	-	-	*	-	*	-	-	*	-	*	*
Illegal child sexual abuse material	1	1	-	1	-	-	1	-	-	-	-	-	1	1	-	-	-	-	-	1
	*	*	-	*1%*	-	-	*	-	-	-	-	-	*	*	-	-	-	-	-	*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	*	*	-	-	*	-	*	-	-	-	-	*	-	*	-	-	-	-	-	*
	*	*	-	-	*	-	*	-	-	-	-	*	-	*	-	-	-	-	-	*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 131

Q17 - Games console

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

		Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
	Total	Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**328**	328	-	-	258	70	270	58	67	181	40
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Effective Base	**221**	221	-	-	170	53	180	42	47	123	22
Bad language	**5**	5	-	-	5	-	5	-	-	5	-
	2%	*2%*	-	-	*2%*	-	*2%*	-	-	*3%*	-
Sex/sexually explicit content	**5**	5	-	-	5	-	4	*	2	3	1
	2%	*2%*	-	-	*2%*	-	*2%*	*1%*	*3%*	*2%*	*4%*
Violence (in general)	**4**	4	-	-	4	-	4	-	1	4	1
	1%	*1%*	-	-	*2%*	-	*2%*	-	*1%*	*2%*	*2%*
Exorcism/the paranormal	**4**	4	-	-	4	-	4	-	1	4	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*1%*	*2%*	-
Inaccurate information	**4**	4	-	-	4	-	4	-	2	3	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*3%*	*2%*	-
Nakedness/naked bodies/body parts	**3**	3	-	-	3	-	3	-	1	3	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*1%*	*2%*	-
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	**3**	3	-	-	3	-	3	-	2	3	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*3%*	*2%*	-
Defamation/smearing of others	**3**	3	-	-	3	-	3	-	2	3	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*3%*	*2%*	-
Misleading advertising	**3**	3	-	-	3	-	3	-	1	2	1
	1%	*1%*	-	-	*1%*	-	*1%*	-	*2%*	*1%*	*2%*
Accuracy of medical/health claims	**2**	2	-	-	2	-	2	-	1	2	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*2%*	*1%*	-
Welfare of children or young people	**2**	2	-	-	2	-	2	-	2	2	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*3%*	*1%*	-
Racism	**2**	2	-	-	2	-	2	-	-	2	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	-	*1%*	-
Pornography	**2**	2	-	-	2	-	2	-	1	2	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*1%*	*1%*	-
Infringing someone's privacy	**2**	2	-	-	2	-	2	-	1	2	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*1%*	*1%*	-
Drugs/drug use	**2**	2	-	-	2	-	2	-	2	1	1
	1%	*1%*	-	-	*1%*	-	*1%*	-	*3%*	*	*2%*
Dangerous behaviour	**2**	2	-	-	2	-	2	-	1	1	1
	1%	*1%*	-	-	*1%*	-	*1%*	-	*1%*	*1%*	*2%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i

* small base; ** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 131

Q17 - Games console

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Incitement to crime	**2**	2	-	-	2	-	2	-	-	2	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	-	*1%*	-
Incitement to hatred	**2**	2	-	-	2	-	2	-	2	2	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*2%*	*1%*	-
Content harmful to self-esteem (e.g. self-abuse)	**1**	1	-	-	1	-	1	-	1	1	-
	*	*	-	-	*1%*	-	*1%*	-	*1%*	*1%*	-
Bullying/victimising	**1**	1	-	-	1	-	1	-	1	1	1
	*	*	-	-	*1%*	-	*1%*	-	*1%*	*	*2%*
Offence of religion	**1**	1	-	-	1	-	1	-	-	1	-
	*	*	-	-	*1%*	-	*1%*	-	-	*1%*	-
Eating disorders	**1**	1	-	-	1	-	1	-	1	1	-
	*	*	-	-	*1%*	-	*	-	*1%*	*1%*	-
Suicide	**1**	1	-	-	1	-	1	-	1	1	-
	*	*	-	-	*	-	*	-	*1%*	*	-
Illegal child sexual abuse material	**1**	1	-	-	1	-	1	-	-	1	-
	*	*	-	-	*	-	*	-	-	*	-
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	*	*	-	-	-	*	-	*	-	-	*
	*	*	-	-	-	*1%*	-	*1%*	-	-	*1%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i

* small base; ** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 132

Q17 - Other internet connected player or box

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	328	193	135	99	105	66	28	20	10	204	94	30	122	53	13	5	82	41	7	5	107	119	61	41	226	102
Base	303	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Effective Base	221	128	98	85	65	43	23	8	5	150	65	12	91	36	5	3	59	33	7	2	65	84	44	30	147	73
Violence (in general)	3	3	-	1	-	-	2	1	-	1	2	1	1	2	1	-	-	-	-	-	-	2	2	-	2	2
	1%	*2%*	-	*1%*	-	-	*6%*	*5%*	-	*	*2%*	*3%*	*1%*	*3%*	*6%*	-	-	-	-	-	-	*2%*	*3%*	-	*1%*	*2%*
Incitement to crime	2	2	-	1	-	-	-	1	-	1	-	1	1	-	1	-	-	-	-	-	-	2	-	-	2	-
	1%	*1%*	-	*1%*	-	-	-	*5%*	-	*	-	*3%*	*1%*	-	*6%*	-	-	-	-	-	-	*2%*	-	-	*1%*	-
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	2	1	1	2	-	-	-	-	-	2	-	-	1	-	-	-	1	-	-	-	1	1	-	-	2	-
	1%	*	*1%*	*2%*	-	-	-	-	-	*1%*	-	-	*1%*	-	-	-	*1%*	-	-	-	*1%*	*1%*	-	-	*1%*	-
Sex/sexually explicit content	2	1	1	2	-	-	-	-	-	2	-	-	1	-	-	-	1	-	-	-	1	1	-	-	2	-
	1%	*	*1%*	*2%*	-	-	-	-	-	*1%*	-	-	*1%*	-	-	-	*1%*	-	-	-	*1%*	*1%*	-	-	*1%*	-
Bullying/victimising	1	1	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	1	-
	*	*	-	*1%*	-	-	-	-	-	*	-	-	*1%*	-	-	-	-	-	-	-	-	*1%*	-	-	*	-
Pornography	1	1	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	1	-
	*	*	-	*1%*	-	-	-	-	-	*	-	-	*1%*	-	-	-	-	-	-	-	-	*1%*	-	-	*	-
Dangerous behaviour	1	1	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	1	-
	*	*	-	*1%*	-	-	-	-	-	*	-	-	*1%*	-	-	-	-	-	-	-	-	*1%*	-	-	*	-
Drugs/drug use	1	1	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	1	-
	*	*	-	*1%*	-	-	-	-	-	*	-	-	*1%*	-	-	-	-	-	-	-	-	*1%*	-	-	*	-
Illegal child sexual abuse material	1	1	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	1	-
	*	*	-	*1%*	-	-	-	-	-	*	-	-	*1%*	-	-	-	-	-	-	-	-	*1%*	-	-	*	-
Racism	1	-	1	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-
	*	-	*1%*	*1%*	-	-	-	-	-	*	-	-	-	-	-	-	*1%*	-	-	-	*1%*	-	-	-	*	-
Inaccurate information	1	-	1	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-
	*	-	*1%*	*1%*	-	-	-	-	-	*	-	-	-	-	-	-	*1%*	-	-	-	*1%*	-	-	-	*	-
Bad language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Defamation/smearing of others	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Incitement to hatred	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Infringing someone's privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Misleading advertising	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y

* small base; ** very small base (under 30) ineligible for sig testing

bdrc continental
providing intelligence

20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 132

Q17 - Other internet connected player or box

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	303	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Nakedness/naked bodies/body parts	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Offence of religion	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accuracy of medical/health claims	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Eating disorders	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Suicide	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Exorcism/the paranormal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content harmful to self-esteem (e.g. self-abuse)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Welfare of children or young people	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y

* small base; ** very small base (under 30) ineligible for sig testing

bdrc continental
providing intelligence

20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 132

Q17 - Other internet connected player or box

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	328	246	80	189	130	1	15	39	31	27	37	15	20	49	62	295	16	8	9	85	64	146
Base	303	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Effective Base	221	165	54	133	83	1	8	31	23	20	34	10	18	44	52	205	10	7	6	58	50	98
Violence (in general)	3	3	1	3	-	-	-	-	-	2	-	-	-	-	1	3	-	-	1	-	2	1
	1%	1%	1%	2%	-	-	-	-	-	6%	-	-	-	-	2%	1%	-	-	7%	-	3%	1%
Incitement to crime	2	1	1	2	-	-	-	-	-	-	-	-	-	-	1	1	-	-	1	-	-	1
	1%	*	1%	1%	-	-	-	-	-	-	-	-	-	-	2%	*	-	-	7%	-	-	1%
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	2	2	-	2	-	-	-	1	-	-	-	-	-	-	1	2	-	-	-	1	-	1
	1%	1%	-	1%	-	-	-	2%	-	-	-	-	-	-	2%	1%	-	-	-	1%	-	1%
Sex/sexually explicit content	2	1	1	2	-	-	-	1	-	-	-	-	-	-	1	2	-	-	-	1	-	1
	1%	*	1%	1%	-	-	-	2%	-	-	-	-	-	-	2%	1%	-	-	-	1%	-	1%
Bullying/victimising	1	-	1	1	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1
	*	-	1%	1%	-	-	-	-	-	-	-	-	-	-	2%	*	-	-	-	-	-	1%
Pornography	1	-	1	1	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1
	*	-	1%	1%	-	-	-	-	-	-	-	-	-	-	2%	*	-	-	-	-	-	1%
Dangerous behaviour	1	-	1	1	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1
	*	-	1%	1%	-	-	-	-	-	-	-	-	-	-	2%	*	-	-	-	-	-	1%
Drugs/drug use	1	-	1	1	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1
	*	-	1%	1%	-	-	-	-	-	-	-	-	-	-	2%	*	-	-	-	-	-	1%
Illegal child sexual abuse material	1	-	1	1	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1
	*	-	1%	1%	-	-	-	-	-	-	-	-	-	-	2%	*	-	-	-	-	-	1%
Racism	1	1	-	1	-	-	-	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-
	*	*	-	1%	-	-	-	2%	-	-	-	-	-	-	-	*	-	-	-	1%	-	-
Inaccurate information	1	1	-	1	-	-	-	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-
	*	*	-	1%	-	-	-	2%	-	-	-	-	-	-	-	*	-	-	-	1%	-	-
Bad language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Defamation/smearing of others	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Incitement to hatred	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Infringing someone's privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Misleading advertising	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u

* small base; ** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 132

Q17 - Other internet connected player or box
Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips,
video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?
Base: All who have seen something of concern on an ODO service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	**303**	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Nakedness/naked bodies/body parts	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Offence of religion	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accuracy of medical/health claims	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Eating disorders	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Suicide	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Exorcism/the paranormal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content harmful to self-esteem (e.g. self-abuse)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Welfare of children or young people	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Table 132

Q17 - Other internet connected player or box

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**328**	250	251	265	168	237	174	195	149	110	247	176	212	159	113	325	3	317	319	325
Base	**303**	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Effective Base	**221**	183	179	192	135	169	124	154	105	91	177	126	166	113	91	219	3	214	226	219
Violence (in general)	**3**	3	1	2	3	1	1	1	1	3	1	1	2	1	3	3	-	3	3	3
	1%	*2%*	*	*1%*	*2%*	*	*1%*	*1%*	*1%*	*4%*	*	*1%*	*1%*	*1%*	*4%*	*1%*	-	*1%*	*1%*	*1%*
Incitement to crime	**2**	2	1	2	2	1	1	1	1	2	1	1	2	1	2	2	-	2	2	2
	1%	*1%*	*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*2%*	*	*1%*	*1%*	*1%*	*2%*	*1%*	-	*1%*	*1%*	*1%*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	**2**	2	1	2	2	1	1	1	1	2	1	1	1	1	2	2	-	2	2	2
	1%	*1%*	*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*2%*	*	*1%*	*1%*	*1%*	*2%*	*1%*	-	*1%*	*1%*	*1%*
Sex/sexually explicit content	**2**	2	1	2	2	1	1	1	-	2	1	1	1	-	2	2	-	2	2	2
	1%	*1%*	*	*1%*	*1%*	*	*1%*	*1%*	-	*2%*	*	*1%*	*	-	*2%*	*1%*	-	*1%*	*1%*	*1%*
Bullying/victimising	**1**	1	1	1	1	1	1	1	-	1	1	1	1	-	1	1	-	1	1	1
	*	*	*	*	*1%*	*	*1%*	*1%*	-	*1%*	*	*1%*	*	-	*1%*	*	-	*	*	*
Pornography	**1**	1	1	1	1	1	1	1	-	1	1	1	1	-	1	1	-	1	1	1
	*	*	*	*	*1%*	*	*1%*	*1%*	-	*1%*	*	*1%*	*	-	*1%*	*	-	*	*	*
Dangerous behaviour	**1**	1	1	1	1	1	1	1	-	1	1	1	1	-	1	1	-	1	1	1
	*	*	*	*	*1%*	*	*1%*	*1%*	-	*1%*	*	*1%*	*	-	*1%*	*	-	*	*	*
Drugs/drug use	**1**	1	1	1	1	1	1	1	-	1	1	1	1	-	1	1	-	1	1	1
	*	*	*	*	*1%*	*	*1%*	*1%*	-	*1%*	*	*1%*	*	-	*1%*	*	-	*	*	*
Illegal child sexual abuse material	**1**	1	1	1	1	1	1	1	-	1	1	1	1	-	1	1	-	1	1	1
	*	*	*	*	*1%*	*	*1%*	*1%*	-	*1%*	*	*1%*	*	-	*1%*	*	-	*	*	*
Racism	**1**	1	-	1	1	-	-	-	-	1	-	-	-	-	1	1	-	1	1	1
	*	*	-	*	*1%*	-	-	-	-	*1%*	-	-	-	-	*1%*	*	-	*	*	*
Inaccurate information	**1**	1	-	1	1	-	-	-	-	1	-	-	-	-	1	1	-	1	1	1
	*	*	-	*	*1%*	-	-	-	-	*1%*	-	-	-	-	*1%*	*	-	*	*	*
Bad language	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Defamation/smearing of others	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Incitement to hatred	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Infringing someone's privacy	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 132

Q17 - Other internet connected player or box

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	303	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Misleading advertising	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nakedness/naked bodies/body parts	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Offence of religion	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accuracy of medical/health claims	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Eating disorders	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Suicide	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Exorcism/the paranormal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content harmful to self-esteem (e.g. self-abuse)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Welfare of children or young people	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

bdrc continental
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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 132

Q17 - Other internet connected player or box

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	328	225	55	86	211	135	193	107	48	10	41	167	118	285	54	67	157	64	221	210
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Effective Base	221	183	29	62	140	108	114	88	36	9	22	106	98	202	37	48	108	55	161	149
Violence (in general)	3	1	3	-	3	1	3	-	1	-	3	-	-	-	3	3	-	1	1	1
	1%	*	4%	-	2%	1%	2%	-	2%	-	6%	-	-	-	5%prs	4%p	-	2%	*	*
Incitement to crime	2	1	1	-	2	1	1	-	1	-	1	-	-	-	1	1	-	1	1	1
	1%	*	1%	-	1%	1%	1%	-	2%	-	2%	-	-	-	2%	2%	-	2%	*	*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	2	2	-	1	1	1	1	1	-	-	-	1	1	2	-	1	1	-	1	2
	1%	1%	-	1%	*	1%	1%	1%	-	-	-	1%	1%	1%	-	1%	1%	-	*	1%
Sex/sexually explicit content	2	1	1	-	2	1	1	-	1	-	-	-	1	1	-	1	-	1	1	2
	1%	*	1%	-	1%	1%	1%	-	2%	-	-	-	1%	*	-	1%	-	2%	*	1%
Bullying/victimising	1	-	1	-	1	1	-	-	1	-	-	-	-	-	-	-	-	1	1	1
	*	-	1%	-	*	1%	-	-	2%	-	-	-	-	-	-	-	-	2%	*	*
Pornography	1	-	1	-	1	1	-	-	1	-	-	-	-	-	-	-	-	1	1	1
	*	-	1%	-	*	1%	-	-	2%	-	-	-	-	-	-	-	-	2%	*	*
Dangerous behaviour	1	-	1	-	1	1	-	-	1	-	-	-	-	-	-	-	-	1	1	1
	*	-	1%	-	*	1%	-	-	2%	-	-	-	-	-	-	-	-	2%	*	*
Drugs/drug use	1	-	1	-	1	1	-	-	1	-	-	-	-	-	-	-	-	1	1	1
	*	-	1%	-	*	1%	-	-	2%	-	-	-	-	-	-	-	-	2%	*	*
Illegal child sexual abuse material	1	-	1	-	1	1	-	-	1	-	-	-	-	-	-	-	-	1	1	1
	*	-	1%	-	*	1%	-	-	2%	-	-	-	-	-	-	-	-	2%	*	*
Racism	1	1	-	-	1	-	1	-	-	-	-	-	1	1	-	1	-	-	-	1
	*	*	-	-	*	-	1%	-	-	-	-	-	1%	*	-	1%	-	-	-	*
Inaccurate information	1	1	-	-	1	-	1	-	-	-	-	-	1	1	-	1	-	-	-	1
	*	*	-	-	*	-	1%	-	-	-	-	-	1%	*	-	1%	-	-	-	*
Bad language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Defamation/smearing of others	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Incitement to hatred	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Infringing someone's privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Misleading advertising	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

bdrc continental
providing intelligence

20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 132

Q17 - Other internet connected player or box

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Nakedness/naked bodies/body parts	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Offence of religion	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accuracy of medical/health claims	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Eating disorders	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Suicide	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Exorcism/the paranormal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content harmful to self-esteem (e.g. self-abuse)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Welfare of children or young people	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

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Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**328**	328	-	-	258	70	270	58	67	181	40
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Effective Base	**221**	221	-	-	170	53	180	42	47	123	22
Violence (in general)	**3**	3	-	-	3	-	3	-	1	-	1
	1%	*1%*	-	-	*1%*	-	*1%*	-	*1%*	-	*2%*
Incitement to crime	**2**	2	-	-	2	-	2	-	1	-	1
	1%	*1%*	-	-	*1%*	-	*1%*	-	*1%*	-	*2%*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	**2**	2	-	-	2	-	2	-	-	1	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	-	*1%*	-
Sex/sexually explicit content	**2**	2	-	-	2	-	2	-	1	-	1
	1%	*1%*	-	-	*1%*	-	*1%*	-	*1%*	-	*2%*
Bullying/victimising	**1**	1	-	-	1	-	1	-	1	-	1
	*	*	-	-	*	-	*	-	*1%*	-	*2%*
Pornography	**1**	1	-	-	1	-	1	-	1	-	1
	*	*	-	-	*	-	*	-	*1%*	-	*2%*
Dangerous behaviour	**1**	1	-	-	1	-	1	-	1	-	1
	*	*	-	-	*	-	*	-	*1%*	-	*2%*
Drugs/drug use	**1**	1	-	-	1	-	1	-	1	-	1
	*	*	-	-	*	-	*	-	*1%*	-	*2%*
Illegal child sexual abuse material	**1**	1	-	-	1	-	1	-	1	-	1
	*	*	-	-	*	-	*	-	*1%*	-	*2%*
Racism	**1**	1	-	-	1	-	1	-	-	-	-
	*	*	-	-	*	-	*	-	-	-	-
Inaccurate information	**1**	1	-	-	1	-	1	-	-	-	-
	*	*	-	-	*	-	*	-	-	-	-
Bad language	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Defamation/smearing of others	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Incitement to hatred	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Infringing someone's privacy	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Misleading advertising	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i

* small base; ** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 132

Q17 - Other internet connected player or box

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

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	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Nakedness/naked bodies/body parts	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Offence of religion	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Accuracy of medical/health claims	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Eating disorders	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Suicide	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Exorcism/the paranormal	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Content harmful to self-esteem (e.g. self-abuse)	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Welfare of children or young people	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i

* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 133

Q17 - Don't recall where I viewed

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	328	193	135	99	105	66	28	20	10	204	94	30	122	53	13	5	82	41	7	5	107	119	61	41	226	102
Base	303	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Effective Base	221	128	98	85	65	43	23	8	5	150	65	12	91	36	5	3	59	33	7	2	65	84	44	30	147	73
Violence (in general)	16	5	11	3	4	3	6	*	*	7	9	1	1	3	-	*	5	6	*	-	2	4	2	8	6	10
	5%	2%	10%a	3%	5%	5%	21%	2%	6%	3%	10%	3%	1%	5%	-	13%	7%	19%	11%	-	3%	4%	4%	18%	3%	10%x
Bad language	15	10	5	3	2	3	2	5	-	5	5	5	3	2	5	-	1	3	-	-	1	6	6	3	7	8
	5%	5%	4%	3%	2%	5%	8%	24%	-	2%	6%	17%	3%	3%	30%	-	2%	11%	-	-	1%	6%	9%x	6%	3%	8%x
Welfare of children or young people	12	2	9	4	5	1	2	-	-	9	3	-	-	2	-	-	9	1	-	-	3	2	2	4	6	6
	4%	1%	9%a	4%	5%	1%	8%	-	-	5%	3%	-	-	4%	-	-	13%	2%	-	-	3%	2%	3%	9%	3%	6%
Eating disorders	10	7	3	4	1	1	-	4	-	5	1	4	2	1	4	-	3	-	-	-	2	5	1	2	7	3
	3%	4%	3%	4%	2%	2%	-	18%	-	3%	1%	13%	2%	2%	23%	-	4%	-	-	-	2%	5%	2%	4%	4%	3%
Pornography	10	6	5	2	2	3	-	4	-	4	3	4	1	1	4	-	3	2	-	-	2	7	*	1	9	2
	3%	3%	4%	2%	2%	5%	-	18%	-	2%	3%	13%	1%	1%	23%	-	4%	7%	-	-	2%	7%	1%	3%	4%	2%
Drugs/drug use	10	6	5	2	1	1	2	4	-	4	3	4	1	1	4	-	3	2	-	-	3	5	2	1	7	3
	3%	3%	4%	2%	2%	1%	7%	18%	-	2%	3%	13%	1%	2%	23%	-	4%	6%	-	-	3%	4%	3%	3%	4%	3%
Misleading advertising	9	6	3	1	1	6	1	-	-	2	7	-	*	6	-	-	1	1	-	-	1	3	5	-	4	5
	3%	3%	2%	1%	1%	11%cdl	4%	-	-	1%	8%cdl	-	*	11%l	-	-	2%	5%	-	-	1%	3%	9%kx	-	2%	5%
Bullying/victimising	9	4	5	1	1	2	1	4	-	2	3	4	-	-	4	-	2	3	-	-	1	6	2	1	6	2
	3%	2%	4%	1%	1%	3%	4%	21%	-	1%	3%	15%	-	-	26%	-	2%	9%	-	-	1%	6%	3%	1%	3%	2%
Incitement to hatred	9	3	5	1	*	4	3	1	-	1	7	1	-	3	1	-	1	4	-	-	1	2	4	3	2	6
	3%	2%	5%	1%	*	7%l	10%	3%	-	1%	8%cdl	2%	-	5%l	4%	-	2%	13%p	-	-	1%	2%	6%	7%	1%	6%x
Sex/sexually explicit content	8	4	4	3	3	2	1	-	-	6	2	-	3	1	-	-	3	2	-	-	1	4	1	2	5	3
	3%	2%	4%	3%	4%	3%	3%	-	-	3%	3%	-	3%	2%	-	-	4%	5%	-	-	1%	4%	1%	5%	3%	3%
Dangerous behaviour	7	5	2	2	-	2	-	4	-	2	2	4	1	1	4	-	1	1	-	-	1	5	*	1	6	1
	2%	3%	2%	2%	-	3%	-	18%	-	1%	2%	13%	1%	1%	23%	-	2%	3%	-	-	1%	5%	1%	2%	3%	1%
Content harmful to self-esteem (e.g. self-abuse)	7	1	6	4	1	2	-	1	-	5	2	1	1	-	1	-	4	2	-	-	2	2	1	2	4	4
	2%	1%	6%a	4%	1%	4%	-	3%	-	2%	3%	2%	1%	-	3%	-	6%	7%	-	-	2%	2%	2%	5%	2%	3%
Racism	7	3	4	2	1	3	1	-	-	2	5	-	1	2	-	-	1	3	-	-	2	2	1	1	4	2
	2%	1%	4%	2%	1%	6%	4%	-	-	1%	5%	-	1%	3%	-	-	2%	9%	-	-	2%	2%	1%	3%	2%	2%
Illegal child sexual abuse material	6	3	4	-	3	1	2	-	-	3	4	-	1	2	-	-	2	1	-	-	1	2	3	-	3	3
	2%	1%	3%	-	3%	2%	8%	-	-	2%	4%	-	1%	4%	-	-	3%	4%	-	-	1%	2%	5%	-	2%	3%
Infringing someone's privacy	6	3	3	2	2	2	-	1	-	4	2	1	2	1	-	-	2	1	1	-	3	1	*	1	4	2
	2%	2%	3%	2%	2%	3%	-	4%	-	2%	2%	3%	2%	2%	-	-	2%	2%	22%	-	3%	1%	1%	4%	2%	2%
Offence of religion	6	6	-	-	1	1	-	4	-	1	1	4	1	1	4	-	-	-	-	-	1	4	1	1	5	1
	2%	3%	-	-	1%	3%	-	18%	-	*	2%	13%	1%	3%	23%	-	-	-	-	-	1%	4%	1%	2%	2%	1%
Inaccurate information	6	4	2	1	*	3	1	1	-	1	4	1	1	3	-	-	*	1	1	-	-	1	5	-	1	5
	2%	2%	2%	1%	*	5%	4%	3%	-	1%	4%	2%	1%	5%	-	-	1%	3%	17%	-	-	1%	8%kx	-	1%	5%x

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 133

Q17 - Don't recall where I viewed

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	303	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	6	4	2	2	1	2	1	-	-	3	3	-	2	2	-	-	1	1	-	-	2	3	*	-	5	*
	2%	2%	2%	2%	1%	3%	4%	-	-	2%	3%	-	2%	3%	-	-	1%	3%	-	-	2%	3%	1%	-	3%	*
Suicide	5	2	3	4	-	*	1	-	-	4	1	-	1	1	-	-	2	*	-	-	2	2	*	1	4	1
	2%	1%	2%	4%	-	1%	4%	-	-	2%	2%	-	1%	2%	-	-	3%	1%	-	-	2%	2%	1%	2%	2%	1%
Incitement to crime	4	3	2	1	-	2	1	1	-	1	3	1	-	2	1	-	1	1	-	-	1	1	1	1	2	2
	1%	1%	1%	1%	-	3%	4%	3%	-	*	3%	2%	-	4%	4%	-	1%	3%	-	-	1%	1%	2%	2%	1%	2%
Nakedness/naked bodies/body parts	4	3	1	*	1	1	1	-	-	2	2	-	1	2	-	-	1	-	-	-	-	2	1	1	2	2
	1%	2%	1%	*	1%	3%	3%	-	-	1%	3%	-	1%	4%	-	-	1%	-	-	-	-	2%	2%	2%	1%	2%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	4	1	3	2	*	1	-	-	-	3	1	-	1	-	-	-	2	1	-	-	1	3	-	-	4	-
	1%	1%	3%	2%	*	2%	-	-	-	2%	1%	-	1%	-	-	-	3%	3%	-	-	1%	3%	-	-	2%	-
Exorcism/the paranormal	4	3	1	3	1	-	-	-	-	4	-	-	3	-	-	-	1	-	-	-	1	1	2	1	1	3
	1%	2%	*	3%	1%	-	-	-	-	2%	-	-	3%	-	-	-	1%	-	-	-	1%	1%	3%	2%	1%	2%
Accuracy of medical/health claims	2	1	1	1	1	-	-	-	-	2	-	-	1	-	-	-	1	-	-	-	-	-	1	1	-	2
	1%	*	1%	1%	1%	-	-	-	-	1%	-	-	1%	-	-	-	1%	-	-	-	-	-	2%	2%	-	2%
Defamation/smearing of others	*	-	*	-	-	*	-	-	-	-	*	-	-	-	-	-	-	*	-	-	-	*	-	-	*	-
	*	-	*	-	-	1%	-	-	-	-	*	-	-	-	-	-	-	1%	-	-	-	*	-	-	*	-
Other	6	2	4	2	1	1	1	1	1	4	2	1	2	-	-	-	1	2	1	1	1	4	1	-	5	1
	2%	1%	4%	2%	1%	1%	3%	3%	7%	2%	2%	4%	2%	-	-	-	2%	5%	15%	13%	1%	4%	2%	-	2%	1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 133

Q17 - Don't recall where I viewed
Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?
Base: All who have seen something of concern on an ODO service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	328	246	80	189	130	1	15	39	31	27	37	15	20	49	62	295	16	8	9	85	64	146
Base	303	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Effective Base	221	165	54	133	83	1	8	31	23	20	34	10	18	44	52	205	10	7	6	58	50	98
Violence (in general)	16	11	5	3	13	-	6	2	-	-	-	1	1	*	1	11	3	-	2	8	-	3
	5%	5%	6%	2%	10%c	-	33%	6%	-	-	-	3%	3%	1%	2%	4%	23%	-	11%	10%u	-	2%
Bad language	15	11	4	13	2	-	2	5	-	5	1	-	1	1	-	14	*	-	-	7	6	1
	5%	5%	5%	8%d	1%	-	8%	14%a	-	19%	2%	-	3%	2%	-	5%	3%	-	-	8%u	11%u	1%
Welfare of children or young people	12	10	2	4	8	-	4	2	-	1	-	2	1	2	-	12	-	-	-	6	1	5
	4%	4%	2%	2%	6%	-	21%	6%	-	3%	-	7%	3%	4%	-	4%	-	-	-	7%	1%	4%
Eating disorders	10	8	2	9	1	-	-	1	-	4	1	-	1	2	1	10	-	-	-	1	5	4
	3%	4%	3%	5%	1%	-	-	4%	-	15%	3%	-	3%	5%	2%	4%	-	-	-	2%	9%	3%
Pornography	10	8	2	8	2	-	-	1	-	6	1	-	-	-	1	10	*	-	-	1	7	1
	3%	4%	3%	5%	2%	-	-	3%	-	21%	4%	-	-	-	3%	4%	3%	-	-	1%	13%u	1%
Drugs/drug use	10	8	2	9	1	-	2	2	-	4	-	-	-	1	1	9	-	1	-	4	4	2
	3%	3%	3%	5%	1%	-	9%	5%	-	15%	-	-	-	2%	2%	3%	-	19%	-	4%	7%u	1%
Misleading advertising	9	6	3	5	3	-	-	3	*	*	-	-	1	2	*	6	3	-	-	3	*	3
	3%	3%	4%	3%	2%	-	-	7%	1%	2%	-	-	5%	4%	1%	2%	19%	-	-	4%	1%	2%
Bullying/victimising	9	7	2	8	1	-	-	1	-	5	-	-	2	-	1	9	-	-	-	1	5	2
	3%	3%	2%	5%	1%	-	-	4%	-	19%	-	-	9%	-	1%	3%	-	-	-	2%	9%u	2%
Incitement to hatred	9	2	7	2	7	-	-	1	-	2	-	-	1	-	-	3	6	-	-	1	2	1
	3%	1%	9%a	1%	5%	-	-	2%	-	6%	-	-	3%	-	-	1%	38%	-	-	1%	3%	1%
Sex/sexually explicit content	8	6	3	5	4	-	1	-	-	1	1	-	-	2	1	7	*	1	-	1	3	4
	3%	2%	4%	3%	3%	-	4%	-	-	5%	4%	-	-	6%	3%	3%	3%	19%	-	1%	5%	3%
Dangerous behaviour	7	5	2	6	2	-	1	*	-	4	1	-	1	1	-	7	-	-	-	1	4	2
	2%	2%	3%	3%	1%	-	4%	1%	-	13%	2%	-	6%	2%	-	3%	-	-	-	1%	8%	2%
Content harmful to self-esteem (e.g. self-abuse)	7	4	3	6	2	-	-	*	-	2	2	-	2	1	1	7	-	-	-	*	4	3
	2%	2%	4%	3%	1%	-	-	1%	-	6%	8%	-	9%	2%	2%	3%	-	-	-	*	7%	2%
Racism	7	5	2	3	4	-	1	1	-	2	-	-	1	1	1	7	-	-	-	2	2	2
	2%	2%	2%	2%	3%	-	4%	4%	-	8%	-	-	3%	2%	1%	2%	-	-	-	3%	4%	2%
Illegal child sexual abuse material	6	6	-	4	2	-	-	3	-	1	-	1	-	1	-	6	-	-	-	3	1	3
	2%	3%	-	2%	2%	-	-	7%	-	4%	-	4%	-	3%	-	2%	-	-	-	3%	2%	2%
Infringing someone's privacy	6	4	2	*	5	-	1	*	-	-	-	-	1	2	1	5	-	-	1	1	-	4
	2%	2%	3%	*	4%	-	4%	1%	-	-	-	-	3%	5%	3%	2%	-	-	6%	1%	-	3%
Offence of religion	6	6	-	5	1	-	-	-	-	4	1	-	-	1	-	6	1	-	-	-	5	1
	2%	3%	-	3%	1%	-	-	-	-	13%	3%	-	-	2%	-	2%	3%	-	-	-	8%u	1%
Inaccurate information	6	2	3	3	3	-	1	1	-	-	-	-	-	-	1	3	3	-	-	2	-	1
	2%	1%	4%	2%	2%	-	5%	3%	-	-	-	-	-	-	3%	1%	19%	-	-	2%	-	1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Base: All who have seen something of concern on an ODO service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	**303**	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	**6**	3	2	1	3	-	-	1	-	1	-	-	1	2	1	6	-	-	-	1	1	4
	2%	*1%*	*3%*	*	*3%*	-	-	*4%*	-	*3%*	-	-	*3%*	*5%*	*2%*	*2%*	-	-	-	*2%*	*1%*	*3%*
Suicide	**5**	3	2	2	2	-	-	3	-	-	-	-	1	1	1	5	-	-	-	3	-	2
	2%	*2%*	*2%*	*1%*	*2%*	-	-	*7%*	-	-	-	-	*3%*	*2%*	*2%*	*2%*	-	-	-	*3%*	-	*2%*
Incitement to crime	**4**	2	2	2	2	-	-	1	-	1	-	-	1	1	1	4	-	-	-	1	1	2
	1%	*1%*	*3%*	*1%*	*2%*	-	-	*4%*	-	*2%*	-	-	*3%*	*2%*	*1%*	*2%*	-	-	-	*2%*	*1%*	*2%*
Nakedness/naked bodies/body parts	**4**	2	2	2	2	-	-	*	-	-	-	-	-	2	-	2	1	1	-	*	-	2
	1%	*1%*	*2%*	*1%*	*2%*	-	-	*1%*	-	-	-	-	-	*4%*	-	*1%*	*7%*	*19%*	-	*1%*	-	*1%*
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	**4**	3	1	3	1	-	-	-	*	1	-	-	2	-	1	4	-	-	-	*	1	2
	1%	*1%*	*2%*	*2%*	*1%*	-	-	-	*1%*	*4%*	-	-	*9%*	-	*2%*	*1%*	-	-	-	*	*2%*	*2%*
Exorcism/the paranormal	**4**	3	1	4	-	-	-	-	-	2	1	-	-	1	1	4	-	-	-	-	3	1
	1%	*1%*	*1%*	*2%*	-	-	-	-	-	*6%*	*3%*	-	-	*1%*	*1%*	*1%*	-	-	-	-	*4%*	*1%*
Accuracy of medical/health claims	**2**	1	1	2	-	-	-	*	-	-	1	-	-	-	-	2	-	-	-	*	1	-
	1%	*	*1%*	*1%*	-	-	-	*1%*	-	-	*5%*	-	-	-	-	*1%*	-	-	-	*1%*	*3%*	-
Defamation/smearing of others	*	*	-	*	-	-	-	-	-	*	-	-	-	-	-	*	-	-	-	-	*	-
	*	*	-	*	-	-	-	-	-	*2%*	-	-	-	-	-	*	-	-	-	-	*1%*	-
Other	**6**	5	1	4	2	-	-	*	3	1	1	-	-	1	1	6	-	-	-	3	2	2
	2%	*2%*	*2%*	*2%*	*2%*	-	-	*1%*	*10%*	*2%*	*4%*	-	-	*3%*	*1%*	*2%*	-	-	-	*3%*	*3%*	*1%*

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Base: All who have seen something of concern on an ODO service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	328	250	251	265	168	237	174	195	149	110	247	176	212	159	113	325	3	317	319	325
Base	303	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Effective Base	221	183	179	192	135	169	124	154	105	91	177	126	166	113	91	219	3	214	226	219
Violence (in general)	16	11	10	9	8	10	3	3	3	8	10	3	3	3	8	13	3	11	13	13
	5%	5%	4%	4%	6%	5%	2%	2%	2%	8%de	4%	2%	2%	2%	8%klm	4%	48%	4%	5%	4%
Bad language	15	11	7	7	5	6	6	4	5	5	7	6	6	5	5	15	-	14	15	15
	5%	5%	3%	3%	4%	3%	4%	3%	3%	5%	3%	4%	3%	3%	5%	5%	-	5%	5%	5%
Welfare of children or young people	12	7	11	11	9	11	7	6	5	-	11	7	6	5	-	12	-	12	12	12
	4%	3%	5%	4%	6%	5%h	4%	3%	3%	-	5%h	4%	3%	3%	-	4%	-	4%	4%	4%
Eating disorders	10	10	5	6	5	5	8	5	3	2	5	8	5	4	2	10	-	10	10	10
	3%	4%	2%	2%	4%	3%	5%	3%	2%	2%	2%	5%	3%	2%	2%	3%	-	4%	4%	3%
Pornography	10	8	4	6	4	3	7	2	3	2	4	7	3	3	2	10	-	10	10	10
	3%	4%	2%	3%	3%	1%	5%	1%	2%	2%	2%	5%	2%	2%	2%	3%	-	4%	4%	3%
Drugs/drug use	10	9	5	6	4	5	6	5	3	3	5	6	5	4	3	10	-	10	9	10
	3%	4%	2%	2%	3%	2%	4%	3%	2%	3%	2%	4%	3%	2%	3%	3%	-	4%	3%	3%
Misleading advertising	9	9	5	6	6	5	5	2	3	4	5	5	5	3	4	9	-	9	9	9
	3%	4%	2%	2%	4%	2%	3%	1%	2%	5%	2%	3%	3%	2%	4%	3%	-	3%	3%	3%
Bullying/victimising	9	7	4	3	1	3	4	1	2	3	4	4	3	2	3	9	-	8	9	9
	3%	3%	2%	1%	1%	1%	3%	1%	2%	3%	2%	3%	2%	2%	3%	3%	-	3%	3%	3%
Incitement to hatred	9	7	5	5	5	4	4	1	1	3	5	4	5	1	3	6	3	6	6	6
	3%	3%	2%	2%	3%	2%	3%	*	1%	3%	2%	3%	3%	1%	3%	2%	48%	2%	2%	2%
Sex/sexually explicit content	8	7	7	6	5	7	6	4	4	1	7	6	4	4	1	8	-	8	8	8
	3%	3%	3%	3%	4%	3%	4%	2%	3%	1%	3%	4%	2%	3%	1%	3%	-	3%	3%	3%
Dangerous behaviour	7	7	3	3	2	3	4	2	3	2	3	4	2	3	2	7	-	7	7	7
	2%	3%	1%	1%	1%	1%	3%	1%	2%	2%	1%	3%	1%	2%	2%	3%	-	3%	3%	3%
Content harmful to self-esteem (e.g. self-abuse)	7	5	6	6	3	5	2	3	2	2	6	2	5	3	2	7	-	7	7	7
	2%	2%	3%	3%	2%	2%	2%	2%	2%	2%	3%	1%	3%	2%	2%	3%	-	2%	3%	3%
Racism	7	5	6	5	4	5	5	2	3	-	6	5	3	3	-	7	-	7	7	7
	2%	2%	3%	2%	3%	2%	4%	1%	2%	-	3%	4%	2%	2%	-	2%	-	2%	2%	2%
Illegal child sexual abuse material	6	4	6	6	4	5	3	4	3	2	6	3	5	3	2	6	-	6	6	6
	2%	2%	3%	3%	3%	3%	2%	2%	2%	2%	3%	2%	3%	2%	2%	2%	-	2%	2%	2%
Infringing someone's privacy	6	6	6	4	4	6	3	2	3	2	6	3	2	3	2	5	1	5	5	5
	2%	3%	3%	2%	3%	3%	2%	1%	2%	2%	3%	2%	1%	2%	2%	2%	14%	2%	2%	2%
Offence of religion	6	6	1	1	1	1	6	1	-	-	1	6	1	-	-	6	-	6	6	6
	2%	3%	1%	1%	1%	1%	4%h	1%	-	-	1%	4%m	1%	-	-	2%	-	2%	2%	2%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 133

Q17 - Don't recall where I viewed
Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips,
video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?
Base: All who have seen something of concern on an ODO service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**303**	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Inaccurate information	**6**	6	5	5	4	5	4	1	1	2	5	4	4	1	2	6	-	6	6	6
	2%	*3%*	*2%*	*2%*	*3%*	*2%*	*3%*	*1%*	*1%*	*2%*	*2%*	*3%*	*2%*	*1%*	*2%*	*2%*	-	*2%*	*2%*	*2%*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	**6**	5	4	4	4	4	5	2	4	1	4	5	2	4	1	6	-	6	6	6
	2%	*2%*	*2%*	*2%*	*2%*	*2%*	*3%*	*1%*	*3%*	*1%*	*2%*	*3%*	*1%*	*2%*	*1%*	*2%*	-	*2%*	*2%*	*2%*
Suicide	**5**	5	4	4	4	4	4	4	4	1	4	4	4	5	1	5	-	5	5	5
	2%	*2%*	*2%*	*2%*	*2%*	*2%*	*3%*	*2%*	*3%*	*1%*	*2%*	*3%*	*2%*	*3%*	*1%*	*2%*	-	*2%*	*2%*	*2%*
Incitement to crime	**4**	2	4	4	3	4	1	2	3	2	4	1	3	3	2	4	-	4	4	4
	1%	*1%*	*2%*	*1%*	*2%*	*2%*	*	*1%*	*2%*	*2%*	*2%*	*	*1%*	*2%*	*2%*	*1%*	-	*1%*	*1%*	*1%*
Nakedness/naked bodies/body parts	**4**	3	3	3	3	3	1	2	1	1	3	1	2	1	1	4	-	4	4	4
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	**4**	2	4	2	2	3	1	1	2	1	4	1	2	2	1	4	-	4	4	4
	1%	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Exorcism/the paranormal	**4**	2	1	3	1	1	1	3	1	1	1	1	3	1	1	4	-	4	4	4
	1%	*1%*	*1%*	*1%*	*	*1%*	*1%*	*2%*	*	*1%*	*1%*	*1%*	*2%*	*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Accuracy of medical/health claims	**2**	1	1	1	*	1	1	1	-	-	1	1	1	-	-	2	-	2	2	2
	1%	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	-	-	*1%*	*1%*	*	-	-	*1%*	-	*1%*	*1%*	*1%*
Defamation/smearing of others	*	*	*	-	*	-	-	-	-	*	*	-	-	-	*	*	-	*	*	*
	*	*	*	-	*	-	-	-	-	*	*	-	-	-	*	*	-	*	*	*
Other	**6**	6	5	5	3	4	4	3	2	2	5	5	4	2	2	6	-	5	6	6
	2%	*3%*	*2%*	*2%*	*2%*	*2%*	*3%*	*2%*	*1%*	*2%*	*2%*	*3%*	*2%*	*1%*	*2%*	*2%*	-	*2%*	*2%*	*2%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 133

Q17 - Don't recall where I viewed

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	328	225	55	86	211	135	193	107	48	10	41	167	118	285	54	67	157	64	221	210
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Effective Base	221	183	29	62	140	108	114	88	36	9	22	106	98	202	37	48	108	55	161	149
Violence (in general)	16	7	8	5	6	5	11	1	4	-	4	5	7	12	7	7	4	-	4	3
	5%	4%	12%	6%	3%	3%	7%	1%	8%q	-	10%	4%	6%	5%	14%pqrs	11%pqrs	3%	-	2%	1%
Bad language	15	8	6	10	3	7	8	3	5	-	1	10	4	14	5	6	6	1	7	8
	5%	4%	9%	11%ad	2%	5%	5%	3%	11%	-	2%	7%	4%	5%	10%	10%	5%	2%	4%	5%
Welfare of children or young people	12	12	-	5	7	7	5	6	2	-	4	4	4	8	-	-	7	1	8	7
	4%	6%	-	6%	3%	5%	3%	6%	4%	-	9%	3%	3%	3%	-	-	5%	2%	4%	4%
Eating disorders	10	6	5	5	5	6	5	1	5	1	-	6	5	10	4	4	4	2	6	5
	3%	3%	7%	5%	3%	4%	3%	1%	10%q	6%	-	4%	4%	4%	8%	7%	3%	3%	3%	3%
Pornography	10	5	4	4	4	7	3	2	6	-	-	5	5	10	4	7	3	1	4	5
	3%	2%	6%	5%	2%	5%	2%	2%	12%q	-	-	4%	4%	4%	8%	10%prs	2%	1%	2%	3%
Drugs/drug use	10	5	5	6	4	8	2	3	5	-	-	5	5	10	6	7	2	1	3	4
	3%	2%	7%	6%	2%	6%	1%	3%	11%	-	-	3%	5%	4%	12%pqrs	11%pqrs	2%	1%	2%	2%
Misleading advertising	9	5	4	4	5	4	5	4	-	-	-	6	3	9	2	3	4	2	6	6
	3%	2%	7%	4%	3%	3%	3%	4%	-	-	-	4%	3%	3%	4%	4%	3%	3%	3%	4%
Bullying/victimising	9	2	5	5	3	4	5	1	4	-	-	5	4	9	5	5	2	1	2	2
	3%	1%	7%	6%a	1%	3%	3%	1%	9%q	-	-	3%	4%	3%	10%prs	8%prs	1%	1%	1%	1%
Incitement to hatred	9	2	6	3	2	6	3	3	3	-	-	4	5	9	3	3	6	-	6	6
	3%	1%	9%	3%	1%	4%	2%	3%	6%	-	-	3%	4%	3%	5%	4%	4%	-	3%	3%
Sex/sexually explicit content	8	7	1	1	6	5	3	5	2	-	-	3	5	8	2	3	4	2	6	6
	3%	3%	2%	1%	3%	4%	2%	4%	5%	-	-	2%	5%	3%	3%	4%	3%	4%	3%	3%
Dangerous behaviour	7	3	4	5	2	4	3	1	4	-	1	5	2	7	4	5	1	-	1	2
	2%	1%	6%	5%	1%	3%	2%	1%	8%q	-	1%	3%	2%	3%	8%prs	8%pqrs	1%	-	1%	1%
Content harmful to self-esteem (e.g. self-abuse)	7	5	-	1	5	1	6	1	1	-	-	3	4	7	1	1	3	2	5	4
	2%	2%	-	1%	3%	1%	4%	1%	1%	-	-	2%	4%	3%	2%	2%	2%	4%	3%	2%
Racism	7	5	-	1	5	3	4	2	2	-	1	2	4	6	-	-	6	1	7	6
	2%	3%	-	1%	3%	2%	2%	1%	4%	-	1%	1%	4%	2%	-	-	4%	2%	3%	3%
Illegal child sexual abuse material	6	4	-	2	3	3	4	3	-	-	-	4	2	6	-	-	4	1	6	6
	2%	2%	-	2%	2%	2%	2%	3%	-	-	-	3%	2%	3%	-	-	3%	3%	3%	3%
Infringing someone's privacy	6	4	1	1	5	2	4	2	-	-	1	3	1	5	1	1	4	1	4	3
	2%	2%	2%	1%	3%	1%	3%	2%	-	-	3%	2%	1%	2%	2%	1%	3%	1%	2%	2%
Offence of religion	6	2	4	5	1	6	1	2	4	-	-	4	2	6	4	4	2	-	2	2
	2%	1%	6%	5%ad	1%	4%d	*	2%	8%	-	-	3%	2%	2%	7%rs	6%r	1%	-	1%	1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s

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		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Inaccurate information	6	2	4	4	*	3	3	3	-	-	1	3	2	5	1	1	3	-	3	5
	2%	1%	6%	5%d	*	2%	2%	3%	-	-	2%	2%	2%	2%	2%	2%	2%	-	2%	3%
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	6	4	1	1	4	2	3	1	2	-	-	3	3	6	-	-	4	1	6	4
	2%	2%	1%	1%	2%	2%	2%	1%	5%	-	-	2%	2%	2%	-	-	3%	3%	3%	2%
Suicide	5	5	-	-	5	3	2	-	3	-	-	2	3	5	1	1	3	1	4	3
	2%	2%	-	-	3%	2%	1%	-	7%d	-	-	1%	3%	2%	1%	1%	2%	3%	2%	2%
Incitement to crime	4	4	-	1	3	3	2	3	1	-	1	2	2	3	-	-	3	-	3	3
	1%	2%	-	1%	2%	2%	1%	2%	1%	-	2%	1%	1%	1%	-	-	2%	-	2%	1%
Nakedness/naked bodies/body parts	4	2	1	-	3	2	2	2	1	-	1	2	1	3	1	1	1	1	2	1
	1%	1%	2%	-	2%	1%	1%	2%	2%	-	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	4	2	1	-	3	-	4	-	-	-	-	1	3	4	-	-	3	-	3	2
	1%	1%	1%	-	2%	-	2%	-	-	-	-	1%	3%	2%	-	-	2%	-	1%	1%
Exorcism/the paranormal	4	4	-	2	2	2	2	2	-	-	-	1	3	4	-	-	3	1	4	1
	1%	2%	-	2%	1%	1%	1%	2%	-	-	-	1%	2%	1%	-	-	2%	2%	2%	1%
Accuracy of medical/health claims	2	2	-	1	1	1	1	1	-	-	-	1	1	2	-	-	*	1	2	2
	1%	1%	-	1%	1%	*	1%	1%	-	-	-	1%	1%	1%	-	-	*	3%	1%	1%
Defamation/smearing of others	*	-	*	-	-	-	*	-	-	-	-	*	-	*	-	-	-	-	-	*
	*	-	1%	-	-	-	*	-	-	-	-	*	-	*	-	-	-	-	-	*
Other	6	5	1	-	6	1	5	1	1	-	1	4	1	5	-	2	3	2	5	6
	2%	3%	1%	-	3%	1%	3%	1%	1%	-	3%	3%	1%	2%	-	3%	2%	3%	2%	3%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s

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Base: All who have seen something of concern on an ODO service

		Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
	Total	Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	328	328	-	-	258	70	270	58	67	181	40
Base	303	303	-**	-**	244	59*	255	48*	65*	173	40**
Effective Base	221	221	-	-	170	53	180	42	47	123	22
Violence (in general)	16	16	-	-	14	2	14	2	1	7	2
	5%	5%	-	-	6%	4%	5%	5%	1%	4%	6%
Bad language	15	15	-	-	11	4	11	4	2	12	-
	5%	5%	-	-	4%	7%	4%	8%	4%	7%	-
Welfare of children or young people	12	12	-	-	11	1	12	-	1	6	-
	4%	4%	-	-	4%	1%	5%	-	2%	3%	-
Eating disorders	10	10	-	-	6	4	9	1	1	6	3
	3%	3%	-	-	3%	7%	4%	3%	1%	3%	7%
Pornography	10	10	-	-	8	2	9	1	1	8	-
	3%	3%	-	-	3%	3%	4%	3%	2%	5%	-
Drugs/drug use	10	10	-	-	8	2	10	-	1	7	1
	3%	3%	-	-	3%	4%	4%	-	1%	4%	2%
Misleading advertising	9	9	-	-	5	3	5	4	-	5	1
	3%	3%	-	-	2%	6%	2%	8%d	-	3%	2%
Bullying/victimising	9	9	-	-	9	-	9	-	1	8	-
	3%	3%	-	-	4%	-	3%	-	1%	5%	-
Incitement to hatred	9	9	-	-	9	-	9	-	-	8	-
	3%	3%	-	-	4%	-	3%	-	-	5%	-
Sex/sexually explicit content	8	8	-	-	3	5	7	1	2	6	1
	3%	3%	-	-	1%	9%d	3%	3%	3%	3%	2%
Dangerous behaviour	7	7	-	-	7	1	6	2	-	7	-
	2%	2%	-	-	3%	2%	2%	3%	-	4%	-
Content harmful to self-esteem (e.g. self-abuse)	7	7	-	-	4	3	7	1	1	4	2
	2%	2%	-	-	2%	5%	3%	1%	2%	2%	4%
Racism	7	7	-	-	5	1	6	1	1	5	1
	2%	2%	-	-	2%	2%	2%	1%	1%	3%	1%
Illegal child sexual abuse material	6	6	-	-	5	1	6	-	2	6	-
	2%	2%	-	-	2%	2%	3%	-	3%	4%	-
Infringing someone's privacy	6	6	-	-	4	2	5	1	1	4	1
	2%	2%	-	-	2%	4%	2%	2%	1%	2%	3%
Offence of religion	6	6	-	-	5	1	5	1	1	4	-
	2%	2%	-	-	2%	2%	2%	2%	1%	2%	-
Inaccurate information	6	6	-	-	4	2	4	2	-	5	-
	2%	2%	-	-	2%	3%	1%	4%	-	3%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i

* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 133

Q17 - Don't recall where I viewed

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All who have seen something of concern on an ODO service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	**6**	6	-	-	4	1	6	-	1	3	2
	2%	*2%*	-	-	*2%*	*2%*	*2%*	-	*1%*	*2%*	*4%*
Suicide	**5**	5	-	-	3	2	5	-	1	3	1
	2%	*2%*	-	-	*1%*	*3%*	*2%*	-	*1%*	*2%*	*2%*
Incitement to crime	**4**	4	-	-	4	-	4	-	1	3	-
	1%	*1%*	-	-	*2%*	-	*2%*	-	*2%*	*2%*	-
Nakedness/naked bodies/body parts	**4**	4	-	-	2	1	4	-	-	2	-
	1%	*1%*	-	-	*1%*	*3%*	*2%*	-	-	*1%*	-
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	**4**	4	-	-	4	-	4	*	1	3	1
	1%	*1%*	-	-	*2%*	-	*1%*	*1%*	*1%*	*1%*	*2%*
Exorcism/the paranormal	**4**	4	-	-	1	3	2	2	-	2	1
	1%	*1%*	-	-	*	*5%d*	*1%*	*3%*	-	*1%*	*4%*
Accuracy of medical/health claims	**2**	2	-	-	*	1	1	1	-	1	1
	1%	*1%*	-	-	*	*2%*	*1%*	*1%*	-	*1%*	*2%*
Defamation/smearing of others	*	*	-	-	*	-	*	-	-	-	-
	*	*	-	-	*	-	*	-	-	-	-
Other	**6**	6	-	-	1	5	2	5	-	3	1
	2%	*2%*	-	-	*1%*	*9%d*	*1%*	*10%d*	-	*2%*	*2%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i

* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 134

Q17 - TV set-top box for on-demand content with a subscription service
Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?
Base: All users of device for ODO content

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	1051	528	523	198	248	208	173	117	107	446	381	224	199	198	63	68	247	183	54	39	300	369	179	203	669	382
Base	1021	547	474	193	201	196	215*	123*	93*	394	412	216	173	235	74**	65*	221	177	48**	28*	270	369	178	204	639	382
Effective Base	588	280	318	157	147	135	87	51	59	303	207	105	163	100	26	35	149	116	28	31	189	173	115	128	348	243
Bad language	19	13	5	9	7	2	-	-	*	17	2	*	12	1	-	*	5	1	-	-	9	6	2	2	15	4
	2%	2%	1%	5%fjk	4%fj	1%	-	-	*	4%fjk	*	*	7%m	*	-	1%	2%	*	-	-	3%	2%	1%	1%	2%	1%
Sex/sexually explicit content	16	12	3	4	5	3	-	4	1	9	3	4	6	2	4	*	2	1	-	*	6	7	2	1	13	3
	2%	2%	1%	2%	2%	1%	-	3%	1%	2%	1%	2%	4%	1%	5%	1%	1%	1%	-	1%	2%	2%	1%	1%	2%	1%
Violence (in general)	15	10	6	3	4	2	3	4	1	7	4	4	3	3	4	1	4	2	-	-	6	6	2	2	12	3
	1%	2%	1%	1%	2%	1%	1%	3%	1%	2%	1%	2%	2%	1%	5%	1%	2%	1%	-	-	2%	2%	1%	1%	2%	1%
Accuracy of medical/health claims	14	8	6	6	3	4	-	-	-	10	4	-	5	3	-	-	5	1	-	-	8	3	2	-	11	2
	1%	1%	1%	3%k	2%	2%	-	-	-	2%	1%	-	3%	1%	-	-	2%	1%	-	-	3%wy	1%	1%	-	2%	1%
Dangerous behaviour	13	10	3	4	2	1	1	6	-	6	2	6	3	2	6	-	3	-	-	-	7	3	1	3	10	4
	1%	2%	1%	2%	1%	1%	*	5%j	-	1%	1%	3%	2%	1%	8%	-	1%	-	-	-	2%	1%	1%	1%	2%	1%
Drugs/drug use	12	6	6	6	3	3	-	-	*	9	3	*	3	2	-	*	6	1	-	-	4	4	2	2	8	4
	1%	1%	1%	3%	1%	1%	-	-	*	2%	1%	*	2%	1%	-	1%	3%	*	-	-	1%	1%	1%	1%	1%	1%
Bullying/victimising	11	7	4	5	1	4	2	-	-	6	5	-	3	4	-	-	3	2	-	-	3	3	4	1	6	5
	1%	1%	1%	3%	*	2%	1%	-	-	2%	1%	-	2%	2%	-	-	1%	1%	-	-	1%	1%	2%	1%	1%	1%
Illegal child sexual abuse material	11	7	4	4	1	-	1	6	-	5	1	6	1	-	6	-	4	1	-	-	8	2	-	1	10	1
	1%	1%	1%	2%j	*	-	*	5%ej	-	1%	*	3%	1%	-	8%	-	2%	*	-	-	3%y	*	-	1%	1%	*
Racism	11	9	2	3	*	1	1	6	-	3	2	6	3	-	6	-	-	2	-	-	8	2	-	1	10	1
	1%	2%	*	2%	*	*	*	5%dj	-	1%	*	3%	2%	-	8%	-	-	1%	-	-	3%y	1%	-	*	2%	*
Misleading advertising	10	8	2	2	1	-	1	6	-	4	1	6	2	1	6	-	2	-	-	-	8	-	1	1	8	2
	1%	2%	*	1%	1%	-	1%	5%ej	-	1%	*	3%	1%	1%	8%	-	1%	-	-	-	3%dy	-	1%	*	1%	1%
Content harmful to self-esteem (e.g. self-abuse)	9	3	6	6	2	-	-	-	-	9	-	-	3	-	-	-	6	-	-	-	4	1	3	1	5	4
	1%	1%	1%	3%efjk	1%	-	-	-	-	2%j	-	-	2%	-	-	-	3%	-	-	-	1%	*	2%	*	1%	1%
Suicide	9	8	1	2	1	-	1	6	-	3	1	6	3	-	6	-	-	1	-	-	7	1	-	1	7	1
	1%	2%	*	1%	*	-	*	5%ejl	-	1%	*	3%	1%	-	8%	-	-	*	-	-	2%dl	*	-	1%	1%	*
Pornography	8	6	2	4	2	1	1	-	*	6	2	*	4	1	-	*	2	1	-	-	3	3	1	1	6	2
	1%	1%	1%	2%	1%	*	*	-	*	1%	*	*	2%	*	-	1%	1%	*	-	-	1%	1%	1%	*	1%	*
Welfare of children or young people	8	3	5	4	1	2	1	-	-	5	2	-	2	1	-	-	3	2	-	-	3	4	-	1	7	1
	1%	1%	1%	2%	1%	1%	*	-	-	1%	1%	-	1%	*	-	-	1%	1%	-	-	1%	1%	-	*	1%	*
Nakedness/naked bodies/body parts	7	4	3	3	2	2	-	-	-	5	2	-	2	2	-	-	3	-	-	-	4	2	*	1	6	1
	1%	1%	1%	2%	1%	1%	-	-	-	1%	*	-	1%	1%	-	-	1%	-	-	-	1%	1%	*	*	1%	*
Infringing someone's privacy	6	6	-	-	1	-	-	6	-	1	-	6	1	-	6	-	-	-	-	-	6	1	-	-	6	-
	1%	1%	-	-	*	-	-	5%cefl	-	*	-	3%l	*	-	8%	-	-	-	-	-	2%y	*	-	-	1%	-
Eating disorders	5	2	4	2	1	2	-	-	-	4	2	-	2	-	-	-	2	2	-	-	2	2	-	1	5	1
	1%	*	1%	1%	1%	1%	-	-	-	1%	*	-	1%	-	-	-	1%	1%	-	-	1%	1%	-	*	1%	*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 134

Q17 - TV set-top box for on-demand content with a subscription service
Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips,
video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?
Base: All users of device for ODO content

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	1021	547	474	193	201	196	215*	123*	93*	394	412	216	173	235	74**	65*	221	177	48**	28*	270	369	178	204	639	382
Defamation/smearing of others	5	3	1	1	1	1	1	-	-	3	2	-	2	1	-	-	1	1	-	-	1	1	1	2	1	3
	*	1%	*	1%	1%	*	*	-	-	1%	*	-	1%	*	-	-	*	1%	-	-	*	*	1%	1%	*	1%
Inaccurate information	5	4	1	2	1	1	-	1	-	3	1	1	3	-	1	-	-	1	-	-	3	2	-	-	5	-
	*	1%	*	1%	*	*	-	1%	-	1%	*	1%	1%	-	2%	-	-	1%	-	-	1%	*	-	-	1%	-
Incitement to hatred	4	3	2	-	2	2	1	-	-	2	2	-	2	1	-	-	-	2	-	-	2	1	1	1	3	1
	*	1%	*	-	1%	1%	*	-	-	1%	1%	-	1%	*	-	-	-	1%	-	-	1%	*	*	*	*	*
Offence of religion	4	3	2	2	1	-	1	*	-	3	1	*	2	-	*	-	1	1	-	-	1	2	-	1	4	1
	*	*	*	1%	*	-	*	*	-	1%	*	*	1%	-	1%	-	*	*	-	-	*	1%	-	*	1%	*
Incitement to crime	4	4	-	1	2	1	1	-	-	3	2	-	3	2	-	-	-	-	-	-	1	1	3	-	2	3
	*	1%	-	*	1%	*	*	-	-	1%	*	-	1%	1%	-	-	-	-	-	-	*	*	1%	-	*	1%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	4	2	2	-	1	1	2	*	*	1	2	1	1	1	*	-	-	2	-	*	1	1	-	2	3	2
	*	*	*	-	*	*	1%	*	*	*	1%	*	1%	*	1%	-	-	1%	-	1%	*	*	-	1%	*	*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	4	1	3	2	1	1	-	-	-	3	1	-	1	-	-	-	2	1	-	-	2	1	-	-	4	-
	*	*	1%	1%	*	*	-	-	-	1%	*	-	*	-	-	-	1%	*	-	-	1%	*	-	-	1%	-
Exorcism/the paranormal	1	-	1	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	1	-	-	1	-
	*	-	*	*	-	-	-	-	-	*	-	-	-	-	-	-	*	-	-	-	-	*	-	-	*	-
Other	1	1	*	-	1	-	-	*	-	1	-	*	1	-	-	-	-	-	*	-	-	-	*	1	-	1
	*	*	*	-	*	-	-	*	-	*	-	*	*	-	-	-	-	-	1%	-	-	-	*	*	-	*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Base: All users of device for ODO content

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	1051	666	381	682	338	20	52	118	106	74	111	58	93	140	120	872	84	29	66	276	185	411
Base	1021	657	360	657	334	22**	39*	106*	80*	80*	99*	104*	115*	129*	74*	826	71*	24**	99*	225	179	421
Effective Base	588	369	216	374	196	11	41	83	67	43	66	34	57	99	96	508	49	15	34	188	108	229
Bad language	19	15	4	14	3	-	1	2	1	1	4	2	-	4	3	19	-	*	-	4	5	10
	2%	2%	1%	2%	1%	-	2%	2%	2%	1%	4%	2%	-	3%	4%	2%	-	1%	-	2%	3%	2%
Sex/sexually explicit content	16	12	4	11	4	-	-	-	1	6	1	-	2	4	2	16	-	-	-	1	7	8
	2%	2%	1%	2%	1%	-	-	-	2%	7%d	1%	-	2%	3%	2%	2%	-	-	-	1%	4%	2%
Violence (in general)	15	10	5	10	5	-	-	3	1	5	2	-	-	4	1	15	1	-	-	3	7	5
	1%	2%	1%	1%	1%	-	-	2%	1%	6%	2%	-	-	3%	1%	2%	1%	-	-	1%	4%	1%
Accuracy of medical/health claims	14	14	-	9	4	-	1	-	2	-	2	2	-	2	2	12	1	-	2	4	2	6
	1%	2%b	-	1%	1%	-	3%	-	3%	-	2%	2%	-	1%	2%	1%	1%	-	2%	2%	1%	1%
Dangerous behaviour	13	13	1	11	2	-	2	1	1	-	2	6	-	-	2	13	-	*	-	3	2	8
	1%	2%	*	2%	1%	-	4%lm	1%	1%	-	2%	5%	-	-	3%lm	2%	-	1%	-	1%	1%	2%
Drugs/drug use	12	10	2	7	5	-	1	1	*	1	3	2	1	1	2	12	-	-	-	2	4	6
	1%	1%	1%	1%	1%	-	2%	1%	1%	1%	3%	2%	1%	1%	2%	1%	-	-	-	1%	2%	1%
Bullying/victimising	11	10	2	9	2	-	-	2	-	-	1	2	-	3	2	9	-	*	2	2	1	6
	1%	1%	*	1%	1%	-	-	2%	-	-	1%	2%	-	2%	2%	1%	-	1%	2%	1%	*	1%
Illegal child sexual abuse material	11	9	2	10	1	-	1	-	-	-	1	8	-	-	2	11	-	-	-	1	1	9
	1%	1%	*	2%	*	-	2%	-	-	-	1%	8%m	-	-	2%	1%	-	-	-	*	*	2%
Racism	11	9	1	9	1	-	1	-	-	-	1	6	-	1	2	11	-	-	-	1	1	9
	1%	1%	*	1%	*	-	2%	-	-	-	1%	5%	-	1%	3%	1%	-	-	-	*	1%	2%
Misleading advertising	10	10	1	9	1	-	-	1	1	-	1	7	-	-	2	10	-	-	-	1	1	8
	1%	2%	*	1%	*	-	-	1%	1%	-	1%	7%	-	-	2%	1%	-	-	-	1%	*	2%
Content harmful to self-esteem (e.g. self-abuse)	9	9	-	9	-	-	1	1	-	2	1	2	-	-	*	7	2	-	-	2	2	3
	1%	1%	-	1%	-	-	2%	1%	-	2%	1%	2%	-	-	1%	1%	3%	-	-	1%	1%	1%
Suicide	9	8	1	8	1	-	1	-	-	-	-	6	-	1	2	9	-	-	-	1	-	8
	1%	1%	*	1%	*	-	2%	-	-	-	-	5%	-	1%	2%	1%	-	-	-	*	-	2%
Pornography	8	5	3	5	3	-	-	-	1	-	2	-	1	1	2	8	-	-	-	1	2	4
	1%	1%	1%	1%	1%	-	-	-	2%	-	2%	-	1%	1%	3%	1%	-	-	-	1%	1%	1%
Welfare of children or young people	8	6	2	3	3	-	-	-	-	-	2	-	1	3	2	8	-	-	-	-	2	6
	1%	1%	1%	*	1%	-	-	-	-	-	2%	-	1%	2%	3%	1%	-	-	-	-	1%	1%
Nakedness/naked bodies/body parts	7	5	1	3	3	-	-	1	1	-	1	-	1	2	1	6	-	*	-	2	1	4
	1%	1%	*	*	1%	-	-	1%	1%	-	1%	-	1%	1%	2%	1%	-	1%	-	1%	*	1%
Infringing someone's privacy	6	6	-	6	1	-	-	-	-	-	-	6	-	1	-	6	-	-	-	-	-	6
	1%	1%	-	1%	*	-	-	-	-	-	-	5%	-	*	-	1%	-	-	-	-	-	1%
Eating disorders	5	4	1	3	2	-	-	-	1	-	1	-	-	1	2	5	-	-	-	1	1	3
	1%	1%	*	*	1%	-	-	-	1%	-	1%	-	-	1%	2%	1%	-	-	-	*	1%	1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 134

Q17 - TV set-top box for on-demand content with a subscription service
Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips,
video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?
Base: All users of device for ODO content

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	**1021**	657	360	657	334	22**	39*	106*	80*	80*	99*	104*	115*	129*	74*	826	71*	24**	99*	225	179	421
Defamation/smearing of others	**5**	5	-	3	2	-	1	1	-	-	-	-	-	2	-	4	1	-	-	2	-	2
	*	*1%*	-	*	*1%*	-	*2%*	*1%*	-	-	-	-	-	*1%*	-	*	*1%*	-	-	*1%*	-	*
Inaccurate information	**5**	5	-	3	2	-	-	-	-	-	-	-	-	2	2	3	-	-	1	-	-	3
	*	*1%*	-	*	*	-	-	-	-	-	-	-	-	*1%*	*3%*	*	-	-	*1%*	-	-	*1%*
Incitement to hatred	**4**	4	1	3	2	-	-	1	-	-	1	-	-	2	1	4	-	-	-	1	1	3
	*	*1%*	*	*	*	-	-	*1%*	-	-	*1%*	-	-	*2%*	*1%*	*1%*	-	-	-	*	*	*1%*
Offence of religion	**4**	2	1	2	2	-	-	*	-	-	2	-	-	1	1	4	-	-	-	*	2	2
	*	*	*	*	*1%*	-	-	*	-	-	*2%*	-	-	*	*1%*	*1%*	-	-	-	*	*1%*	*
Incitement to crime	**4**	3	1	4	-	-	-	1	1	-	1	-	-	1	1	4	-	-	-	2	1	2
	*	*1%*	*	*1%*	-	-	-	*1%*	*1%*	-	*1%*	-	-	*1%*	*1%*	*1%*	-	-	-	*1%*	*	*
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	**4**	3	1	2	2	-	1	1	-	-	*	-	-	1	1	4	-	-	-	2	*	2
	*	*	*	*	*1%*	-	*2%*	*1%*	-	-	*	-	-	*1%*	*1%*	*1%*	-	-	-	*1%*	*	*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	**4**	3	1	3	1	-	-	-	-	-	-	2	-	1	-	4	-	-	-	-	-	4
	*	*	*	*	*	-	-	-	-	-	-	*2%*	-	*1%*	-	*	-	-	-	-	-	*1%*
Exorcism/the paranormal	**1**	1	-	-	1	-	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-	-
	*	*	-	-	*	-	-	-	*1%*	-	-	-	-	-	-	*	-	-	-	*	-	-
Other	**1**	-	1	1	-	-	-	-	-	1	-	-	-	-	-	1	*	-	-	-	1	-
	*	-	*	*	-	-	-	-	-	*1%*	-	-	-	-	-	*	*1%*	-	-	-	*	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Absolutes/col percents

Table 134

Q17 - TV set-top box for on-demand content with a subscription service

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All users of device for ODO content

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**1051**	1051	818	776	487	594	928	432	314	177	718	1039	517	380	197	1006	45	947	900	1006
Base	**1021**	1021	778	747	440	532	886	400	254	154	647	1006	472	318	171	953	68**	847	833	953
Effective Base	**588**	588	467	443	329	347	572	256	262	130	428	582	312	280	146	586	21	641	524	586
Bad language	**19**	19	12	17	13	12	19	14	10	6	12	19	16	12	6	19	-	19	19	19
	2%	*2%*	*2%*	*2%*	*3%*	*2%*	*2%*	*4%*	*4%*	*4%*	*2%*	*2%*	*3%*	*4%*	*3%*	*2%*	-	*2%*	*2%*	*2%*
Sex/sexually explicit content	**16**	16	10	12	8	10	15	10	5	5	10	16	11	6	5	16	-	16	16	16
	2%	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*3%*	*2%*	*3%*	*2%*	*2%*	*2%*	*2%*	*3%*	*2%*	-	*2%*	*2%*	*2%*
Violence (in general)	**15**	15	6	11	8	6	15	6	6	4	6	15	7	7	4	15	-	15	15	15
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*2%*	*2%*	*3%*	*1%*	*2%*	*2%*	*2%*	*3%*	*2%*	-	*2%*	*2%*	*2%*
Accuracy of medical/health claims	**14**	14	10	14	8	9	14	11	8	4	9	14	11	8	4	14	-	14	14	14
	1%	*1%*	*1%*	*2%*	*2%*	*2%*	*2%*	*3%*	*3%*	*2%*	*1%*	*1%*	*2%*	*3%*	*2%*	*1%*	-	*2%*	*2%*	*1%*
Dangerous behaviour	**13**	13	5	7	3	5	13	7	4	4	5	13	7	4	4	13	-	13	8	13
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*2%*	*1%*	*3%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	-	*2%*	*1%*	*1%*
Drugs/drug use	**12**	12	10	9	6	10	12	9	7	6	10	12	9	8	6	12	-	12	12	12
	1%	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*3%*	*4%*	*2%*	*1%*	*2%*	*2%*	*4%*	*1%*	-	*1%*	*1%*	*1%*
Bullying/victimising	**11**	11	9	11	6	9	11	11	6	3	9	11	11	7	3	11	-	11	11	11
	1%	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*3%*	*2%*	*2%*	*1%*	*1%*	*2%*	*2%*	*2%*	*1%*	-	*1%*	*1%*	*1%*
Illegal child sexual abuse material	**11**	11	5	5	4	5	11	5	3	2	5	11	5	4	2	11	-	11	5	11
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Racism	**11**	11	5	5	5	5	11	5	4	*	5	11	5	5	*	11	-	11	5	11
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*	*1%*	*1%*	*1%*	*2%*	*	*1%*	-	*1%*	*1%*	*1%*
Misleading advertising	**10**	10	2	4	4	2	10	3	2	1	2	10	3	2	1	10	-	10	5	10
	1%	*1%*	*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Content harmful to self-esteem (e.g. self-abuse)	**9**	9	6	8	7	6	9	7	5	1	6	9	7	5	1	9	-	9	9	9
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Suicide	**9**	9	2	3	2	2	9	3	2	1	2	9	3	2	1	9	-	9	3	9
	1%	*1%*	*	*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*	*1%*	-	*1%*	*	*1%*
Pornography	**8**	8	6	7	7	6	7	6	3	3	6	8	6	3	3	8	-	8	8	8
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	-	*1%*	*1%*	*1%*
Welfare of children or young people	**8**	8	8	7	5	8	8	5	4	3	8	8	5	4	3	8	-	8	8	8
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	-	*1%*	*1%*	*1%*
Nakedness/naked bodies/body parts	**7**	7	4	7	4	4	7	7	4	3	4	7	7	4	3	7	-	7	7	7
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*2%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	-	*1%*	*1%*	*1%*
Infringing someone's privacy	**6**	6	1	1	1	1	6	1	1	-	1	6	1	1	-	6	-	6	1	6
	1%	*1%*	*	*	*	*	*1%*	*	*	-	*	*1%*	*	*	-	*1%*	-	*1%*	*	*1%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s

** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 134

Q17 - TV set-top box for on-demand content with a subscription service

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All users of device for ODO content

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**1021**	1021	778	747	440	532	886	400	254	154	647	1006	472	318	171	953	68**	847	833	953
Eating disorders	**5**	5	4	5	4	4	5	5	5	2	4	5	5	5	2	5	-	5	5	5
	1%	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Defamation/smearing of others	**5**	5	4	5	1	4	5	5	2	1	4	5	5	2	1	5	-	5	5	5
	*	*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*	*	-	*1%*	*1%*	*
Inaccurate information	**5**	5	4	5	5	2	5	3	3	-	2	5	3	3	-	5	-	5	5	5
	*	*	*	*1%*	*1%*	*	*1%*	*1%*	*1%*	-	*	*	*1%*	*1%*	-	*	-	*1%*	*1%*	*
Incitement to hatred	**4**	4	4	4	3	4	4	4	2	2	4	4	4	4	2	4	-	4	4	4
	*	*	*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*	-	*1%*	*1%*	*
Offence of religion	**4**	4	4	3	3	4	4	3	2	*	4	4	3	3	*	4	-	4	4	4
	*	*	*1%*	*	*1%*	*1%*	*	*1%*	*1%*	*	*1%*	*	*1%*	*1%*	*	*	-	*1%*	*1%*	*
Incitement to crime	**4**	4	3	4	3	3	4	3	1	3	3	4	3	1	3	4	-	4	4	4
	*	*	*	*1%*	*1%*	*1%*	*	*1%*	*	*2%*	*1%*	*	*1%*	*	*2%*	*	-	*1%*	*1%*	*
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	**4**	4	4	4	2	4	4	3	3	1	4	4	3	3	1	4	-	4	4	4
	*	*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*	-	*	*	*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	**4**	4	4	4	4	4	4	4	4	1	4	4	4	4	1	4	-	4	4	4
	*	*	*	*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*	*	-	*	*	*
Exorcism/the paranormal	**1**	1	-	1	1	-	1	1	-	1	-	1	1	-	1	1	-	1	1	1
	*	*	-	*	*	-	*	*	-	*1%*	-	*	*	-	*	*	-	*	*	*
Other	**1**	1	1	1	1	1	1	1	-	1	1	1	1	-	1	1	-	1	1	1
	*	*	*	*	*	*	*	*	-	*	*	*	*	-	*	*	-	*	*	*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s

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Base: All users of device for ODO content

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	1051	625	167	115	821	359	692	245	164	28	141	557	347	904	30	37	610	347	957	947
Base	1021	567	201*	117*	776	407	614	258	188*	38**	155*	502	360	862	30**	37**	621	312	933	917
Effective Base	588	417	75	75	467	204	393	165	91	13	81	320	189	504	21	28	323	211	526	527
Bad language	19	14	2	8	10	14	5	12	5	-	2	6	11	17	-	-	14	5	19	18
	2%	3%	1%	7%d	1%	4%d	1%	5%	3%	-	2%	1%	3%	2%	-	-	2%	2%	2%	2%
Sex/sexually explicit content	16	8	6	5	10	11	5	6	6	-	1	8	6	14	5	5	5	4	10	11
	2%	1%	3%	5%d	1%	3%	1%	2%	3%	-	1%	2%	2%	2%	16%	13%	1%	1%	1%	1%
Violence (in general)	15	8	6	7	8	13	3	6	8	1	1	7	7	14	4	4	6	5	11	11
	1%	1%	3%	6%ad	1%	3%d	*	2%	4%	3%	*	1%	2%	2%	15%	12%	1%	2%	1%	1%
Accuracy of medical/health claims	14	12	1	6	8	8	5	6	2	-	-	8	6	14	-	-	12	2	14	13
	1%	2%	*	5%bd	1%	2%	1%	2%	1%	-	-	2%	2%	2%	-	-	2%	1%	1%	1%
Dangerous behaviour	13	5	8	3	10	4	9	3	3	1	1	8	4	12	-	1	11	1	12	13
	1%	1%	4%	3%	1%	1%	1%	1%	1%	3%	1%	2%	1%	1%	-	3%	2%	*	1%	1%
Drugs/drug use	12	9	2	3	9	8	4	7	3	-	2	4	5	9	-	-	9	3	12	12
	1%	2%	1%	2%	1%	2%	1%	3%	2%	-	1%	1%	1%	1%	-	-	1%	1%	1%	1%
Bullying/victimising	11	9	1	4	7	8	4	7	2	1	3	3	5	8	-	-	9	3	11	11
	1%	2%	1%	3%	1%	2%	1%	3%	1%	2%	2%	1%	1%	1%	-	-	1%	1%	1%	1%
Illegal child sexual abuse material	11	4	7	1	10	4	6	4	2	1	-	6	4	10	-	-	10	1	11	11
	1%	1%	3%	1%	1%	1%	1%	1%	1%	2%	-	1%	1%	1%	-	-	2%	*	1%	1%
Racism	11	4	7	2	9	4	7	4	2	1	-	6	5	11	1	1	8	*	8	8
	1%	1%	3%	1%	1%	1%	1%	1%	1%	2%	-	1%	1%	1%	3%	3%	1%	*	1%	1%
Misleading advertising	10	5	6	1	9	2	9	2	1	-	-	9	2	10	-	-	10	-	10	10
	1%	1%	3%	1%	1%	*	1%	1%	1%	-	-	2%	*	1%	-	-	2%	-	1%	1%
Content harmful to self-esteem (e.g. self-abuse)	9	8	*	4	4	8	*	7	2	-	*	4	4	8	2	2	6	2	7	7
	1%	1%	*	4%d	1%	2%d	*	3%	1%	-	*	1%	1%	1%	5%	4%	1%	1%	1%	1%
Suicide	9	3	6	2	7	2	7	2	2	1	1	6	2	8	-	-	8	1	9	9
	1%	1%	3%	2%	1%	*	1%	1%	1%	2%	1%	1%	1%	1%	-	-	1%	*	1%	1%
Pornography	8	7	1	3	5	4	4	3	2	-	2	2	3	5	-	-	4	4	8	8
	1%	1%	*	2%	1%	1%	1%	1%	1%	-	1%	*	1%	1%	-	-	1%	1%	1%	1%
Welfare of children or young people	8	4	2	2	6	3	4	3	2	1	1	2	5	7	1	1	3	3	6	7
	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	*	1%	1%	3%	3%	1%	1%	1%	1%
Nakedness/naked bodies/body parts	7	5	*	1	6	3	3	2	1	-	-	4	2	7	-	-	4	1	6	6
	1%	1%	*	*	1%	1%	1%	1%	1%	-	-	1%	1%	1%	-	-	1%	*	1%	1%
Infringing someone's privacy	6	1	6	-	6	-	6	-	-	-	-	6	-	6	-	-	6	-	6	6
	1%	*	3%e	-	1%	-	1%	-	-	-	-	1%	-	1%	-	-	1%	-	1%	1%
Eating disorders	5	4	-	1	4	3	2	3	1	-	-	3	3	5	-	-	5	-	5	5
	1%	1%	-	1%	1%	1%	*	1%	1%	-	-	1%	1%	1%	-	-	1%	-	1%	1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Absolutes/col percents

Table 134

Q17 - TV set-top box for on-demand content with a subscription service
Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips,
video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?
Base: All users of device for ODO content

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	1021	567	201*	117*	776	407	614	258	188*	38**	155*	502	360	862	30**	37**	621	312	933	917
Defamation/smearing of others	5 *	4 *1%*	1 *	1 *1%*	4 *	4 *1%*	1 *	3 *1%*	1 *	1 *3%*	1 *1%*	1 *	3 *1%*	4 *	- -	1 *3%*	3 *	1 *	4 *	5 *1%*
Inaccurate information	5 *	4 *1%*	1 *	2 *2%*	3 *	4 *1%*	1 *	3 *1%*	3 *2%*	1 *3%*	- -	1 *	4 *1%*	5 *1%*	1 *3%*	1 *3%*	4 *1%*	- -	4 *	4 *
Incitement to hatred	4 *	4 *1%*	- -	2 *2%*	2 *	2 *1%*	2 *	2 *1%*	2 *1%*	1 *2%*	1 *1%*	2 *	2 *	4 *	- -	- -	4 *1%*	- -	4 *	4 *
Offence of religion	4 *	4 *1%*	- -	1 *1%*	4 *	2 *	2 *	2 *1%*	1 *	1 *2%*	1 *1%*	1 *	2 *1%*	3 *	- -	- -	1 *	2 *1%*	3 *	3 *
Incitement to crime	4 *	3 *1%*	1 *	3 *2%d*	2 *	3 *1%*	2 *	2 *1%*	1 *	- -	2 *1%*	1 *	1 *	2 *	- -	- -	2 *	2 *1%*	4 *	4 *
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	4 *	3 *1%*	1 *	1 *1%*	4 *	3 *1%*	1 *	2 *1%*	2 *1%*	2 *4%*	* *	* *	3 *1%*	4 *	- -	1 *3%*	2 *	2 *1%*	3 *	4 *
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	4 *	4 *1%*	- -	- -	4 *	3 *1%*	1 *	3 *1%*	- -	- -	- -	1 *	3 *1%*	4 *	- -	- -	4 *1%*	- -	4 *	4 *
Exorcism/the paranormal	1 *	1 *	- -	1 *1%*	- -	- -	1 *	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	1 *	- -	1 *	1 *
Other	1 *	1 *	- -	- -	1 *	- -	1 *	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	- -	1 *	1 *	1 *

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Base: All users of device for ODO content

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	1051	177	827	47	134	43	142	35	34	441	186
Base	1021	151	826	44**	120*	32*	126*	25*	30*	437	171
Effective Base	588	127	447	29	93	38	99	30	31	251	121
Bad language	19	19	-	-	19	-	19	-	8	13	1
	2%	12%b	-	-	16%e	-	15%g	-	26%	3%	*
Sex/sexually explicit content	16	16	-	-	14	1	16	-	3	10	4
	2%	10%b	-	-	12%	4%	13%	-	9%	2%	2%
Violence (in general)	15	15	-	-	14	1	14	1	1	9	3
	1%	10%b	-	-	12%	3%	11%	4%	3%	2%	2%
Accuracy of medical/health claims	14	14	-	-	14	-	13	1	5	10	-
	1%	9%b	-	-	11%e	-	10%	4%	18%	2%	-
Dangerous behaviour	13	13	-	-	13	-	13	-	3	8	2
	1%	9%b	-	-	11%e	-	11%	-	11%	2%	1%
Drugs/drug use	12	12	-	-	11	1	12	-	4	8	1
	1%	8%b	-	-	9%	2%	9%	-	12%	2%	1%
Bullying/victimising	11	11	-	-	11	-	11	-	4	9	1
	1%	7%b	-	-	9%	-	9%	-	14%	2%	1%
Illegal child sexual abuse material	11	11	-	-	11	-	11	-	2	8	1
	1%	7%b	-	-	9%	-	9%	-	5%	2%	1%
Racism	11	11	-	-	11	-	11	-	-	8	1
	1%	7%b	-	-	9%	-	8%	-	-	2%	1%
Misleading advertising	10	10	-	-	10	1	10	1	2	8	1
	1%	7%b	-	-	8%	2%	8%	2%	7%	2%	*
Content harmful to self-esteem (e.g. self-abuse)	9	9	-	-	9	-	9	-	3	8	-
	1%	6%b	-	-	7%	-	7%	-	10%	2%	-
Suicide	9	9	-	-	9	-	9	-	2	9	-
	1%	6%b	-	-	7%	-	7%	-	6%	2%	-
Pornography	8	8	-	-	8	-	8	-	4	5	3
	1%	5%b	-	-	7%	-	6%	-	12%	1%	2%
Welfare of children or young people	8	8	-	-	6	1	7	*	-	3	2
	1%	5%b	-	-	5%	4%	6%	2%	-	1%	1%
Nakedness/naked bodies/body parts	7	7	-	-	6	1	7	-	1	5	1
	1%	4%b	-	-	5%	2%	5%	-	2%	1%	*
Infringing someone's privacy	6	6	-	-	6	-	6	-	-	6	-
	1%	4%b	-	-	5%	-	5%	-	-	1%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

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video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?
Base: All users of device for ODO content

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	1021	151	826	44**	120*	32*	126*	25*	30*	437	171
Eating disorders	5	5	-	-	5	-	5	-	1	3	1
	1%	3%b	-	-	*4%*	-	*4%*	-	*3%*	*1%*	*
Defamation/smearing of others	5	5	-	-	5	-	5	-	1	5	-
	*	3%b	-	-	*4%*	-	*4%*	-	*3%*	*1%*	-
Inaccurate information	5	5	-	-	5	-	5	-	1	4	1
	*	3%b	-	-	*4%*	-	*4%*	-	*3%*	*1%*	*1%*
Incitement to hatred	4	4	-	-	4	-	4	-	1	4	-
	*	3%b	-	-	*4%*	-	*3%*	-	*5%*	*1%*	-
Offence of religion	4	4	-	-	4	-	4	-	-	2	*
	*	3%b	-	-	*4%*	-	*3%*	-	-	*1%*	*
Incitement to crime	4	4	-	-	4	-	4	-	3	3	1
	*	3%b	-	-	*4%*	-	*3%*	-	*9%*	*1%*	*1%*
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	4	4	-	-	4	-	4	-	-	3	*
	*	3%b	-	-	*3%*	-	*3%*	-	-	*1%*	*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	4	4	-	-	4	-	4	-	-	3	-
	*	2%b	-	-	*3%*	-	*3%*	-	-	*1%*	-
Exorcism/the paranormal	1	1	-	-	1	-	1	-	-	-	1
	*	*1%*	-	-	*1%*	-	*1%*	-	-	-	*
Other	1	1	-	-	-	1	-	1	-	-	*
	*	1%b	-	-	-	3%cd	-	4%d	-	-	*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 135

Q17 - TV set-top box without a subscription service
Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?
Base: All users of device for ODO content

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	649	308	341	123	153	127	97	73	76	276	224	149	117	108	36	47	159	116	37	29	216	208	103	122	424	225
Base	624	300	324	117	132*	137*	98*	57*	82*	249	235	139*	110*	118*	23*	49**	140	117*	34**	33**	180	181	128*	135*	360	264
Effective Base	375	182	194	110	94	63	59	39	37	200	120	74	80	60	31	25	121	60	18	13	150	123	58	68	270	125
Drugs/drug use	10	7	3	5	4	1	-	1	-	9	1	1	5	1	1	-	3	-	-	-	3	5	2	-	8	2
	2%	2%	1%	4%	3%	1%	-	1%	-	3%	*	*	5%	1%	3%	-	2%	-	-	-	2%	3%	2%	-	2%	1%
Bad language	8	4	4	6	-	1	-	1	-	6	1	1	2	1	1	-	4	-	-	-	2	3	2	1	5	3
	1%	1%	1%	5%dj	-	1%	-	1%	-	3%	*	*	2%	1%	3%	-	3%	-	-	-	1%	1%	1%	1%	1%	1%
Misleading advertising	8	3	5	3	1	-	1	-	3	4	1	3	2	1	-	-	2	-	-	3	3	1	4	-	4	4
	1%	1%	1%	2%	1%	-	1%	-	3%	1%	1%	2%	2%	1%	-	-	1%	-	-	9%	2%	1%	3%	-	1%	1%
Eating disorders	7	4	3	5	1	-	-	-	-	7	-	-	4	-	-	-	3	-	-	-	2	1	4	-	3	4
	1%	1%	1%	5%ejk	1%	-	-	-	-	3%	-	-	4%	-	-	-	2%	-	-	-	1%	1%	3%	-	1%	1%
Violence (in general)	7	4	2	4	1	-	2	1	-	4	2	1	2	2	1	-	2	-	-	-	2	2	2	*	4	3
	1%	1%	1%	3%	1%	-	2%	1%	-	2%	1%	*	2%	1%	3%	-	2%	-	-	-	1%	1%	2%	*	1%	1%
Sex/sexually explicit content	6	4	3	4	1	-	1	1	-	5	1	1	3	-	1	-	2	1	-	-	2	3	1	-	5	1
	1%	1%	1%	3%	1%	-	1%	1%	-	2%	*	*	3%	-	3%	-	1%	*	-	-	1%	2%	1%	-	1%	*
Content harmful to self-esteem (e.g. self-abuse)	6	4	2	3	2	-	1	-	-	5	1	-	3	1	-	-	2	-	-	-	4	-	2	1	4	2
	1%	1%	1%	2%	2%	-	1%	-	-	2%	*	-	3%	1%	-	-	1%	-	-	-	2%	-	1%	1%	1%	1%
Dangerous behaviour	5	5	-	2	3	1	-	-	-	5	1	-	5	1	-	-	-	-	-	-	-	3	2	1	3	2
	1%	2%	-	1%	2%	1%	-	-	-	2%	*	-	4%	1%	-	-	-	-	-	-	-	2%	1%	1%	1%	1%
Racism	5	3	1	3	1	1	-	-	-	4	1	-	3	1	-	-	1	-	-	-	3	1	1	-	4	1
	1%	1%	*	2%	1%	1%	-	-	-	2%	*	-	2%	1%	-	-	1%	-	-	-	2%	1%	1%	-	1%	*
Bullying/victimising	5	5	-	2	1	1	-	-	-	3	1	-	3	1	-	-	-	-	-	-	1	1	2	-	2	2
	1%	2%	-	1%	1%	1%	-	-	-	1%	1%	-	3%	1%	-	-	-	-	-	-	1%	*	2%	-	1%	1%
Suicide	5	3	2	3	1	1	-	-	-	4	1	-	2	1	-	-	2	-	-	-	4	-	1	-	4	1
	1%	1%	1%	2%	1%	1%	-	-	-	1%	*	-	2%	1%	-	-	1%	-	-	-	2%	-	1%	-	1%	*
Incitement to crime	4	4	-	2	1	1	-	-	-	3	1	-	3	1	-	-	-	-	-	-	*	1	2	-	1	2
	1%	1%	-	1%	1%	1%	-	-	-	1%	*	-	3%	1%	-	-	-	-	-	-	*	*	2%	-	*	1%
Pornography	4	2	1	2	1	-	1	-	-	3	1	-	2	1	-	-	1	-	-	-	1	1	1	-	3	1
	1%	1%	*	2%	*	-	1%	-	-	1%	*	-	2%	1%	-	-	1%	-	-	-	1%	1%	1%	-	1%	*
Welfare of children or young people	3	2	1	2	1	-	1	-	-	2	1	-	2	-	-	-	1	1	-	-	2	1	1	-	2	1
	*	1%	*	1%	1%	-	1%	-	-	1%	*	-	2%	-	-	-	1%	*	-	-	1%	*	1%	-	1%	*
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	3	2	1	2	1	-	-	-	-	3	-	-	2	-	-	-	1	-	-	-	1	1	1	-	2	1
	*	1%	*	1%	1%	-	-	-	-	1%	-	-	2%	-	-	-	1%	-	-	-	1%	*	1%	-	1%	*
Inaccurate information	3	2	1	2	1	-	-	-	-	3	-	-	2	-	-	-	1	-	-	-	2	-	1	-	2	1
	*	1%	*	1%	1%	-	-	-	-	1%	-	-	2%	-	-	-	1%	-	-	-	1%	-	1%	-	1%	*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Base: All users of device for ODO content

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	**624**	300	324	117	132*	137*	98*	57*	82*	249	235	139*	110*	118*	23*	49**	140	117*	34**	33**	180	181	128*	135*	360	264
Incitement to hatred	**3**	2	1	2	-	1	-	-	-	2	1	-	1	1	-	-	1	-	-	-	-	1	2	-	1	2
	*	*1%*	*	*1%*	-	*1%*	-	-	-	*1%*	*	-	*1%*	*1%*	-	-	*1%*	-	-	-	-	*	*1%*	-	*	*1%*
Accuracy of medical/health claims	**2**	2	-	2	-	-	-	-	-	2	-	-	2	-	-	-	-	-	-	-	-	-	2	-	-	2
	*	*1%*	-	*2%*	-	-	-	-	-	*1%*	-	-	*2%*	-	-	-	-	-	-	-	-	-	*2%*	-	-	*1%*
Offence of religion	**2**	1	1	2	1	-	-	-	-	2	-	-	1	-	-	-	1	-	-	-	-	1	1	-	1	1
	*	*	*	*1%*	*	-	-	-	-	*1%*	-	-	*1%*	-	-	-	*1%*	-	-	-	-	*1%*	*1%*	-	*	*
Nakedness/naked bodies/body parts	**2**	1	1	2	-	-	1	-	-	2	1	-	1	-	-	-	1	1	-	-	1	1	1	-	1	1
	*	*	*	*1%*	-	-	*1%*	-	-	*1%*	*	-	*1%*	-	-	-	*1%*	*	-	-	*	*	*1%*	-	*	*
Defamation/smearing of others	**2**	2	-	1	1	-	-	-	-	2	-	-	2	-	-	-	-	-	-	-	-	1	1	-	1	1
	*	*1%*	-	*1%*	*1%*	-	-	-	-	*1%*	-	-	*2%*	-	-	-	-	-	-	-	-	*1%*	*1%*	-	*	*
Infringing someone's privacy	**2**	2	-	1	1	-	-	-	-	2	-	-	2	-	-	-	-	-	-	-	1	-	1	-	1	1
	*	*1%*	-	*1%*	*1%*	-	-	-	-	*1%*	-	-	*2%*	-	-	-	-	-	-	-	*1%*	-	*1%*	-	*	*
Illegal child sexual abuse material	**2**	2	-	2	-	-	-	-	-	2	-	-	2	-	-	-	-	-	-	-	-	1	1	-	1	1
	*	*1%*	-	*1%*	-	-	-	-	-	*1%*	-	-	*2%*	-	-	-	-	-	-	-	-	*	*1%*	-	*	*
Exorcism/the paranormal	**2**	2	-	1	1	-	-	-	-	2	-	-	2	-	-	-	-	-	-	-	-	-	2	-	-	2
	*	*1%*	-	*1%*	*1%*	-	-	-	-	*1%*	-	-	*2%*	-	-	-	-	-	-	-	-	-	*1%*	-	-	*1%*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	**2**	1	1	2	-	-	-	-	-	2	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	1
	*	*	*	*1%*	-	-	-	-	-	*1%*	-	-	*1%*	-	-	-	*1%*	-	-	-	*	-	*1%*	-	*	*
Other	**2**	1	1	-	1	-	1	-	-	1	1	-	1	-	-	-	-	1	-	-	-	-	1	1	-	2
	*	*	*	-	*	-	*1%*	-	-	*	*	-	*1%*	-	-	-	-	*1%*	-	-	-	-	*1%*	*	-	*1%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base; ** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 135

Q17 - TV set-top box without a subscription service
Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?
Base: All users of device for ODO content

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	649	374	273	431	196	7	25	70	66	43	63	43	83	94	78	565	33	14	37	161	106	298
Base	624	346	275	398	206	5**	19**	61*	54*	49**	59*	63**	113*	71*	48*	537	27**	11**	49**	134	108*	295
Effective Base	375	228	149	236	124	6	23	52	44	20	35	29	45	85	55	324	21	9	24	116	53	169
Drugs/drug use	10	8	2	8	2	-	-	2	1	-	2	1	2	-	2	10	-	-	-	2	2	6
	2%	2%	1%	2%	1%	-	-	3%	1%	-	3%	2%	2%	-	5%m	2%	-	-	-	2%	2%	2%
Bad language	8	7	1	6	1	-	-	2	2	-	-	-	1	1	2	8	-	-	-	4	-	4
	1%	2%	*	2%	1%	-	-	3%	3%	-	-	-	1%	2%	3%	1%	-	-	-	3%	-	1%
Misleading advertising	8	4	4	8	-	-	-	-	-	-	1	4	1	-	2	8	-	-	-	-	1	7
	1%	1%	1%	2%	-	-	-	-	-	-	1%	6%	1%	-	3%	1%	-	-	-	-	1%	2%
Eating disorders	7	3	3	3	4	-	-	-	1	-	1	2	1	-	1	7	-	-	-	1	1	5
	1%	1%	1%	1%	2%	-	-	-	2%	-	1%	4%	1%	-	3%	1%	-	-	-	1%	1%	2%
Violence (in general)	7	5	2	6	*	-	-	-	1	2	1	-	-	-	3	7	-	-	-	1	3	3
	1%	1%	1%	2%	*	-	-	-	1%	3%	2%	-	-	-	7%glm	1%	-	-	-	*	3%	1%
Sex/sexually explicit content	6	5	1	6	1	-	-	-	2	-	-	1	-	-	2	6	-	1	-	2	-	4
	1%	2%	*	1%	*	-	-	-	3%	-	-	2%	-	-	5%lm	1%	-	5%	-	1%	-	1%
Content harmful to self-esteem (e.g. self-abuse)	6	6	-	4	2	-	-	1	1	-	2	-	-	1	2	6	-	-	-	2	2	2
	1%	2%	-	1%	1%	-	-	1%	2%	-	3%	-	-	1%	3%	1%	-	-	-	1%	2%	1%
Dangerous behaviour	5	5	1	5	1	-	-	2	-	-	-	1	-	1	2	5	-	-	-	2	-	4
	1%	1%	*	1%	*	-	-	3%	-	-	-	2%	-	1%	4%	1%	-	-	-	1%	-	1%
Racism	5	5	-	4	1	-	-	-	-	-	-	-	1	1	3	5	-	-	-	-	-	5
	1%	1%	-	1%	*	-	-	-	-	-	-	-	1%	1%	6%g	1%	-	-	-	-	-	2%
Bullying/victimising	5	4	1	3	1	-	-	1	1	-	1	-	-	1	2	5	-	-	-	1	1	2
	1%	1%	*	1%	1%	-	-	1%	1%	-	1%	-	-	1%	4%	1%	-	-	-	1%	1%	1%
Suicide	5	5	-	5	-	-	-	-	1	-	1	-	1	-	2	5	-	-	-	1	1	3
	1%	1%	-	1%	-	-	-	-	2%	-	1%	-	1%	-	3%	1%	-	-	-	1%	1%	1%
Incitement to crime	4	3	1	4	-	-	-	1	1	-	-	-	-	-	2	4	-	-	-	2	-	2
	1%	1%	*	1%	-	-	-	1%	2%	-	-	-	-	-	4%	1%	-	-	-	1%	-	1%
Pornography	4	2	1	2	1	-	-	1	-	-	-	-	-	-	3	4	-	-	-	1	-	3
	1%	1%	1%	1%	1%	-	-	1%	-	-	-	-	-	-	6%lm	1%	-	-	-	1%	-	1%
Welfare of children or young people	3	3	-	2	1	-	-	-	-	-	1	-	-	-	2	2	-	1	-	-	1	2
	*	1%	-	1%	*	-	-	-	-	-	1%	-	-	-	3%	*	-	5%	-	-	1%	1%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	3	3	-	2	1	-	-	1	-	-	-	-	-	-	2	3	-	-	-	1	-	2
	*	1%	-	1%	*	-	-	1%	-	-	-	-	-	-	4%	1%	-	-	-	1%	-	1%
Inaccurate information	3	3	-	3	-	-	-	-	-	-	1	-	-	-	2	3	-	-	-	-	1	2
	*	1%	-	1%	-	-	-	-	-	-	1%	-	-	-	4%	1%	-	-	-	-	1%	1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Absolutes/col percents

Table 135

Q17 - TV set-top box without a subscription service
Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips,
video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?
Base: All users of device for ODO content

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	**624**	346	275	398	206	5**	19**	61*	54*	49**	59*	63**	113*	71*	48*	537	27**	11**	49**	134	108*	295
Incitement to hatred	**3**	3	-	3	-	-	-	1	-	-	-	-	-	1	1	3	-	-	-	1	-	2
	*	*1%*	-	*1%*	-	-	-	*1%*	-	-	-	-	-	*1%*	*2%*	*	-	-	-	*1%*	-	*1%*
Accuracy of medical/health claims	**2**	2	-	2	-	-	-	1	-	-	-	-	-	-	1	2	-	-	-	1	-	1
	*	*1%*	-	*1%*	-	-	-	*2%*	-	-	-	-	-	-	*2%*	*	-	-	-	*1%*	-	*
Offence of religion	**2**	2	1	2	1	-	-	1	-	-	-	-	-	-	1	2	-	-	-	1	-	1
	*	*	*	*	*	-	-	*1%*	-	-	-	-	-	-	*3%*	*	-	-	-	*1%*	-	*
Nakedness/naked bodies/body parts	**2**	2	-	2	1	-	-	-	-	-	-	-	-	-	2	2	-	1	-	-	-	2
	*	*1%*	-	*	*	-	-	-	-	-	-	-	-	-	*3%*	*	-	*5%*	-	-	-	*1%*
Defamation/smearing of others	**2**	2	-	2	-	-	-	-	-	-	-	1	-	-	1	2	-	-	-	-	-	2
	*	*1%*	-	*1%*	-	-	-	-	-	-	-	*2%*	-	-	*2%*	*	-	-	-	-	-	*1%*
Infringing someone's privacy	**2**	2	-	2	-	-	-	-	-	-	1	-	-	-	1	2	-	-	-	-	1	1
	*	*1%*	-	*1%*	-	-	-	-	-	-	*1%*	-	-	-	*3%*	*	-	-	-	-	*1%*	*
Illegal child sexual abuse material	**2**	1	1	2	-	-	-	-	-	-	-	-	-	-	2	2	-	-	-	-	-	2
	*	*	*	*	-	-	-	-	-	-	-	-	-	-	*4%*	*	-	-	-	-	-	*1%*
Exorcism/the paranormal	**2**	2	-	1	1	-	-	-	-	-	1	-	-	-	1	2	-	-	-	-	1	1
	*	*	-	*	*	-	-	-	-	-	*1%*	-	-	-	*2%*	*	-	-	-	-	*1%*	*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	**2**	2	-	2	-	-	-	-	-	-	-	-	-	-	2	2	-	-	-	-	-	2
	*	*	-	*	-	-	-	-	-	-	-	-	-	-	*3%*	*	-	-	-	-	-	*1%*
Other	**2**	1	1	2	-	-	-	1	-	1	-	-	-	-	-	2	-	-	-	1	1	-
	*	*	*	*	-	-	-	*2%*	-	*1%*	-	-	-	-	-	*	-	-	-	*1%*	*1%*	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Table 135

Q17 - TV set-top box without a subscription service

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All users of device for ODO content

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**649**	649	528	475	300	429	182	285	216	570	498	197	339	258	634	617	32	559	578	617
Base	**624**	624	496	450	281	389	157	271	189	548	455	170	325	230	606	582	42**	471	548	582
Effective Base	**375**	375	305	285	178	265	134	180	165	336	297	146	206	162	370	369	15	421	339	369
Drugs/drug use	**10**	10	8	7	5	8	3	7	7	10	8	3	7	7	10	10	-	10	10	10
	2%	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*4%*	*2%*	*2%*	*2%*	*2%*	*3%*	*2%*	*2%*	-	*2%*	*2%*	*2%*
Bad language	**8**	8	6	6	2	6	1	5	7	8	6	1	6	7	8	8	-	8	8	8
	1%	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*4%*	*1%*	*1%*	*	*2%*	*3%*	*1%*	*1%*	-	*2%*	*1%*	*1%*
Misleading advertising	**8**	8	7	3	2	4	2	2	2	5	4	2	2	2	8	8	-	8	8	8
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	-	*2%*	*1%*	*1%*
Eating disorders	**7**	7	5	4	-	5	-	2	2	7	5	-	2	2	7	5	2	5	5	5
	1%	*1%*	*1%*	*1%*	-	*1%*	-	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	*5%*	*1%*	*1%*	*1%*
Violence (in general)	**7**	7	2	4	3	2	3	3	2	7	2	3	4	2	7	7	-	7	7	7
	1%	*1%*	*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*	*2%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Sex/sexually explicit content	**6**	6	5	5	2	5	1	4	4	6	5	1	5	4	6	6	-	6	6	6
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Content harmful to self-esteem (e.g. self-abuse)	**6**	6	4	4	2	4	2	4	2	6	4	2	4	2	6	6	-	6	6	6
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Dangerous behaviour	**5**	5	5	5	2	5	3	5	3	5	5	3	5	3	5	5	-	5	5	5
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*2%*	*2%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Racism	**5**	5	2	4	2	2	3	4	2	5	2	3	4	2	5	5	-	5	5	5
	1%	*1%*	*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Bullying/victimising	**5**	5	4	4	2	4	4	3	2	5	4	4	3	2	5	5	-	5	5	5
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Suicide	**5**	5	3	4	2	3	2	4	2	5	3	2	4	2	5	5	-	5	5	5
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Incitement to crime	**4**	4	2	3	1	2	3	2	1	4	2	3	2	1	4	4	-	4	4	4
	1%	*1%*	*	*1%*	*	*1%*	*2%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Pornography	**4**	4	3	3	2	3	1	2	1	4	3	1	3	1	4	4	-	4	4	4
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Welfare of children or young people	**3**	3	2	2	2	2	1	2	1	3	2	1	2	1	3	3	-	3	2	3
	*	*	*	*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*	*	*	*1%*	*	*1%*	-	*1%*	*	*1%*
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	**3**	3	2	2	2	2	1	2	2	3	2	1	2	2	3	3	-	3	3	3
	*	*	*	*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*	*1%*	-	*1%*	*1%*	*1%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s

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		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**624**	624	496	450	281	389	157	271	189	548	455	170	325	230	606	582	42**	471	548	582
Inaccurate information	**3**	3	2	2	2	2	1	2	1	3	2	1	2	1	3	3	-	3	3	3
	*	*	*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*	*1%*	*1%*	*	*	-	*1%*	*1%*	*
Incitement to hatred	**3**	3	2	2	1	2	2	2	2	3	2	2	2	2	3	3	-	3	3	3
	*	*	*	*	*	*	*1%*	*1%*	*1%*	*	*	*1%*	*1%*	*1%*	*	*	-	*1%*	*	*
Accuracy of medical/health claims	**2**	2	1	1	1	1	-	1	1	2	1	-	1	1	2	2	-	2	2	2
	*	*	*	*	*1%*	*	-	*1%*	*1%*	*	*	-	*	*1%*	*	*	-	*	*	*
Offence of religion	**2**	2	1	1	-	1	1	1	1	2	1	1	1	1	2	2	-	2	2	2
	*	*	*	*	-	*	*	*1%*	*1%*	*	*	*	*	*1%*	*	*	-	*	*	*
Nakedness/naked bodies/body parts	**2**	2	1	1	1	1	-	1	1	2	1	-	1	1	2	2	-	2	2	2
	*	*	*	*	*	*	-	*	*	*	*	-	*	*1%*	*	*	-	*	*	*
Defamation/smearing of others	**2**	2	1	1	-	1	-	1	1	2	1	-	1	1	2	2	-	2	2	2
	*	*	*	*	-	*	-	*	*1%*	*	*	-	*	*1%*	*	*	-	*	*	*
Infringing someone's privacy	**2**	2	1	1	1	1	1	1	*	2	1	1	1	*	2	2	-	2	2	2
	*	*	*	*	*	*	*1%*	*	*	*	*	*	*	*	*	*	-	*	*	*
Illegal child sexual abuse material	**2**	2	1	1	1	1	1	1	-	2	1	1	1	-	2	2	-	2	2	2
	*	*	*	*	*	*	*1%*	*	-	*	*	*1%*	*	-	*	*	-	*	*	*
Exorcism/the paranormal	**2**	2	-	-	-	-	-	-	-	2	-	-	-	-	2	2	-	2	2	2
	*	*	-	-	-	-	-	-	-	*	-	-	-	-	*	*	-	*	*	*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	**2**	2	1	1	1	1	-	1	1	2	1	-	1	1	2	2	-	2	2	2
	*	*	*	*	*	*	-	*	*	*	*	-	*	*	*	*	-	*	*	*
Other	**2**	2	1	1	1	1	1	1	-	2	1	1	1	-	2	2	-	2	2	2
	*	*	*	*	*	*	*	*	-	*	*	*	*	-	*	*	-	*	*	*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s

** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 135

Q17 - TV set-top box without a subscription service
Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?
Base: All users of device for ODO content

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	649	386	114	61	524	194	455	134	81	19	102	359	186	545	268	290	220	66	286	237
Base	624	345	121*	59*	505	216	408	159*	82*	19**	113*	326	181	507	268	287	210	60*	270	203
Effective Base	375	256	61	40	299	116	261	76	52	18	58	197	123	319	144	159	123	49	168	177
Drugs/drug use	10	8	2	2	8	5	5	4	1	1	2	3	4	7	3	3	2	4	6	6
	2%	2%	1%	4%	2%	2%	1%	2%	1%	3%	2%	1%	2%	1%	1%	1%	1%	6%nop	2%	3%
Bad language	8	5	2	4	4	3	4	-	-	3	2	1	4	5	2	2	2	2	4	4
	1%	1%	2%	6%d	1%	2%	1%	-	-	17%	2%	*	2%	1%	1%	1%	1%	3%	2%	2%
Misleading advertising	8	4	1	2	6	1	7	1	-	-	2	5	1	6	1	1	5	1	6	3
	1%	1%	1%	3%	1%	*	2%	1%	-	-	1%	1%	1%	1%	*	*	2%	1%	2%	1%
Eating disorders	7	3	1	3	3	5	2	4	-	1	1	1	5	6	1	1	3	2	5	3
	1%	1%	1%	6%ad	1%	2%	*	2%	-	6%	1%	*	3%k	1%	*	*	1%	3%no	2%	1%
Violence (in general)	7	2	3	2	4	3	4	-	1	2	4	-	2	2	2	2	2	2	4	4
	1%	1%	3%	4%	1%	1%	1%	-	1%	9%	3%klm	-	1%	*	1%	1%	1%	4%	1%	2%
Sex/sexually explicit content	6	3	3	3	4	4	2	1	1	2	2	1	2	3	2	2	1	3	3	3
	1%	1%	2%	4%d	1%	2%	1%	1%	1%	10%	2%	*	1%	1%	1%	1%	*	5%nop	1%	1%
Content harmful to self-esteem (e.g. self-abuse)	6	3	2	4	1	3	3	2	-	1	3	1	2	3	2	2	2	3	4	4
	1%	1%	2%	8%ad	*	1%	1%	1%	-	6%	3%	*	1%	1%	1%	1%	1%	5%no	2%	2%
Dangerous behaviour	5	5	1	2	4	3	2	2	1	-	2	1	1	2	1	1	1	3	4	4
	1%	1%	1%	3%	1%	1%	1%	1%	1%	-	2%	*	*	*	*	*	*	6%nop	2%	2%
Racism	5	3	2	3	2	2	3	2	-	-	2	2	-	2	1	1	3	1	4	2
	1%	1%	1%	6%ad	*	1%	1%	1%	-	-	2%	1%	-	*	*	*	2%	1%	1%	1%
Bullying/victimising	5	3	2	2	2	2	3	1	1	-	2	2	-	2	-	-	3	2	5	5
	1%	1%	1%	4%d	*	1%	1%	1%	1%	-	1%	1%	-	*	-	-	1%	3%no	2%	2%no
Suicide	5	2	3	4	1	2	3	1	-	1	2	2	1	3	1	1	2	2	4	3
	1%	*	2%d	6%ad	*	1%	1%	1%	-	6%	1%	1%	1%	1%	*	*	1%	3%no	1%	1%
Incitement to crime	4	3	1	2	2	2	2	1	1	-	2	*	1	1	-	*	2	2	3	4
	1%	1%	1%	3%	*	1%	1%	1%	1%	-	1%	*	*	*	-	*	1%	3%no	1%	2%
Pornography	4	1	2	1	3	1	2	1	1	-	2	1	-	1	1	1	1	2	3	2
	1%	*	1%	1%	1%	1%	1%	*	1%	-	2%m	*	-	*	*	*	1%	3%	1%	1%
Welfare of children or young people	3	2	1	2	1	1	2	1	-	-	2	1	-	1	1	1	1	1	2	2
	*	1%	1%	4%d	*	*	1%	1%	-	-	2%	*	-	*	*	*	1%	1%	1%	1%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	3	2	1	1	2	1	2	1	1	-	2	-	1	1	1	1	-	2	2	2
	*	*	1%	1%	*	*	1%	1%	1%	-	2%	-	*	*	*	*	-	4%nop	1%	1%
Inaccurate information	3	2	1	2	1	1	2	1	-	-	2	1	-	1	1	1	1	1	2	2
	*	1%	1%	3%d	*	*	*	1%	-	-	1%	*	-	*	*	*	*	1%	1%	1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 135

Q17 - TV set-top box without a subscription service
Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?
Base: All users of device for ODO content

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	624	345	121*	59*	505	216	408	159*	82*	19**	113*	326	181	507	268	287	210	60*	270	203
Incitement to hatred	3	3	-	2	1	-	3	-	-	-	2	-	1	1	-	-	2	1	3	3
	*	1%	-	3%d	*	-	1%	-	-	-	1%	-	*	*	-	-	1%	1%	1%	1%
Accuracy of medical/health claims	2	2	-	2	-	1	1	1	-	-	1	-	1	1	-	-	-	2	2	2
	*	1%	-	4%d	-	1%	*	1%	-	-	1%	-	1%	*	-	-	-	4%nop	1%	1%
Offence of religion	2	2	-	1	1	1	2	1	-	-	1	1	-	1	1	1	1	1	1	1
	*	1%	-	1%	*	*	*	*	-	-	1%	*	-	*	*	*	*	1%	1%	1%
Nakedness/naked bodies/body parts	2	1	1	1	1	-	2	-	-	-	2	-	-	-	1	1	1	1	1	1
	*	*	1%	2%d	*	-	1%	-	-	-	2%m	-	-	-	*	*	*	1%	1%	*
Defamation/smearing of others	2	2	-	1	1	1	1	1	-	-	1	1	-	1	1	1	-	1	1	1
	*	1%	-	1%	*	1%	*	1%	-	-	1%	*	-	*	*	*	-	1%	*	*
Infringing someone's privacy	2	2	-	2	*	1	1	1	-	-	1	1	-	1	-	*	1	1	2	2
	*	1%	-	3%d	*	*	*	1%	-	-	1%	*	-	*	-	*	*	1%	1%	1%
Illegal child sexual abuse material	2	1	1	1	1	1	1	-	1	-	1	-	-	-	-	-	-	2	2	2
	*	*	1%	1%	*	*	*	-	1%	-	1%	-	-	-	-	-	-	3%nop	1%	1%
Exorcism/the paranormal	2	2	-	2	-	1	1	1	-	-	1	-	1	1	1	1	-	1	1	1
	*	*	-	3%d	-	*	*	1%	-	-	1%	-	*	*	*	*	-	1%	*	*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	2	1	1	1	1	-	2	-	-	-	2	-	-	-	1	1	-	1	1	1
	*	*	1%	1%	*	-	*	-	-	-	1%	-	-	-	*	*	-	1%	*	*
Other	2	1	1	1	1	-	2	-	-	-	-	1	1	2	1	1	-	1	1	1
	*	*	1%	2%	*	-	*	-	-	-	-	*	1%	*	*	*	-	1%	*	*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 135

Q17 - TV set-top box without a subscription service
Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?
Base: All users of device for ODO content

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**649**	114	494	41	94	20	96	18	29	263	114
Base	**624**	98*	485	41**	81*	17**	82*	16**	27*	256	100*
Effective Base	**375**	92	270	27	75	17	77	15	24	155	72
Drugs/drug use	**10**	10	-	-	10	-	10	-	4	5	2
	2%	10%b	-	-	*13%*	-	*12%*	-	*14%*	*2%*	*2%*
Bad language	**8**	8	-	-	8	-	8	-	2	6	1
	1%	8%b	-	-	*10%*	-	*9%*	-	*7%*	*2%*	*1%*
Misleading advertising	**8**	8	-	-	8	-	8	-	3	4	1
	1%	8%b	-	-	*9%*	-	*9%*	-	*10%*	*2%*	*1%*
Eating disorders	**7**	7	-	-	7	-	7	-	4	5	2
	1%	7%b	-	-	*8%*	-	*8%*	-	*15%*	*2%*	*2%*
Violence (in general)	**7**	7	-	-	5	2	5	2	2	2	2
	1%	7%b	-	-	*6%*	*9%*	*6%*	*10%*	*6%*	*1%*	*2%*
Sex/sexually explicit content	**6**	6	-	-	6	-	6	-	4	3	2
	1%	6%b	-	-	*8%*	-	*7%*	-	*15%*	*1%*	*2%*
Content harmful to self-esteem (e.g. self-abuse)	**6**	6	-	-	6	-	6	-	4	5	1
	1%	6%b	-	-	*7%*	-	*7%*	-	*16%*	*2%*	*1%*
Dangerous behaviour	**5**	5	-	-	5	-	5	-	4	3	1
	1%	6%b	-	-	*7%*	-	*7%*	-	*14%*	*1%*	*1%*
Racism	**5**	5	-	-	5	-	5	-	1	2	1
	1%	5%b	-	-	*6%*	-	*6%*	-	*3%*	*1%*	*1%*
Bullying/victimising	**5**	5	-	-	5	-	5	-	3	3	1
	1%	5%b	-	-	*6%*	-	*6%*	-	*11%*	*1%*	*1%*
Suicide	**5**	5	-	-	5	-	5	-	3	3	1
	1%	5%b	-	-	*6%*	-	*5%*	-	*10%*	*1%*	*1%*
Incitement to crime	**4**	4	-	-	4	-	4	-	2	3	1
	1%	4%b	-	-	*5%*	-	*5%*	-	*6%*	*1%*	*1%*
Pornography	**4**	4	-	-	4	-	4	-	2	2	2
	1%	4%b	-	-	*5%*	-	*5%*	-	*9%*	*1%*	*2%*
Welfare of children or young people	**3**	3	-	-	3	-	3	-	2	2	1
	*	3%b	-	-	*4%*	-	*4%*	-	*6%*	*1%*	*1%*
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	**3**	3	-	-	3	-	3	-	1	2	1
	*	3%b	-	-	*4%*	-	*4%*	-	*3%*	*1%*	*1%*
Inaccurate information	**3**	3	-	-	3	-	3	-	2	2	1
	*	3%b	-	-	*3%*	-	*3%*	-	*6%*	*1%*	*1%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 135

Q17 - TV set-top box without a subscription service
Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?
Base: All users of device for ODO content

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**624**	98*	485	41**	81*	17**	82*	16**	27*	256	100*
Incitement to hatred	**3**	3	-	-	3	-	3	-	2	3	-
	*	3%b	-	-	*3%*	-	*3%*	-	*6%*	*1%*	-
Accuracy of medical/health claims	**2**	2	-	-	2	-	2	-	2	2	-
	*	2%b	-	-	*3%*	-	*3%*	-	*8%*	*1%*	-
Offence of religion	**2**	2	-	-	2	-	2	-	1	2	-
	*	2%b	-	-	*3%*	-	*3%*	-	*3%*	*1%*	-
Nakedness/naked bodies/body parts	**2**	2	-	-	2	-	2	-	1	1	1
	*	2%b	-	-	*3%*	-	*3%*	-	*3%*	*1%*	*1%*
Defamation/smearing of others	**2**	2	-	-	2	-	2	-	2	1	-
	*	2%b	-	-	*3%*	-	*3%*	-	*8%*	*	-
Infringing someone's privacy	**2**	2	-	-	2	-	2	-	2	2	-
	*	2%b	-	-	*3%*	-	*2%*	-	*6%*	*1%*	-
Illegal child sexual abuse material	**2**	2	-	-	2	-	2	-	2	1	1
	*	2%b	-	-	*2%*	-	*2%*	-	*6%*	*	*1%*
Exorcism/the paranormal	**2**	2	-	-	2	-	2	-	1	2	-
	*	2%b	-	-	*2%*	-	*2%*	-	*3%*	*1%*	-
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	**2**	2	-	-	2	-	2	-	1	1	1
	*	2%b	-	-	*2%*	-	*2%*	-	*3%*	*	*1%*
Other	**2**	2	-	-	1	1	1	1	-	1	-
	*	2%b	-	-	*1%*	*4%*	*1%*	*4%*	-	*	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 136

Q17 - Smart TV

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All users of device for ODO content

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	348	186	162	78	92	71	46	37	24	170	117	61	75	67	21	23	95	50	16	1	129	119	54	46	248	100
Base	310	169	141	76*	75*	60*	49**	28*	23**	151	109*	51*	66*	64*	17**	22**	85*	44*	11**	***	109*	102*	53*	46*	211	99*
Effective Base	255	134	121	67	76	56	29	31	11	142	81	36	68	48	17	11	75	34	14	1	98	93	38	31	191	68
Bad language	13	9	4	9	2	2	-	-	-	11	2	-	8	1	-	-	3	1	-	-	5	3	4	1	8	5
	4%	5%	3%	12%dgjk	3%	3%	-	-	-	7%	2%	-	12%m	1%	-	-	4%	2%	-	-	4%	3%	7%	2%	4%	5%
Sex/sexually explicit content	10	7	3	6	2	2	-	-	-	8	2	-	6	1	-	-	2	1	-	-	4	3	1	2	7	3
	3%	4%	2%	8%	3%	3%	-	-	-	5%	2%	-	9%	1%	-	-	3%	2%	-	-	4%	3%	1%	4%	4%	3%
Welfare of children or young people	9	7	2	4	2	1	2	-	-	6	3	-	5	2	-	-	1	1	-	-	3	3	1	1	6	3
	3%	4%	2%	6%	2%	1%	4%	-	-	4%	2%	-	8%	3%	-	-	2%	2%	-	-	3%	3%	3%	3%	3%	3%
Bullying/victimising	6	6	1	2	1	2	1	-	-	4	3	-	3	3	-	-	1	-	-	-	2	3	1	-	6	1
	2%	3%	1%	3%	2%	3%	2%	-	-	2%	3%	-	4%	4%	-	-	1%	-	-	-	2%	3%	2%	-	3%	1%
Dangerous behaviour	6	5	1	1	3	2	-	-	-	4	2	-	3	2	-	-	1	-	-	-	1	3	2	-	3	2
	2%	3%	1%	1%	4%	3%	-	-	-	3%	2%	-	5%	3%	-	-	1%	-	-	-	1%	3%	5%	-	2%	2%
Content harmful to self-esteem (e.g. self-abuse)	6	4	1	4	2	-	-	-	-	6	-	-	4	-	-	-	1	-	-	-	4	1	1	-	5	1
	2%	3%	1%	5%j	3%	-	-	-	-	4%	-	-	7%	-	-	-	1%	-	-	-	3%	1%	2%	-	2%	1%
Defamation/smearing of others	5	1	3	2	3	-	-	-	-	5	-	-	1	-	-	-	3	-	-	-	4	1	-	-	5	-
	2%	1%	2%	3%	4%	-	-	-	-	3%	-	-	2%	-	-	-	4%	-	-	-	4%	1%	-	-	2%	-
Incitement to crime	5	5	-	1	2	1	1	-	-	3	2	-	3	2	-	-	-	-	-	-	1	2	2	-	3	2
	2%	3%	-	2%	2%	1%	2%	-	-	2%	2%	-	5%	3%	-	-	-	-	-	-	1%	2%	3%	-	1%	2%
Nakedness/naked bodies/body parts	5	4	1	3	1	1	-	-	-	4	1	-	3	1	-	-	1	-	-	-	2	-	2	-	2	2
	2%	2%	*	4%	1%	2%	-	-	-	3%	1%	-	5%	2%	-	-	1%	-	-	-	2%	-	5%	-	1%	2%
Eating disorders	5	4	1	3	2	-	-	-	-	5	-	-	4	-	-	-	1	-	-	-	1	2	1	-	3	1
	2%	2%	1%	3%	3%	-	-	-	-	3%	-	-	5%	-	-	-	1%	-	-	-	1%	2%	3%	-	2%	1%
Drugs/drug use	4	4	1	2	2	1	-	-	-	4	1	-	3	1	-	-	1	-	-	-	-	2	2	1	2	3
	1%	2%	1%	2%	2%	1%	-	-	-	2%	1%	-	4%	1%	-	-	1%	-	-	-	-	2%	3%	2%	1%	3%
Accuracy of medical/health claims	4	2	2	1	3	-	-	-	-	4	-	-	2	-	-	-	2	-	-	-	1	1	2	-	3	2
	1%	1%	2%	2%	4%	-	-	-	-	3%	-	-	3%	-	-	-	3%	-	-	-	1%	1%	3%	-	1%	2%
Misleading advertising	4	4	1	1	-	2	1	-	-	1	3	-	1	3	-	-	1	-	-	-	3	-	2	-	3	2
	1%	2%	*	2%	-	3%	2%	-	-	1%	3%	-	1%	4%	-	-	1%	-	-	-	2%	-	3%	-	1%	2%
Racism	4	2	2	1	1	1	-	-	-	3	1	-	1	1	-	-	1	1	-	-	-	3	1	1	3	1
	1%	1%	2%	2%	2%	2%	-	-	-	2%	1%	-	2%	1%	-	-	2%	2%	-	-	-	2%	1%	2%	1%	1%
Exorcism/the paranormal	4	2	2	3	1	-	-	-	-	4	-	-	2	-	-	-	2	-	-	-	2	1	-	-	4	-
	1%	1%	1%	4%	1%	-	-	-	-	2%	-	-	3%	-	-	-	2%	-	-	-	2%	1%	-	-	2%	-
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	4	4	-	1	3	-	-	-	-	4	-	-	4	-	-	-	-	-	-	-	2	2	-	-	4	-
	1%	2%	-	1%	3%	-	-	-	-	2%	-	-	5%	-	-	-	-	-	-	-	2%	2%	-	-	2%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 136

Q17 - Smart TV

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All users of device for ODO content

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	310	169	141	76*	75*	60*	49**	28*	23**	151	109*	51*	66*	64*	17**	22**	85*	44*	11**	***	109*	102*	53*	46*	211	99*
Incitement to hatred	4	4	-	2	-	1	1	-	-	2	2	-	2	2	-	-	-	-	-	-	2	1	1	-	3	1
	1%	2%	-	2%	-	1%	2%	-	-	1%	2%	-	3%	3%	-	-	-	-	-	-	2%	1%	2%	-	1%	1%
Violence (in general)	3	2	1	-	1	1	1	-	-	1	2	-	1	1	-	-	1	1	-	-	1	2	1	-	3	1
	1%	1%	1%	-	2%	2%	2%	-	-	1%	2%	-	1%	2%	-	-	1%	1%	-	-	1%	2%	1%	-	1%	1%
Suicide	3	2	1	1	1	1	-	-	-	2	1	-	2	1	-	-	-	1	-	-	1	1	1	1	2	1
	1%	1%	1%	1%	1%	2%	-	-	-	1%	1%	-	3%	1%	-	-	-	2%	-	-	1%	1%	1%	2%	1%	1%
Inaccurate information	3	-	3	2	-	1	-	-	-	2	1	-	-	-	-	-	2	1	-	-	1	1	-	-	3	-
	1%	-	2%	2%	-	1%	-	-	-	1%	1%	-	-	-	-	-	2%	2%	-	-	1%	1%	-	-	1%	-
Pornography	2	1	1	1	1	-	-	-	-	2	-	-	1	-	-	-	1	-	-	-	-	2	-	-	2	-
	1%	1%	1%	2%	1%	-	-	-	-	1%	-	-	1%	-	-	-	2%	-	-	-	-	2%	-	-	1%	-
Infringing someone's privacy	2	1	1	1	-	-	1	-	-	1	1	-	-	1	-	-	1	-	-	-	-	2	-	-	2	-
	1%	*	1%	2%	-	-	1%	-	-	1%	1%	-	-	1%	-	-	2%	-	-	-	-	2%	-	-	1%	-
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	2	2	-	1	1	-	-	-	-	2	-	-	2	-	-	-	-	-	-	-	1	1	-	-	2	-
	1%	1%	-	1%	1%	-	-	-	-	1%	-	-	3%	-	-	-	-	-	-	-	1%	1%	-	-	1%	-
Illegal child sexual abuse material	1	1	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	1	-
	*	1%	-	-	1%	-	-	-	-	1%	-	-	1%	-	-	-	-	-	-	-	-	1%	-	-	*	-
Offence of religion	1	1	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	1	-	-	-	1	-
	*	1%	-	1%	-	-	-	-	-	1%	-	-	1%	-	-	-	-	-	-	-	1%	-	-	-	*	-
Other	3	3	-	-	-	1	1	1	-	-	2	1	-	2	1	-	-	-	-	-	2	1	-	-	3	-
	1%	2%	-	-	-	2%	2%	2%	-	-	2%	1%	-	3%	3%	-	-	-	-	-	2%	1%	-	-	1%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y

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Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All users of device for ODO content

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	348	244	103	234	102	5	15	31	32	24	38	23	26	61	49	299	23	9	17	78	62	159
Base	310	219	91*	203	95*	5**	9**	25**	29**	23**	34**	34**	31**	50*	32**	267	18**	5**	19**	64*	57*	147
Effective Base	255	192	64	171	75	4	14	28	23	13	23	21	22	56	30	215	20	8	15	62	36	121
Bad language	13	12	1	9	2	-	-	4	2	1	-	2	1	1	2	13	-	-	-	6	1	6
	4%	5%	1%	4%	2%	-	-	14%	7%	4%	-	5%	4%	2%	7%	5%	-	-	-	9%	2%	4%
Sex/sexually explicit content	10	9	1	6	4	-	-	-	2	2	-	-	1	1	3	10	1	-	-	2	2	5
	3%	4%	1%	3%	4%	-	-	-	7%	9%	-	-	4%	2%	10%	4%	3%	-	-	3%	4%	4%
Welfare of children or young people	9	9	-	7	2	-	1	1	-	-	2	1	1	-	2	9	-	-	-	2	2	5
	3%	4%	-	4%	2%	-	9%	6%	-	-	6%	4%	4%	-	7%	3%	-	-	-	3%	4%	3%
Bullying/victimising	6	6	-	5	2	-	-	3	-	1	1	-	-	1	-	6	-	-	-	3	2	1
	2%	3%	-	2%	2%	-	-	12%	-	5%	4%	-	-	2%	-	2%	-	-	-	5%u	4%	1%
Dangerous behaviour	6	6	-	4	1	-	-	3	-	-	2	-	-	2	-	6	-	-	-	3	2	2
	2%	3%	-	2%	1%	-	-	10%	-	-	5%	-	-	3%	-	2%	-	-	-	4%	3%	1%
Content harmful to self-esteem (e.g. self-abuse)	6	6	-	6	-	-	-	1	1	-	1	1	-	-	1	6	-	-	-	3	1	2
	2%	3%	-	3%	-	-	-	5%	4%	-	2%	4%	-	-	3%	2%	-	-	-	4%	1%	1%
Defamation/smearing of others	5	5	-	4	1	-	-	-	-	-	2	2	-	-	1	5	-	-	-	-	2	3
	2%	2%	-	2%	1%	-	-	-	-	-	5%	6%	-	-	4%	2%	-	-	-	-	3%	2%
Incitement to crime	5	5	-	3	2	-	-	2	1	-	-	-	-	1	-	3	1	-	-	3	-	1
	2%	2%	-	2%	2%	-	-	7%	3%	-	-	-	-	2%	-	1%	7%	-	-	4%	-	1%
Nakedness/naked bodies/body parts	5	5	-	5	-	-	-	2	-	-	1	-	-	-	2	5	-	-	-	2	1	2
	2%	2%	-	2%	-	-	-	9%	-	-	2%	-	-	-	5%	2%	-	-	-	4%	1%	1%
Eating disorders	5	5	-	5	-	-	-	2	1	-	-	1	-	-	-	5	-	-	-	4	-	1
	2%	2%	-	2%	-	-	-	9%	4%	-	-	4%	-	-	-	2%	-	-	-	6%u	-	1%
Drugs/drug use	4	4	-	2	3	-	-	1	1	1	1	-	-	1	-	4	-	-	-	2	2	1
	1%	2%	-	1%	3%	-	-	3%	3%	5%	2%	-	-	2%	-	2%	-	-	-	3%	3%	1%
Accuracy of medical/health claims	4	4	-	1	3	-	-	1	1	-	1	-	-	-	2	4	-	-	-	2	1	2
	1%	2%	-	1%	3%	-	-	3%	3%	-	2%	-	-	-	6%	2%	-	-	-	3%	1%	1%
Misleading advertising	4	4	-	3	2	-	-	-	1	-	-	3	-	-	1	4	-	-	-	1	-	3
	1%	2%	-	1%	2%	-	-	-	3%	-	-	8%	-	-	2%	2%	-	-	-	1%	-	2%
Racism	4	3	1	3	1	-	-	-	-	1	-	1	1	-	-	3	1	-	-	-	1	3
	1%	1%	1%	1%	1%	-	-	-	-	4%	-	4%	4%	-	-	1%	3%	-	-	-	2%	2%
Exorcism/the paranormal	4	4	-	2	1	-	-	-	1	-	-	-	1	-	2	4	-	-	-	1	-	3
	1%	2%	-	1%	1%	-	-	-	3%	-	-	-	4%	-	5%	1%	-	-	-	1%	-	2%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	4	4	-	4	-	-	-	1	-	-	1	-	-	1	1	4	-	-	-	1	1	2
	1%	2%	-	2%	-	-	-	3%	-	-	2%	-	-	2%	3%	1%	-	-	-	1%	1%	1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u

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Base: All users of device for ODO content

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	310	219	91*	203	95*	5**	9**	25**	29**	23**	34**	34**	31**	50*	32**	267	18**	5**	19**	64*	57*	147
Incitement to hatred	4	4	-	3	1	-	-	2	1	-	-	-	-	-	1	4	-	-	-	3	-	1
	1%	*2%*	-	*1%*	*1%*	-	-	*7%*	*3%*	-	-	-	-	-	*3%*	*1%*	-	-	-	*4%*	-	*1%*
Violence (in general)	3	3	-	2	1	-	-	1	-	-	1	-	-	1	1	3	1	-	-	1	1	2
	1%	*2%*	-	*1%*	*2%*	-	-	*3%*	-	-	*2%*	-	-	*2%*	*2%*	*1%*	*3%*	-	-	*1%*	*1%*	*1%*
Suicide	3	2	1	3	-	-	-	1	1	1	-	-	-	-	-	3	1	-	-	2	1	-
	1%	*1%*	*1%*	*2%*	-	-	-	*3%*	*3%*	*4%*	-	-	-	-	-	*1%*	*3%*	-	-	*3%*	*2%*	-
Inaccurate information	3	3	-	1	2	-	1	-	-	-	-	-	1	-	1	3	-	-	-	1	-	2
	1%	*1%*	-	*	*2%*	-	*9%*	-	-	-	-	-	*4%*	-	*2%*	*1%*	-	-	-	*1%*	-	*1%*
Pornography	2	2	-	1	1	-	-	-	-	-	-	-	1	1	-	2	-	-	-	-	-	2
	1%	*1%*	-	*	*1%*	-	-	-	-	-	-	-	*4%*	*2%*	-	*1%*	-	-	-	-	-	*1%*
Infringing someone's privacy	2	2	-	1	1	-	-	-	-	-	-	-	1	-	1	2	-	-	-	-	-	2
	1%	*1%*	-	*	*1%*	-	-	-	-	-	-	-	*4%*	-	*2%*	*1%*	-	-	-	-	-	*1%*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	2	2	-	2	-	-	-	-	-	-	1	-	-	-	1	2	-	-	-	-	1	1
	1%	*1%*	-	*1%*	-	-	-	-	-	-	*2%*	-	-	-	*3%*	*1%*	-	-	-	-	*1%*	*1%*
Illegal child sexual abuse material	1	1	-	1	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	1
	*	*	-	*	-	-	-	-	-	-	-	-	-	*2%*	-	*	-	-	-	-	-	*1%*
Offence of religion	1	1	-	1	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-	-
	*	*	-	*	-	-	-	-	*3%*	-	-	-	-	-	-	*	-	-	-	*1%*	-	-
Other	3	3	-	3	-	-	-	1	-	-	-	-	-	2	-	3	-	-	-	1	-	2
	1%	*1%*	-	*1%*	-	-	-	*4%*	-	-	-	-	-	*3%*	-	*1%*	-	-	-	*1%*	-	*1%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u

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Base: All users of device for ODO content

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	348	250	281	348	181	229	170	197	175	115	269	175	226	195	121	341	7	328	327	341
Base	310	222	244	310	161	198	151	183	152	103*	232	155	204	170	107	303	7**	284	291	303
Effective Base	255	186	203	255	139	180	122	157	147	96	199	126	178	148	101	253	4	253	241	253
Bad language	13	9	11	13	7	11	2	11	9	8	11	2	11	9	8	13	-	13	13	13
	4%	4%	4%	4%	4%	5%	2%	6%	6%d	8%d	5%	2%	5%	6%	8%d	4%	-	4%	4%	4%
Sex/sexually explicit content	10	5	6	10	5	6	3	9	6	3	6	3	9	6	3	10	-	10	10	10
	3%	2%	2%	3%	3%	3%	2%	5%	4%	2%	3%	2%	4%	4%	2%	3%	-	4%	3%	3%
Welfare of children or young people	9	9	7	9	5	7	6	8	8	7	7	6	8	8	7	9	-	9	9	9
	3%	4%	3%	3%	3%	3%	4%	4%	5%	7%	3%	4%	4%	4%	7%	3%	-	3%	3%	3%
Bullying/victimising	6	4	6	6	3	6	3	6	6	4	6	3	6	6	4	6	-	6	6	6
	2%	2%	2%	2%	2%	3%	2%	3%	4%	4%	2%	2%	3%	3%	4%	2%	-	2%	2%	2%
Dangerous behaviour	6	5	4	6	4	4	4	4	5	5	4	4	4	5	5	6	-	6	6	6
	2%	2%	2%	2%	2%	2%	3%	2%	3%	5%	2%	3%	2%	3%	5%	2%	-	2%	2%	2%
Content harmful to self-esteem (e.g. self-abuse)	6	6	5	6	2	5	2	5	5	4	5	2	5	5	4	6	-	6	6	6
	2%	3%	2%	2%	1%	2%	1%	3%	3%	4%	2%	1%	2%	3%	4%	2%	-	2%	2%	2%
Defamation/smearing of others	5	4	4	5	4	4	4	5	3	1	4	4	5	3	1	5	-	5	5	5
	2%	2%	2%	2%	3%	2%	2%	3%	2%	1%	2%	2%	2%	2%	1%	2%	-	2%	2%	2%
Incitement to crime	5	2	3	5	3	3	2	3	3	1	3	2	3	3	1	5	-	5	5	5
	2%	1%	1%	2%	2%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	2%	-	2%	2%	2%
Nakedness/naked bodies/body parts	5	5	3	5	5	3	2	4	4	3	3	2	4	4	3	5	-	5	5	5
	2%	2%	1%	2%	3%	1%	2%	2%	3%	3%	1%	2%	2%	2%	3%	2%	-	2%	2%	2%
Eating disorders	5	5	5	5	2	5	1	5	5	5	5	1	5	5	5	5	-	5	5	5
	2%	2%	2%	2%	1%	2%	1%	3%	3%	5%d	2%	1%	2%	3%	4%d	2%	-	2%	2%	2%
Drugs/drug use	4	2	4	4	2	4	2	4	3	2	4	2	4	3	2	4	-	4	4	4
	1%	1%	1%	1%	1%	2%	1%	2%	2%	2%	2%	1%	2%	1%	2%	1%	-	2%	2%	1%
Accuracy of medical/health claims	4	2	4	4	3	4	1	4	3	2	4	1	4	3	2	4	-	4	4	4
	1%	1%	2%	1%	2%	2%	1%	2%	2%	2%	2%	1%	2%	2%	2%	1%	-	2%	1%	1%
Misleading advertising	4	4	3	4	2	3	3	3	2	3	3	3	3	2	3	4	-	4	4	4
	1%	2%	1%	1%	1%	2%	2%	2%	1%	3%	1%	2%	2%	1%	3%	1%	-	1%	1%	1%
Racism	4	2	4	4	1	4	-	4	3	2	4	-	4	3	2	4	-	4	4	4
	1%	1%	2%	1%	1%	2%	-	2%	2%	2%	2%	-	2%	2%	2%	1%	-	1%	1%	1%
Exorcism/the paranormal	4	2	2	4	3	2	2	4	3	-	2	2	4	3	-	4	-	4	4	4
	1%	1%	1%	1%	2%	1%	2%	2%	2%	-	1%	2%	2%	2%	-	1%	-	1%	1%	1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 136

Q17 - Smart TV

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All users of device for ODO content

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**310**	222	244	310	161	198	151	183	152	103*	232	155	204	170	107	303	7**	284	291	303
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	**4**	3	2	4	4	2	3	4	3	2	2	3	4	3	2	4	-	4	4	4
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*1%*	-	*1%*	*1%*	*1%*
Incitement to hatred	**4**	2	2	4	1	2	2	3	2	1	2	2	3	2	1	4	-	4	4	4
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Violence (in general)	**3**	1	1	3	2	1	1	3	2	-	1	1	3	2	-	3	-	3	3	3
	1%	*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	-	*1%*	*	*1%*	*1%*	-	*1%*	-	*1%*	*1%*	*1%*
Suicide	**3**	2	2	3	1	2	1	3	2	2	2	1	3	2	2	3	-	3	3	3
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	-	*1%*	*1%*	*1%*
Inaccurate information	**3**	1	3	3	3	3	1	2	3	-	3	1	2	3	-	3	-	3	3	3
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*2%*	-	*1%*	*1%*	*1%*	*2%*	-	*1%*	-	*1%*	*1%*	*1%*
Pornography	**2**	-	1	2	2	1	-	2	2	-	1	-	2	2	-	2	-	2	2	2
	1%	-	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	-	*1%*	-	*1%*	*1%*	-	*1%*	-	*1%*	*1%*	*1%*
Infringing someone's privacy	**2**	1	2	2	2	2	1	2	2	1	2	1	2	2	1	2	-	2	2	2
	1%	*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	**2**	2	2	2	2	2	2	2	1	2	2	2	2	1	2	2	-	2	2	2
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	-	*1%*	*1%*	*1%*
Illegal child sexual abuse material	**1**	-	-	1	1	-	-	1	1	-	-	-	1	1	-	1	-	1	1	1
	*	-	-	*	*1%*	-	-	*	*1%*	-	-	-	*	*1%*	-	*	-	*	*	*
Offence of religion	**1**	-	-	1	-	-	-	1	-	-	-	-	1	-	-	1	-	1	1	1
	*	-	-	*	-	-	-	*	-	-	-	-	*	-	-	*	-	*	*	*
Other	**3**	2	3	3	1	2	1	1	2	2	3	1	1	2	2	3	-	3	2	3
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*	*1%*	*2%*	*1%*	-	*1%*	*1%*	*1%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 136

Q17 - Smart TV

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All users of device for ODO content

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	348	255	37	45	268	137	211	104	54	12	40	179	127	306	78	87	180	51	231	209
Base	310	227	37**	37*	244	138	172	106*	55*	12**	41**	146	121*	267	67*	75*	157	51*	209	190
Effective Base	255	190	24	40	189	109	147	80	41	11	22	144	98	239	58	65	137	33	166	148
Bad language	13	8	5	6	6	8	5	5	4	2	1	3	9	12	4	4	4	4	8	7
	4%	3%	12%	16%ad	3%	6%	3%	5%	7%	17%	2%	2%	7%	4%	5%	5%	3%	7%	4%	4%
Sex/sexually explicit content	10	7	3	3	7	5	5	5	3	1	-	4	6	10	2	2	5	1	6	6
	3%	3%	7%	7%	3%	4%	3%	5%	6%	8%	-	3%	5%	4%	4%	3%	3%	3%	3%	3%
Welfare of children or young people	9	8	-	4	5	8	1	8	3	-	-	3	6	9	1	1	4	3	8	8
	3%	4%	-	11%ad	2%	6%d	*	7%	6%	-	-	2%	5%	3%	2%	2%	3%	6%	4%	4%
Bullying/victimising	6	6	-	2	4	3	3	2	2	-	2	2	3	5	1	1	4	-	4	4
	2%	2%	-	5%	2%	2%	2%	2%	4%	-	4%	1%	2%	2%	2%	2%	2%	-	2%	2%
Dangerous behaviour	6	4	1	1	5	4	2	3	2	-	1	2	3	5	1	1	4	1	5	5
	2%	2%	2%	2%	2%	3%	1%	2%	3%	-	2%	2%	2%	2%	1%	1%	3%	2%	2%	3%
Content harmful to self-esteem (e.g. self-abuse)	6	4	1	4	1	6	-	3	2	1	-	2	4	6	3	3	1	2	3	3
	2%	2%	3%	12%ad	1%	4%d	-	3%	4%	10%	-	1%	3%	2%	4%	3%	1%	4%	1%	2%
Defamation/smearing of others	5	5	-	3	2	5	-	4	1	-	-	2	3	5	1	1	4	-	4	4
	2%	2%	-	7%d	1%	4%d	-	4%	1%	-	-	1%	2%	2%	1%	1%	2%	-	2%	2%
Incitement to crime	5	5	-	2	3	3	2	2	2	-	2	2	1	3	-	-	2	2	4	4
	2%	2%	-	6%d	1%	2%	1%	2%	4%	-	4%	1%	1%	1%	-	-	1%	4%	2%	2%
Nakedness/naked bodies/body parts	5	5	-	3	2	4	1	3	2	-	-	1	3	5	1	1	2	1	4	4
	2%	2%	-	9%ad	1%	3%	*	3%	4%	-	-	1%	3%	2%	1%	1%	1%	3%	2%	2%
Eating disorders	5	4	1	3	2	5	-	4	-	1	-	1	4	5	1	1	-	4	4	4
	2%	2%	3%	7%ad	1%	3%d	-	3%	-	10%	-	1%	3%	2%	2%	2%	-	7%g	2%	2%
Drugs/drug use	4	4	-	1	4	2	3	2	1	-	1	3	1	4	1	1	3	1	3	3
	1%	2%	-	2%	1%	1%	2%	2%	2%	-	2%	2%	1%	1%	2%	1%	2%	2%	2%	2%
Accuracy of medical/health claims	4	3	-	2	2	3	1	2	1	-	-	3	1	4	1	1	3	1	4	4
	1%	2%	-	6%d	1%	2%	1%	2%	1%	-	-	2%	1%	2%	1%	1%	2%	2%	2%	2%
Misleading advertising	4	4	-	2	3	2	3	-	2	-	-	2	2	4	-	-	2	2	4	4
	1%	2%	-	4%	1%	1%	2%	-	3%	-	-	1%	2%	2%	-	-	1%	5%	2%	2%
Racism	4	3	1	-	4	2	2	2	1	1	-	2	2	4	1	1	1	-	1	1
	1%	1%	4%	-	2%	2%	1%	2%	2%	8%	-	1%	2%	1%	2%	2%	1%	-	1%	1%
Exorcism/the paranormal	4	4	-	2	2	2	2	2	1	-	-	-	4	4	-	-	3	1	4	4
	1%	2%	-	4%	1%	1%	1%	1%	2%	-	-	-	3%k	1%	-	-	2%	2%	2%	2%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	4	4	-	2	2	4	-	4	2	-	-	1	3	4	-	-	3	1	4	4
	1%	2%	-	5%d	1%	3%	-	3%	3%	-	-	1%	2%	1%	-	-	2%	2%	2%	2%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s

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Absolutes/col percents

Table 136

Q17 - Smart TV

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All users of device for ODO content

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	310	227	37**	37*	244	138	172	106*	55*	12**	41**	146	121*	267	67*	75*	157	51*	209	190
Incitement to hatred	4	3	1	1	3	1	3	1	1	-	2	-	2	2	-	-	3	-	3	2
	1%	1%	2%	3%	1%	1%	1%	1%	2%	-	4%	-	2%	1%	-	-	2%	-	1%	1%
Violence (in general)	3	3	1	-	3	2	2	2	1	-	1	2	1	3	-	1	2	-	2	2
	1%	1%	1%	-	1%	1%	1%	1%	2%	-	2%	1%	1%	1%	-	1%	1%	-	1%	1%
Suicide	3	1	2	-	3	2	1	2	1	1	-	1	3	3	-	-	1	1	2	1
	1%	*	6%	-	1%	1%	1%	2%	2%	8%	-	*	2%	1%	-	-	1%	2%	1%	*
Inaccurate information	3	3	-	-	3	1	2	1	-	-	-	1	2	3	-	-	3	-	3	3
	1%	1%	-	-	1%	1%	1%	1%	-	-	-	*	2%	1%	-	-	2%	-	1%	1%
Pornography	2	2	-	-	2	1	1	1	1	-	-	-	2	2	-	-	2	-	2	2
	1%	1%	-	-	1%	1%	1%	1%	2%	-	-	-	2%	1%	-	-	1%	-	1%	1%
Infringing someone's privacy	2	2	-	-	2	1	1	-	1	-	-	-	2	2	-	-	1	1	2	2
	1%	1%	-	-	1%	*	1%	-	1%	-	-	-	2%	1%	-	-	1%	1%	1%	1%
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	2	2	-	2	-	2	-	2	-	-	-	2	-	2	-	-	2	-	2	2
	1%	1%	-	5%ad	-	1%	-	2%	-	-	-	1%	-	1%	-	-	1%	-	1%	1%
Illegal child sexual abuse material	1	1	-	-	1	1	-	1	1	-	-	-	1	1	-	-	1	-	1	1
	*	*	-	-	*	1%	-	1%	2%	-	-	-	1%	*	-	-	1%	-	*	*
Offence of religion	1	-	1	-	1	-	1	-	-	-	-	-	1	1	-	-	1	-	1	-
	*	-	2%	-	*	-	1%	-	-	-	-	-	1%	*	-	-	1%	-	*	-
Other	3	3	-	-	3	1	2	1	1	-	-	2	1	3	1	1	2	-	2	1
	1%	1%	-	-	1%	1%	1%	1%	2%	-	-	1%	1%	1%	1%	1%	1%	-	1%	*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s

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Base: All users of device for ODO content

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	348	91	242	15	78	13	79	12	24	154	58
Base	310	79*	217	14**	68*	11**	69*	10**	25*	142	45*
Effective Base	255	81	166	13	70	11	71	10	22	104	51
Bad language	13	13	-	-	11	2	11	2	6	9	2
	4%	16%b	-	-	16%	15%	16%	15%	25%	6%	4%
Sex/sexually explicit content	10	10	-	-	10	-	10	*	4	5	1
	3%	13%b	-	-	15%	-	14%	4%	17%	3%	2%
Welfare of children or young people	9	9	-	-	9	-	9	-	5	6	-
	3%	11%b	-	-	13%	-	13%	-	20%	4%	-
Bullying/victimising	6	6	-	-	6	-	6	-	1	6	-
	2%	8%b	-	-	9%	-	9%	-	4%	4%	-
Dangerous behaviour	6	6	-	-	6	-	6	-	2	4	-
	2%	7%b	-	-	9%	-	8%	-	7%	3%	-
Content harmful to self-esteem (e.g. self-abuse)	6	6	-	-	6	-	6	-	4	4	-
	2%	7%b	-	-	8%	-	8%	-	17%	3%	-
Defamation/smearing of others	5	5	-	-	5	-	5	-	2	5	-
	2%	6%b	-	-	7%	-	7%	-	6%	3%	-
Incitement to crime	5	5	-	-	5	-	5	-	-	5	-
	2%	6%b	-	-	7%	-	7%	-	-	3%	-
Nakedness/naked bodies/body parts	5	5	-	-	5	-	5	-	4	5	-
	2%	6%b	-	-	7%	-	7%	-	17%	3%	-
Eating disorders	5	5	-	-	5	-	5	-	4	4	-
	2%	6%b	-	-	7%	-	7%	-	16%	2%	-
Drugs/drug use	4	4	-	-	4	-	4	-	-	3	-
	1%	6%b	-	-	7%	-	6%	-	-	2%	-
Accuracy of medical/health claims	4	4	-	-	4	-	4	-	1	3	-
	1%	5%b	-	-	6%	-	6%	-	2%	2%	-
Misleading advertising	4	4	-	-	4	-	4	-	4	2	-
	1%	5%b	-	-	6%	-	6%	-	15%	1%	-
Racism	4	4	-	-	4	-	4	-	1	1	1
	1%	5%b	-	-	6%	-	6%	-	5%	1%	2%
Exorcism/the paranormal	4	4	-	-	4	-	4	-	2	2	-
	1%	5%b	-	-	5%	-	5%	-	7%	2%	-
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	4	4	-	-	4	-	4	-	2	4	-
	1%	5%b	-	-	5%	-	5%	-	7%	2%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i

* small base; ** very small base (under 30) ineligible for sig testing

bdrc continental providing intelligence

20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 136

Q17 - Smart TV

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All users of device for ODO content

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	310	79*	217	14**	68*	11**	69*	10**	25*	142	45*
Incitement to hatred	4	4	-	-	4	-	4	-	2	3	1
	1%	4%b	-	-	5%	-	5%	-	7%	2%	2%
Violence (in general)	3	3	-	-	3	-	3	-	-	3	-
	1%	4%b	-	-	5%	-	5%	-	-	2%	-
Suicide	3	3	-	-	3	-	3	-	1	1	2
	1%	4%b	-	-	5%	-	5%	-	4%	1%	4%
Inaccurate information	3	3	-	-	3	-	3	-	-	3	-
	1%	3%b	-	-	4%	-	4%	-	-	2%	-
Pornography	2	2	-	-	2	-	2	-	-	2	-
	1%	3%b	-	-	3%	-	3%	-	-	2%	-
Infringing someone's privacy	2	2	-	-	2	-	2	-	-	1	-
	1%	2%b	-	-	3%	-	3%	-	-	1%	-
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	2	2	-	-	2	-	2	-	1	2	-
	1%	2%b	-	-	3%	-	3%	-	3%	1%	-
Illegal child sexual abuse material	1	1	-	-	1	-	1	-	-	1	-
	*	1%	-	-	1%	-	1%	-	-	1%	-
Offence of religion	1	1	-	-	1	-	1	-	1	-	1
	*	1%	-	-	1%	-	1%	-	4%	-	2%
Other	3	3	-	-	1	2	1	2	-	2	1
	1%	3%b	-	-	1%	19%	1%	20%	-	1%	2%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i

* small base; ** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 137

Q17 - Smartphone

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All users of device for ODO content

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	975	468	507	283	284	205	111	51	41	567	316	92	241	166	31	30	326	150	20	11	265	374	159	177	639	336
Base	949	459	490	284	243	216	131*	38*	37**	527	347	75*	229	187*	22**	22**	298	160*	16**	15**	234	360	178*	177	594	355
Effective Base	563	265	298	230	160	111	48	40	20	386	155	54	167	80	27	18	219	76	14	6	178	190	91	119	356	206
Sex/sexually explicit content	18	9	9	10	6	1	1	*	-	16	2	*	7	1	*	-	8	1	-	-	6	8	2	2	14	4
	2%	2%	2%	3%	2%	1%	1%	1%	-	3%	1%	1%	3%	1%	2%	-	3%	1%	-	-	2%	2%	1%	1%	2%	1%
Violence (in general)	17	13	4	9	6	2	-	*	-	15	2	*	11	2	*	-	4	-	-	-	7	5	5	1	12	5
	2%	3%	1%	3%	2%	1%	-	1%	-	3%	*	1%	5%	1%	2%	-	1%	-	-	-	3%	1%	3%	*	2%	2%
Bad language	14	8	7	8	4	1	1	-	-	13	2	-	8	-	-	-	5	2	-	-	5	7	2	1	12	3
	2%	2%	1%	3%	2%	*	1%	-	-	2%	1%	-	3%	-	-	-	2%	1%	-	-	2%	2%	1%	1%	2%	1%
Dangerous behaviour	13	8	5	9	3	-	1	-	-	12	1	-	8	-	-	-	4	1	-	-	6	3	2	2	9	4
	1%	2%	1%	3%ej	1%	-	1%	-	-	2%	*	-	4%	-	-	-	1%	1%	-	-	2%	1%	1%	1%	2%	1%
Racism	11	7	4	8	2	-	1	-	-	10	1	-	6	1	-	-	4	-	-	-	2	3	1	5	5	6
	1%	2%	1%	3%	1%	-	1%	-	-	2%	*	-	3%	1%	-	-	1%	-	-	-	1%	1%	1%	3%	1%	2%
Pornography	11	8	3	8	2	1	-	*	-	10	1	*	7	1	*	-	3	-	-	-	5	3	3	1	8	3
	1%	2%	1%	3%	1%	*	-	1%	-	2%	*	1%	3%	*	2%	-	1%	-	-	-	2%	1%	1%	*	1%	1%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	11	6	5	4	6	1	1	-	-	9	2	-	5	1	-	-	4	1	-	-	4	5	2	-	9	2
	1%	1%	1%	1%	2%	*	1%	-	-	2%	*	-	2%	*	-	-	1%	1%	-	-	2%	1%	1%	-	2%	1%
Misleading advertising	9	7	2	6	3	-	-	-	-	9	-	-	7	-	-	-	2	-	-	-	2	5	2	1	6	3
	1%	1%	*	2%	1%	-	-	-	-	2%	-	-	3%	-	-	-	1%	-	-	-	1%	1%	1%	*	1%	1%
Bullying/victimising	9	7	2	4	4	1	1	-	-	7	2	-	6	1	-	-	1	1	-	-	4	2	3	-	6	3
	1%	1%	*	1%	2%	*	1%	-	-	1%	*	-	3%	*	-	-	*	1%	-	-	2%	1%	2%	-	1%	1%
Inaccurate information	8	4	4	4	3	2	-	-	-	7	2	-	3	1	-	-	3	1	-	-	3	5	-	-	8	-
	1%	1%	1%	1%	1%	1%	-	-	-	1%	*	-	1%	*	-	-	1%	1%	-	-	1%	1%	-	-	1%	-
Eating disorders	8	4	4	6	2	1	-	-	-	8	1	-	4	1	-	-	4	-	-	-	3	-	3	2	3	5
	1%	1%	1%	2%	1%	*	-	-	-	1%	*	-	2%	*	-	-	1%	-	-	-	1%	-	2%	1%	1%	1%
Incitement to crime	8	7	1	5	1	1	1	-	-	7	2	-	6	1	-	-	1	1	-	-	4	4	1	-	7	1
	1%	1%	*	2%	1%	*	1%	-	-	1%	*	-	3%	*	-	-	*	1%	-	-	2%	1%	*	-	1%	*
Drugs/drug use	7	3	4	6	1	1	-	-	-	7	1	-	3	1	-	-	4	-	-	-	2	3	1	2	5	2
	1%	1%	1%	2%	1%	*	-	-	-	1%	*	-	1%	*	-	-	1%	-	-	-	1%	1%	*	1%	1%	1%
Welfare of children or young people	7	5	2	4	1	1	1	*	-	5	2	*	3	1	*	-	2	1	-	-	-	2	3	2	2	5
	1%	1%	1%	1%	*	*	1%	1%	-	1%	1%	1%	1%	1%	2%	-	1%	1%	-	-	-	1%	2%	1%	*	1%
Defamation/smearing of others	7	4	3	3	1	2	1	-	-	5	2	-	2	2	-	-	2	1	-	-	2	4	1	-	6	1
	1%	1%	1%	1%	1%	1%	1%	-	-	1%	1%	-	1%	1%	-	-	1%	1%	-	-	1%	1%	1%	-	1%	*
Content harmful to self-esteem (e.g. self-abuse)	6	3	4	5	2	-	-	-	-	6	-	-	3	-	-	-	4	-	-	-	4	1	1	-	5	1
	1%	1%	1%	2%	1%	-	-	-	-	1%	-	-	1%	-	-	-	1%	-	-	-	2%	*	1%	-	1%	*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 137

Q17 - Smartphone

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All users of device for ODO content

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	**949**	459	490	284	243	216	131*	38*	37**	527	347	75*	229	187*	22**	22**	298	160*	16**	15**	234	360	178*	177	594	355
Suicide	**6**	4	2	4	1	1	-	-	-	5	1	-	2	1	-	-	2	-	-	-	3	1	1	2	4	2
	1%	*1%*	*	*1%*	*	*1%*	-	-	-	*1%*	*	-	*1%*	*1%*	-	-	*1%*	-	-	-	*1%*	*	*	*1%*	*1%*	*1%*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	**6**	3	3	3	2	1	-	-	-	5	1	-	3	-	-	-	2	1	-	-	4	1	1	-	5	1
	1%	*1%*	*1%*	*1%*	*1%*	*	-	-	-	*1%*	*	-	*1%*	-	-	-	*1%*	*	-	-	*2%*	*	*1%*	-	*1%*	*
Accuracy of medical/health claims	**6**	5	1	-	4	1	-	-	-	4	1	-	3	1	-	-	1	-	-	-	2	4	-	-	6	-
	1%	*1%*	*	-	*2%*	*1%*	-	-	-	*1%*	*	-	*1%*	*1%*	-	-	*	-	-	-	*1%*	*1%*	-	-	*1%*	-
Offence of religion	**5**	5	1	2	2	2	-	-	-	4	2	-	3	2	-	-	1	-	-	-	2	3	1	-	5	1
	1%	*1%*	*	*1%*	*1%*	*1%*	-	-	-	*1%*	*	-	*1%*	*1%*	-	-	*	-	-	-	*1%*	*1%*	*	-	*1%*	*
Nakedness/naked bodies/body parts	**5**	3	2	4	1	-	1	-	-	4	1	-	3	-	-	-	1	1	-	-	5	1	-	-	5	-
	1%	*1%*	*	*1%*	*	-	*1%*	-	-	*1%*	*	-	*1%*	-	-	-	*	*1%*	-	-	*2%*	*	-	-	*1%*	-
Infringing someone's privacy	**5**	3	1	1	2	1	1	-	-	3	1	-	2	1	-	-	1	-	-	-	2	3	-	-	5	-
	*	*1%*	*	*	*1%*	*	*	-	-	*1%*	*	-	*1%*	*1%*	-	-	*	-	-	-	*1%*	*1%*	-	-	*1%*	-
Incitement to hatred	**4**	3	1	2	1	1	-	-	-	3	1	-	2	1	-	-	1	-	-	-	2	1	1	-	3	1
	*	*1%*	*	*1%*	*	*	-	-	-	*1%*	*	-	*1%*	*	-	-	*	-	-	-	*1%*	*	*	-	*	*
Exorcism/the paranormal	**3**	2	1	2	1	1	-	-	-	3	1	-	1	1	-	-	1	-	-	-	1	1	1	1	2	1
	*	*	*	*1%*	*	*	-	-	-	*1%*	*	-	*1%*	*	-	-	*	-	-	-	*	*	*	*	*	*
Illegal child sexual abuse material	**2**	2	-	2	1	-	-	-	-	2	-	-	2	-	-	-	-	-	-	-	-	1	1	-	1	1
	*	*	-	*1%*	*	-	-	-	-	*	-	-	*1%*	-	-	-	-	-	-	-	-	*	*	-	*	*
Other	**4**	2	3	1	1	2	1	*	-	1	2	*	1	1	-	-	1	2	*	-	1	2	1	-	3	1
	*	*	*1%*	*	*	*1%*	*1%*	*1%*	-	*	*1%*	*1%*	*	*	-	-	*	*1%*	*3%*	-	*	*1%*	*1%*	-	*	*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y

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Absolutes/col percents

Table 137

Q17 - Smartphone

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All users of device for ODO content

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	975	637	332	571	374	13	46	106	101	69	102	51	95	136	137	843	57	24	51	253	171	419
Base	949	607	336	539	383	12**	43**	93*	84*	76*	87*	83*	129*	128*	87*	808	48*	17**	76**	220	163*	426
Effective Base	563	360	198	320	221	11	27	86	66	34	67	38	55	97	91	507	35	18	25	175	94	249
Sex/sexually explicit content	18	17	1	11	8	-	2	1	-	5	3	1	1	2	4	18	-	-	-	2	7	8
	2%	3%	*	2%	2%	-	4%	1%	-	6%	3%	1%	1%	1%	5%	2%	-	-	-	1%	4%	2%
Violence (in general)	17	13	4	12	5	-	-	2	-	-	1	4	-	5	4	15	1	1	2	2	1	12
	2%	2%	1%	2%	1%	-	-	2%	-	-	1%	4%	-	4%	4%	2%	1%	3%	2%	1%	*	3%
Bad language	14	8	6	7	7	-	-	2	2	2	1	-	1	4	3	14	-	-	-	4	3	8
	2%	1%	2%	1%	2%	-	-	2%	2%	2%	1%	-	1%	3%	3%	2%	-	-	-	2%	2%	2%
Dangerous behaviour	13	10	2	9	4	-	2	1	1	2	-	1	-	1	4	12	1	1	-	4	2	6
	1%	2%	1%	2%	1%	-	4%	1%	1%	3%	-	2%	-	1%	4%	1%	1%	3%	-	2%	1%	1%
Racism	11	11	1	4	6	-	3	1	1	1	1	1	1	1	2	11	-	-	-	5	2	5
	1%	2%	*	1%	2%	-	6%	1%	1%	1%	1%	1%	1%	1%	2%	1%	-	-	-	2%	1%	1%
Pornography	11	9	2	5	6	-	-	1	-	2	1	-	1	2	4	11	-	-	-	1	2	7
	1%	1%	1%	1%	2%	-	-	2%	-	2%	1%	-	1%	1%	5%	1%	-	-	-	1%	2%	2%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	11	11	-	6	3	-	-	3	-	2	2	1	-	-	3	11	-	-	-	3	4	4
	1%	2%	-	1%	1%	-	-	3%	-	3%	2%	1%	-	-	3%	1%	-	-	-	1%	2%	1%
Misleading advertising	9	6	3	5	5	-	-	2	-	-	1	-	-	-	5	8	-	-	1	2	1	5
	1%	1%	1%	1%	1%	-	-	2%	-	-	1%	-	-	-	6%bhm	1%	-	-	1%	1%	1%	1%
Bullying/victimising	9	7	1	5	4	-	-	2	-	1	1	1	-	1	1	8	1	1	-	2	2	4
	1%	1%	*	1%	1%	-	-	2%	-	1%	1%	2%	-	1%	1%	1%	1%	3%	-	1%	1%	1%
Inaccurate information	8	8	-	4	5	-	-	1	-	-	1	1	2	2	8	-	-	-	1	1	6	
	1%	1%	-	1%	1%	-	-	2%	-	-	1%	1%	1%	1%	2%	1%	-	-	-	1%	*	1%
Eating disorders	8	7	1	4	4	-	-	-	1	2	-	-	1	1	3	8	-	-	-	1	2	5
	1%	1%	*	1%	1%	-	-	-	1%	2%	-	-	1%	1%	4%	1%	-	-	-	1%	1%	1%
Incitement to crime	8	6	2	4	4	-	-	1	1	1	1	1	-	-	2	8	-	-	-	2	2	4
	1%	1%	1%	1%	1%	-	-	1%	2%	1%	1%	2%	-	-	3%	1%	-	-	-	1%	1%	1%
Drugs/drug use	7	4	3	2	5	-	2	1	-	-	1	1	-	1	2	7	-	-	-	2	1	4
	1%	1%	1%	*	1%	-	4%	1%	-	-	1%	2%	-	1%	2%	1%	-	-	-	1%	1%	1%
Welfare of children or young people	7	6	-	3	3	-	1	1	1	1	1	-	-	-	1	6	1	-	-	3	2	1
	1%	1%	-	1%	1%	-	2%	1%	1%	1%	2%	-	-	-	1%	1%	2%	-	-	1%	1%	*
Defamation/smearing of others	7	5	2	4	3	-	-	1	-	2	1	1	-	-	-	6	-	-	2	1	3	1
	1%	1%	1%	1%	1%	-	-	2%	-	3%	1%	2%	-	-	-	1%	-	-	2%	1%	2%	*
Content harmful to self-esteem (e.g. self-abuse)	6	6	-	6	1	-	-	1	2	-	1	-	-	-	2	6	1	-	-	3	1	2
	1%	1%	-	1%	*	-	-	2%	2%	-	1%	-	-	-	2%	1%	1%	-	-	2%	*	*

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u

* small base; ** very small base (under 30) ineligible for sig testing

bdrc continental providing intelligence

20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 137

Q17 - Smartphone

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All users of device for ODO content

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	**949**	607	336	539	383	12**	43**	93*	84*	76*	87*	83*	129*	128*	87*	808	48*	17**	76**	220	163*	426
Suicide	**6**	4	1	1	4	-	2	-	-	-	-	1	-	1	2	5	1	-	-	2	-	4
	1%	*1%*	*	*	*1%*	-	*4%*	-	-	-	-	*2%*	-	*1%*	*2%*	*1%*	*1%*	-	-	*1%*	-	*1%*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	**6**	5	1	4	2	-	1	-	-	1	-	-	1	2	2	6	-	-	-	1	1	4
	1%	*1%*	*	*1%*	*1%*	-	*1%*	-	-	*1%*	-	-	*1%*	*1%*	*2%*	*1%*	-	-	-	*	*1%*	*1%*
Accuracy of medical/health claims	**6**	6	-	3	2	-	-	1	1	1	-	1	-	-	1	5	1	-	-	2	1	2
	1%	*1%*	-	*1%*	*1%*	-	-	*1%*	*1%*	*1%*	-	*1%*	-	-	*1%*	*1%*	*1%*	-	-	*1%*	*1%*	*1%*
Offence of religion	**5**	4	1	3	3	-	1	-	1	-	-	-	-	1	2	4	-	-	2	1	-	3
	1%	*1%*	*	*1%*	*1%*	-	*1%*	-	*1%*	-	-	-	-	*1%*	*2%*	*	-	-	*2%*	*1%*	-	*1%*
Nakedness/naked bodies/body parts	**5**	5	-	2	3	-	-	-	-	3	-	-	-	-	3	5	-	-	-	-	3	3
	1%	*1%*	-	*	*1%*	-	-	-	-	*3%*	-	-	-	-	*3%*	*1%*	-	-	-	-	*2%*	*1%*
Infringing someone's privacy	**5**	5	-	3	2	-	-	-	-	-	1	-	1	-	2	4	-	-	1	-	1	3
	*	*1%*	-	*1%*	*1%*	-	-	-	-	-	*1%*	-	*1%*	-	*2%*	*	-	-	*1%*	-	*	*1%*
Incitement to hatred	**4**	2	1	1	3	-	-	1	-	-	1	1	-	-	1	4	-	-	-	1	1	2
	*	*	*	*	*1%*	-	-	*1%*	-	-	*1%*	*2%*	-	-	*1%*	*	-	-	-	*	*1%*	*
Exorcism/the paranormal	**3**	3	1	-	3	-	-	-	1	-	-	-	1	-	1	3	-	-	-	1	-	3
	*	*	*	-	*1%*	-	-	-	*1%*	-	-	-	*1%*	-	*1%*	*	-	-	-	*	-	*1%*
Illegal child sexual abuse material	**2**	1	1	1	1	-	-	-	-	-	1	-	-	-	2	2	-	-	-	-	1	2
	*	*	*	*	*	-	-	-	-	-	*1%*	-	-	-	*2%*	*	-	-	-	-	*	*
Other	**4**	4	*	3	1	-	-	1	1	1	-	-	-	1	-	3	*	1	-	1	1	1
	*	*1%*	*	*1%*	*	-	-	*1%*	*1%*	*1%*	-	-	-	*1%*	-	*	*1%*	*5%*	-	*1%*	*1%*	*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 137

Q17 - Smartphone

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All users of device for ODO content

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	975	761	816	975	553	726	485	786	414	308	795	519	964	465	334	960	15	890	939	960
Base	949	723	783	949	519	686	433	772	361	298	762	473	940	415	320	929	20**	791	910	929
Effective Base	563	437	471	563	334	424	332	458	316	184	456	313	555	310	203	567	5	644	553	567
Sex/sexually explicit content	18	11	17	18	10	17	7	17	12	8	17	7	18	12	8	18	-	18	18	18
	2%	1%	2%	2%	2%	3%	2%	2%	3%	3%	2%	1%	2%	3%	2%	2%	-	2%	2%	2%
Violence (in general)	17	15	14	17	12	14	11	17	13	7	14	11	17	13	7	17	-	17	17	17
	2%	2%	2%	2%	2%	2%	3%	2%	3%	3%	2%	2%	2%	3%	2%	2%	-	2%	2%	2%
Bad language	14	8	13	14	11	13	5	14	9	6	13	5	14	9	6	14	-	14	14	14
	2%	1%	2%	2%	2%	2%	1%	2%	3%	2%	2%	1%	2%	2%	2%	2%	-	2%	2%	2%
Dangerous behaviour	13	9	10	13	8	10	5	12	10	4	10	5	13	10	4	13	-	13	13	13
	1%	1%	1%	1%	2%	1%	1%	2%	3%	1%	1%	1%	1%	2%	1%	1%	-	2%	1%	1%
Racism	11	8	9	11	7	9	8	11	9	4	9	8	11	9	4	11	-	11	11	11
	1%	1%	1%	1%	1%	1%	2%	1%	3%	1%	1%	2%	1%	2%	1%	1%	-	1%	1%	1%
Pornography	11	7	10	11	9	10	4	11	6	6	10	4	11	6	6	11	-	11	11	11
	1%	1%	1%	1%	2%	1%	1%	1%	2%	2%	1%	1%	1%	1%	2%	1%	-	1%	1%	1%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	11	10	8	11	9	8	7	10	10	6	8	7	11	10	6	11	-	11	11	11
	1%	1%	1%	1%	2%	1%	2%	1%	3%	2%	1%	1%	1%	2%	2%	1%	-	1%	1%	1%
Misleading advertising	9	6	8	9	5	8	3	9	8	3	8	3	9	8	3	9	-	7	9	9
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	-	1%	1%	1%
Bullying/victimising	9	6	8	9	6	8	2	8	8	4	8	2	9	8	4	9	-	9	9	9
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	*	1%	2%	1%	1%	-	1%	1%	1%
Inaccurate information	8	6	7	8	5	7	4	8	8	3	7	4	8	8	3	8	-	8	8	8
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	-	1%	1%	1%
Eating disorders	8	6	5	8	5	5	6	8	5	-	5	6	8	5	-	8	-	8	8	8
	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	-	1%	-	1%	1%	1%
Incitement to crime	8	6	7	8	5	7	4	7	5	4	7	4	8	5	4	8	-	8	8	8
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%
Drugs/drug use	7	5	7	7	3	7	2	7	5	5	7	2	7	5	5	7	-	7	7	7
	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	*	1%	1%	2%	1%	-	1%	1%	1%
Welfare of children or young people	7	7	4	7	5	4	5	7	6	3	4	5	7	6	3	7	-	7	7	7
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%
Defamation/smearing of others	7	5	6	7	4	6	3	6	7	2	6	3	7	7	2	7	-	7	7	7
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	-	1%	1%	1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s

** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 137

Q17 - Smartphone

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All users of device for ODO content

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	949	723	783	949	519	686	433	772	361	298	762	473	940	415	320	929	20**	791	910	929
Content harmful to self-esteem (e.g. self-abuse)	6	6	5	6	4	5	2	6	6	4	5	2	6	6	4	6	-	6	6	6
	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%
Suicide	6	3	4	6	1	4	1	6	5	2	4	1	6	5	2	6	-	6	6	6
	1%	*	1%	1%	*	1%	*	1%	1%	1%	1%	*	1%	1%	1%	1%	-	1%	1%	1%
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	6	6	6	6	4	6	5	6	4	3	6	5	6	4	3	6	-	6	5	6
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%
Accuracy of medical/health claims	6	4	5	6	3	5	2	6	3	2	5	2	6	3	2	6	-	6	6	6
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	-	1%	1%	1%
Offence of religion	5	5	3	5	3	3	4	5	2	2	3	4	5	2	2	5	-	5	5	5
	1%	1%	*	1%	1%	*	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	-	1%	1%	1%
Nakedness/naked bodies/body parts	5	2	5	5	4	5	1	4	4	1	5	1	5	4	1	5	-	5	5	5
	1%	*	1%	1%	1%	1%	*	1%	1%	*	1%	*	1%	1%	*	1%	-	1%	1%	1%
Infringing someone's privacy	5	2	4	5	4	4	2	4	4	2	4	2	5	4	2	5	-	5	5	5
	*	*	1%	*	1%	1%	*	1%	1%	1%	1%	*	1%	1%	1%	1%	-	1%	1%	1%
Incitement to hatred	4	4	3	4	2	3	2	4	3	1	3	2	4	3	1	4	-	4	4	4
	*	*	*	*	*	*	*	*	1%	*	*	*	*	1%	*	*	-	*	*	*
Exorcism/the paranormal	3	1	3	3	3	3	1	3	2	1	3	1	3	2	1	3	-	3	3	3
	*	*	*	*	1%	*	*	*	1%	*	*	*	*	*	*	*	-	*	*	*
Illegal child sexual abuse material	2	2	2	2	2	2	1	2	1	1	2	1	2	1	1	2	-	2	2	2
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	-	*	*	*
Other	4	4	2	4	2	2	3	4	2	1	2	3	4	2	1	4	-	4	4	4
	*	1%	*	*	*	*	1%	1%	1%	*	*	1%	*	1%	*	*	-	1%	*	*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s

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Base: All users of device for ODO content

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	975	677	105	100	797	346	629	261	132	26	119	493	358	851	219	246	439	176	615	591
Base	949	615	129*	97*	766	395	554	289	145*	32**	122*	448	374	821	228	252	433	148	581	553
Effective Base	563	460	44	82	451	186	402	154	62	16	70	288	205	490	128	147	230	139	347	346
Sex/sexually explicit content	18	13	3	6	11	8	10	7	2	-	5	7	5	12	3	5	9	3	13	13
	2%	2%	2%	6%d	1%	2%	2%	2%	1%	-	4%	2%	1%	2%	1%	2%	2%	2%	2%	2%
Violence (in general)	17	13	3	6	12	12	5	11	3	-	1	6	9	16	1	1	8	6	14	14
	2%	2%	2%	6%ad	2%	3%	1%	4%	2%	-	1%	1%	3%	2%	*	1%	2%	4%no	2%	2%
Bad language	14	9	4	7	7	8	6	6	5	1	1	5	8	14	2	2	4	4	8	7
	2%	1%	3%	7%ad	1%	2%	1%	2%	3%	3%	1%	1%	2%	2%	1%	1%	1%	3%	1%	1%
Dangerous behaviour	13	8	3	3	8	6	7	3	5	-	2	3	8	10	1	3	5	4	8	8
	1%	1%	3%	3%	1%	2%	1%	1%	3%	-	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%
Racism	11	8	2	1	9	2	9	-	1	1	2	3	6	9	2	4	3	4	7	8
	1%	1%	1%	1%	1%	1%	2%	-	1%	3%	2%	1%	2%	1%	1%	2%	1%	3%	1%	1%
Pornography	11	8	2	4	7	7	4	6	3	-	3	2	4	7	1	1	6	3	10	9
	1%	1%	2%	4%d	1%	2%	1%	2%	2%	-	3%	1%	1%	1%	1%	1%	1%	2%	2%	2%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	11	9	2	5	6	8	3	5	4	-	1	6	4	10	2	3	5	2	7	7
	1%	2%	1%	5%d	1%	2%	1%	2%	3%	-	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%
Misleading advertising	9	6	1	3	4	4	6	4	2	-	-	3	6	9	-	1	5	1	6	5
	1%	1%	1%	3%d	1%	1%	1%	1%	1%	-	-	1%	2%	1%	-	*	1%	1%	1%	1%
Bullying/victimising	9	8	1	4	5	5	4	3	2	-	-	5	4	9	1	1	2	3	5	5
	1%	1%	1%	4%d	1%	1%	1%	1%	1%	-	-	1%	1%	1%	1%	1%	*	2%	1%	1%
Inaccurate information	8	8	-	2	6	4	5	4	2	-	1	4	4	8	2	2	5	-	5	5
	1%	1%	-	2%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	-	1%	1%
Eating disorders	8	6	1	5	2	6	2	5	2	-	-	7	2	8	2	2	5	-	5	3
	1%	1%	1%	5%ad	*	2%	*	2%	1%	-	-	1%	*	1%	1%	1%	1%	-	1%	1%
Incitement to crime	8	5	3	4	4	5	3	2	3	-	-	4	3	7	1	1	3	2	5	4
	1%	1%	2%	4%ad	1%	1%	1%	1%	2%	-	-	1%	1%	1%	*	*	1%	1%	1%	1%
Drugs/drug use	7	3	2	-	5	2	6	1	2	-	3	1	2	4	2	2	-	3	3	4
	1%	*	1%	-	1%	*	1%	*	1%	-	2%	*	1%	*	1%	1%	-	2%p	1%	1%
Welfare of children or young people	7	4	2	2	4	5	2	2	2	1	-	3	4	7	-	2	3	2	5	6
	1%	1%	1%	2%	1%	1%	*	1%	2%	3%	-	1%	1%	1%	-	1%	1%	1%	1%	1%
Defamation/smearing of others	7	6	1	3	5	3	4	2	1	-	-	3	4	7	-	1	2	1	3	3
	1%	1%	1%	3%	1%	1%	1%	1%	1%	-	-	1%	1%	1%	-	*	1%	1%	1%	1%
Content harmful to self-esteem (e.g. self-abuse)	6	4	2	3	3	4	3	2	-	1	1	2	4	6	1	1	1	3	5	6
	1%	1%	2%	3%ad	*	1%	*	1%	-	4%	1%	*	1%	1%	*	*	*	2%p	1%	1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

bdrc continental providing intelligence

20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 137

Q17 - Smartphone

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All users of device for ODO content

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	949	615	129*	97*	766	395	554	289	145*	32**	122*	448	374	821	228	252	433	148	581	553
Suicide	6	4	1	2	2	2	4	2	1	-	2	1	2	3	-	-	2	2	4	3
	1%	1%	*	2%d	*	*	1%	1%	1%	-	2%	*	1%	*	-	-	1%	1%	1%	1%
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	6	6	-	2	4	1	5	1	1	-	-	5	1	6	-	1	5	-	5	5
	1%	1%	-	2%	*	*	1%	*	*	-	-	1%	*	1%	-	*	1%	-	1%	1%
Accuracy of medical/health claims	6	5	1	3	2	4	2	3	1	-	-	6	-	6	2	2	3	-	3	3
	1%	1%	*	3%d	*	1%	*	1%	1%	-	-	1%	-	1%	1%	1%	1%	-	1%	*
Offence of religion	5	5	-	3	1	3	2	3	-	-	-	5	1	5	-	-	5	1	5	5
	1%	1%	-	4%ad	*	1%	*	1%	-	-	-	1%	*	1%	-	-	1%	1%	1%	1%
Nakedness/naked bodies/body parts	5	4	2	-	5	3	2	2	1	-	2	2	1	3	1	1	4	-	4	4
	1%	1%	1%	-	1%	1%	*	1%	1%	-	2%	*	*	*	*	*	1%	-	1%	1%
Infringing someone's privacy	5	5	-	1	3	2	3	1	1	-	-	3	2	5	-	*	3	1	3	4
	*	1%	-	1%	*	1%	*	*	1%	-	-	1%	1%	1%	-	*	1%	*	1%	1%
Incitement to hatred	4	3	-	1	2	1	3	-	1	-	-	2	1	4	-	-	1	-	1	1
	*	*	-	1%	*	*	1%	-	*	-	-	*	*	*	-	-	*	-	*	*
Exorcism/the paranormal	3	3	1	1	2	1	2	1	1	-	-	2	1	3	1	1	2	1	3	3
	*	*	*	2%	*	*	*	*	*	-	-	*	*	*	*	*	*	1%	*	*
Illegal child sexual abuse material	2	1	2	1	2	1	1	-	1	-	-	-	1	1	-	1	-	1	1	2
	*	*	1%	1%	*	*	*	-	1%	-	-	-	*	*	-	*	-	1%	*	*
Other	4	4	-	-	4	1	3	-	1	-	1	2	1	3	-	-	1	1	2	3
	*	1%	-	-	1%	*	1%	-	1%	-	1%	1%	*	*	-	-	*	1%	*	1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 137

Q17 - Smartphone

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Base: All users of device for ODO content

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	975	213	699	63	171	42	179	34	43	396	152
Base	949	189	701	59*	151	37*	158	31**	40*	388	136
Effective Base	563	167	376	45	137	30	144	23	38	237	103
Sex/sexually explicit content	18	18	-	-	18	-	18	*	7	11	3
	2%	10%bc	-	-	12%e	-	11%	1%	17%	3%	3%
Violence (in general)	17	17	-	-	17	-	17	-	7	12	2
	2%	9%bc	-	-	11%	-	11%	-	19%	3%	1%
Bad language	14	14	-	-	14	-	14	-	2	10	2
	2%	8%b	-	-	10%	-	9%	-	5%	3%	2%
Dangerous behaviour	13	13	-	-	13	-	13	-	6	8	2
	1%	7%b	-	-	8%	-	8%	-	14%	2%	2%
Racism	11	11	-	-	11	-	11	-	2	8	1
	1%	6%b	-	-	7%	-	7%	-	6%	2%	*
Pornography	11	11	-	-	11	-	11	-	4	7	2
	1%	6%b	-	-	7%	-	7%	-	11%	2%	1%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	11	11	-	-	11	-	11	-	3	8	1
	1%	6%b	-	-	7%	-	7%	-	9%	2%	1%
Misleading advertising	9	9	-	-	9	-	9	-	3	4	2
	1%	5%b	-	-	6%	-	6%	-	8%	1%	1%
Bullying/victimising	9	9	-	-	9	-	9	-	4	7	1
	1%	5%b	-	-	6%	-	6%	-	11%	2%	*
Inaccurate information	8	8	-	-	8	-	8	-	2	6	1
	1%	4%b	-	-	6%	-	5%	-	5%	2%	*
Eating disorders	8	8	-	-	7	1	7	1	3	5	1
	1%	4%b	-	-	5%	3%	4%	4%	8%	1%	*
Incitement to crime	8	8	-	-	8	-	8	-	4	4	2
	1%	4%b	-	-	5%	-	5%	-	11%	1%	1%
Drugs/drug use	7	7	-	-	7	-	7	1	4	2	2
	1%	4%b	-	-	5%	-	4%	2%	10%	1%	2%
Welfare of children or young people	7	7	-	-	7	-	7	-	2	5	1
	1%	4%b	-	-	5%	-	5%	-	4%	1%	1%
Defamation/smearing of others	7	7	-	-	7	-	7	-	3	5	-
	1%	4%b	-	-	5%	-	4%	-	8%	1%	-
Content harmful to self-esteem (e.g. self-abuse)	6	6	-	-	6	-	6	-	3	4	1
	1%	3%b	-	-	4%	-	4%	-	9%	1%	1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i

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Absolutes/col percents

Table 137

Q17 - Smartphone

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All users of device for ODO content

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**949**	189	701	59*	151	37*	158	31**	40*	388	136
Suicide	**6**	6	-	-	6	-	6	-	4	4	-
	1%	3%b	-	-	*4%*	-	*4%*	-	*10%*	*1%*	-
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	**6**	6	-	-	5	1	6	-	1	5	-
	1%	3%b	-	-	*3%*	*2%*	*4%*	-	*1%*	*1%*	-
Accuracy of medical/health claims	**6**	6	-	-	6	-	6	-	3	4	-
	1%	3%b	-	-	*4%*	-	*4%*	-	*8%*	*1%*	-
Offence of religion	**5**	5	-	-	4	1	4	1	3	4	1
	1%	3%b	-	-	*3%*	*4%*	*3%*	*4%*	*7%*	*1%*	*1%*
Nakedness/naked bodies/body parts	**5**	5	-	-	5	-	5	-	1	3	1
	1%	3%b	-	-	*3%*	-	*3%*	-	*2%*	*1%*	*1%*
Infringing someone's privacy	**5**	5	-	-	5	-	5	-	2	3	-
	*	2%b	-	-	*3%*	-	*3%*	-	*6%*	*1%*	-
Incitement to hatred	**4**	4	-	-	4	-	4	-	3	1	-
	*	2%b	-	-	*2%*	-	*2%*	-	*7%*	*	-
Exorcism/the paranormal	**3**	3	-	-	3	-	3	-	1	3	-
	*	2%b	-	-	*2%*	-	*2%*	-	*2%*	*1%*	-
Illegal child sexual abuse material	**2**	2	-	-	2	-	2	-	1	1	2
	*	1%b	-	-	*1%*	-	*1%*	-	*2%*	*	*1%*
Other	**4**	4	-	-	3	1	3	1	-	3	*
	*	2%b	-	-	*2%*	*3%*	*2%*	*4%*	-	*1%*	*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 138

Q17 - PC/Mac/laptop

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All users of device for ODO content

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	1570	762	808	333	383	307	253	160	134	716	560	294	302	289	88	83	414	271	72	51	426	593	234	317	1019	551
Base	1488	761	727	324	319	318	274	132*	121*	644	592	253	279	331	78*	74*	364	262	54*	47**	356	555	251	327	911	578
Effective Base	881	399	498	267	218	158	138	67	70	481	295	137	204	143	33	43	278	161	38	27	293	318	121	181	592	300
Violence (in general)	40	28	12	10	10	12	6	1	1	20	18	2	14	13	1	*	6	5	1	*	15	19	1	4	34	6
	3%	4%	2%	3%	3%	4%	2%	1%	1%	3%	3%	1%	5%	4%	1%	1%	2%	2%	2%	1%	4%wy	3%y	1%	1%	4%y	1%
Sex/sexually explicit content	30	16	14	14	3	9	2	-	2	18	10	2	7	7	-	2	11	3	-	-	14	10	4	2	24	6
	2%	2%	2%	4%dlk	1%	3%	1%	-	2%	3%	2%	1%	2%	2%	-	3%	3%	1%	-	-	4%wy	2%	2%	1%	3%	1%
Bullying/victimising	24	14	10	9	4	5	5	*	*	13	10	1	10	4	*	-	3	6	-	*	11	8	2	3	19	5
	2%	2%	1%	3%	1%	2%	2%	*	*	2%	2%	*	3%	1%	1%	-	1%	2%	-	1%	3%y	1%	1%	1%	2%	1%
Pornography	23	15	8	13	3	4	1	-	2	16	6	2	9	5	-	2	7	1	-	-	11	10	2	1	21	3
	2%	2%	1%	4%dlj	1%	1%	1%	-	2%	2%	1%	1%	3%	1%	-	3%	2%	*	-	-	3%wy	2%	1%	*	2%y	*
Misleading advertising	23	14	9	13	6	2	2	*	-	19	4	*	12	2	*	-	7	1	-	-	6	8	5	4	14	9
	2%	2%	1%	4%eljk	2%	1%	1%	*	-	3%jk	1%	*	4%m	1%	1%	-	2%	1%	-	-	2%	1%	2%	1%	2%	2%
Bad language	22	13	10	8	8	3	3	*	-	16	6	*	9	3	*	-	6	3	-	-	8	10	1	3	18	4
	1%	2%	1%	2%	2%	1%	1%	*	-	2%	1%	*	3%	1%	1%	-	2%	1%	-	-	2%	2%	*	1%	2%	1%
Dangerous behaviour	21	17	4	4	11	3	3	1	-	15	5	1	13	3	*	-	2	3	*	-	5	11	1	4	16	5
	1%	2%b	1%	1%	3%jk	1%	1%	1%	-	2%	1%	*	5%m	1%	1%	-	*	1%	1%	-	1%	2%	*	1%	2%	1%
Racism	19	12	6	5	6	4	3	*	-	11	7	*	8	4	*	-	3	3	-	-	5	7	2	5	13	6
	1%	2%	1%	1%	2%	1%	1%	*	-	2%	1%	*	3%	1%	1%	-	1%	1%	-	-	1%	1%	1%	1%	1%	1%
Incitement to crime	17	11	5	9	6	-	2	*	-	14	2	*	9	2	*	-	5	-	-	-	7	7	3	-	14	3
	1%	1%	1%	3%ej	2%	-	1%	*	-	2%ej	*	*	3%	1%	1%	-	1%	-	-	-	2%w	1%	1%	-	2%	*
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	16	7	9	2	7	4	2	*	*	9	6	1	5	1	*	-	4	5	-	*	4	5	1	6	9	6
	1%	1%	1%	1%	2%	1%	1%	*	*	1%	1%	*	2%	*	1%	-	1%	2%	-	1%	1%	1%	*	2%	1%	1%
Incitement to hatred	16	8	8	7	3	2	3	*	*	10	5	1	6	2	*	-	5	3	-	*	8	4	3	1	12	4
	1%	1%	1%	2%	1%	1%	1%	*	*	2%	1%	*	2%	1%	1%	-	1%	1%	-	1%	2%	1%	1%	*	1%	1%
Welfare of children or young people	16	5	11	7	1	4	4	-	-	8	7	-	2	3	-	-	7	4	-	-	4	8	2	1	12	4
	1%	1%	1%	2%	*	1%	1%	-	-	1%	1%	-	1%	1%	-	-	2%	2%	-	-	1%	1%	1%	*	1%	1%
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	15	10	5	4	7	3	1	-	-	11	5	-	8	2	-	-	2	3	-	-	5	8	-	1	14	1
	1%	1%	1%	1%	2%	1%	*	-	-	2%	1%	-	3%	1%	-	-	1%	1%	-	-	1%	2%	-	*	1%	*
Suicide	15	12	2	4	3	6	1	-	-	8	7	-	7	6	-	-	1	1	-	-	7	5	1	2	12	3
	1%	2%	*	1%	1%	2%	*	-	-	1%	1%	-	2%	2%	-	-	*	1%	-	-	2%	1%	*	1%	1%	*
Content harmful to self-esteem (e.g. self-abuse)	15	8	7	8	3	1	2	-	-	12	3	-	6	2	-	-	6	1	-	-	5	6	1	3	10	4
	1%	1%	1%	3%jk	1%	*	1%	-	-	2%	*	-	2%	1%	-	-	2%	*	-	-	1%	1%	1%	1%	1%	1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y

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Base: All users of device for ODO content

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	**1488**	761	727	324	319	318	274	132*	121*	644	592	253	279	331	78*	74*	364	262	54*	47**	356	555	251	327	911	578
Nakedness/naked bodies/body parts	**14**	5	9	9	3	1	1	-	-	12	2	-	5	-	-	-	7	2	-	-	9	5	-	1	13	1
	1%	*1%*	*1%*	*3%ejk*	*1%*	*	*	-	-	*2%*	*	-	*2%*	-	-	-	*2%*	*1%*	-	-	*2%wy*	*1%*	-	*	*1%*	*
Defamation/smearing of others	**13**	7	5	4	2	3	3	-	-	6	7	-	5	3	-	-	1	4	-	-	5	4	2	1	9	3
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	-	*1%*	*1%*	-	*2%*	*1%*	-	-	*	*1%*	-	-	*1%*	*1%*	*1%*	*	*1%*	*1%*
Drugs/drug use	**12**	7	5	7	3	1	2	-	-	9	3	-	5	3	-	-	5	-	-	-	5	4	2	1	9	3
	1%	*1%*	*1%*	*2%*	*1%*	*	*1%*	-	-	*1%*	*	-	*2%*	*1%*	-	-	*1%*	-	-	-	*1%*	*1%*	*1%*	*	*1%*	*1%*
Accuracy of medical/health claims	**12**	8	5	2	6	2	2	-	-	8	4	-	5	2	-	-	3	2	-	-	2	6	1	3	8	4
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	-	-	*1%*	*1%*	-	*2%*	*1%*	-	-	*1%*	*1%*	-	-	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
Inaccurate information	**11**	6	6	4	3	2	1	1	*	7	3	1	4	*	1	-	3	2	-	*	3	5	2	1	8	3
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*	*1%*	*	*	*2%*	*	*1%*	-	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*
Infringing someone's privacy	**10**	6	4	2	3	2	2	*	-	5	4	*	4	2	*	-	1	2	-	-	3	4	*	3	7	3
	1%	*1%*	*	*1%*	*1%*	*	*1%*	*	-	*1%*	*1%*	*	*2%*	*1%*	*1%*	-	*	*1%*	-	-	*1%*	*1%*	*	*1%*	*1%*	*1%*
Eating disorders	**10**	5	5	5	4	1	-	-	-	9	1	-	5	-	-	-	4	1	-	-	5	5	1	-	9	1
	1%	*1%*	*1%*	*2%*	*1%*	*	-	-	-	*1%*	*	-	*2%*	-	-	-	*1%*	*	-	-	*1%*	*1%*	*	-	*1%*	*
Illegal child sexual abuse material	**8**	5	3	5	3	-	1	-	-	8	1	-	5	-	-	-	3	1	-	-	1	4	2	1	5	4
	1%	*1%*	*	*2%*	*1%*	-	*	-	-	*1%*	*	-	*2%*	-	-	-	*1%*	*	-	-	*	*1%*	*1%*	*	*1%*	*1%*
Offence of religion	**7**	4	3	1	1	1	3	1	*	2	4	1	2	2	*	-	-	2	*	*	1	3	2	1	4	3
	*	*1%*	*	*	*	*	*1%*	*1%*	*	*	*1%*	*	*1%*	*1%*	*1%*	-	-	*1%*	*1%*	*1%*	*	*1%*	*1%*	*	*	*1%*
Exorcism/the paranormal	**2**	1	2	2	1	-	-	-	-	2	-	-	1	-	-	-	2	-	-	-	-	2	-	-	2	-
	*	*	*	*1%*	*	-	-	-	-	*	-	-	*	-	-	-	*1%*	-	-	-	-	*	-	-	*	-
Other	**10**	4	6	2	4	2	-	1	*	5	2	2	3	1	*	-	3	2	1	*	3	4	2	1	7	3
	1%	*	*1%*	*	*1%*	*1%*	-	*1%*	*	*1%*	*	*1%*	*1%*	*	*1%*	-	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y

* small base; ** very small base (under 30) ineligible for sig testing

bdrc continental providing intelligence

20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 138

Q17 - PC/Mac/laptop

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All users of device for ODO content

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	1570	940	623	955	572	22	69	171	159	113	148	88	149	233	199	1329	105	37	99	399	261	669
Base	1488	903	580	885	572	15**	60*	153	120	117*	127*	141*	192*	205	126	1242	78*	24**	144*	333	244	665
Effective Base	881	512	367	519	334	18	37	115	102	63	90	53	91	165	128	770	66	29	52	250	149	381
Violence (in general)	40	26	14	21	19	-	1	6	1	4	1	3	2	8	5	30	1	1	7	7	5	18
	3%	3%	2%	2%	3%	-	1%	4%	1%	3%	1%	2%	1%	4%	4%	2%	1%	6%	5%	2%	2%	3%
Sex/sexually explicit content	30	22	7	15	14	-	1	3	3	5	2	4	3	5	3	27	1	1	1	7	7	14
	2%	2%	1%	2%	3%	-	1%	2%	3%	4%	2%	3%	1%	2%	2%	2%	1%	3%	1%	2%	3%	2%
Bullying/victimising	24	15	8	13	10	*	1	3	1	2	6	3	1	3	4	22	1	-	1	4	8	10
	2%	2%	1%	1%	2%	2%	1%	2%	*	2%	4%	2%	*	1%	3%	2%	1%	-	1%	1%	3%	2%
Pornography	23	16	6	12	10	-	-	5	2	2	2	2	3	5	1	21	1	-	1	7	4	11
	2%	2%	1%	1%	2%	-	-	3%	2%	1%	1%	2%	1%	3%	1%	2%	1%	-	1%	2%	1%	2%
Misleading advertising	23	14	8	8	15	-	1	2	1	2	2	6	-	3	5	20	1	-	2	3	3	14
	2%	2%	1%	1%	3%	-	1%	1%	1%	1%	1%	4%	-	1%	4%	2%	1%	-	2%	1%	1%	2%
Bad language	22	14	7	12	10	-	1	1	1	3	3	-	1	5	5	20	1	1	-	3	6	12
	1%	2%	1%	1%	2%	-	1%	*	1%	2%	2%	-	1%	3%	4%	2%	2%	4%	-	1%	2%	2%
Dangerous behaviour	21	15	6	9	12	-	5	2	-	3	2	5	*	-	2	19	1	-	1	7	5	7
	1%	2%	1%	1%	2%	-	8%	1%	-	3%	1%	3%	*	-	1%	2%	2%	-	1%	2%	2%	1%
Racism	19	12	6	8	11	*	-	1	-	2	1	2	3	2	4	15	1	1	2	1	3	11
	1%	1%	1%	1%	2%	2%	-	*	-	2%	1%	2%	1%	1%	3%	1%	1%	3%	2%	*	1%	2%
Incitement to crime	17	12	5	9	8	-	1	1	1	-	2	6	1	1	3	15	-	-	1	3	2	10
	1%	1%	1%	1%	1%	-	2%	1%	1%	-	1%	4%	*	*	2%	1%	-	-	1%	1%	1%	2%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	16	9	7	6	9	-	-	4	2	1	1	-	1	1	4	14	1	-	1	6	2	6
	1%	1%	1%	1%	2%	-	-	3%	1%	1%	1%	-	*	1%	3%	1%	1%	-	1%	2%	1%	1%
Incitement to hatred	16	9	7	8	8	-	-	1	-	1	1	7	1	1	3	15	-	-	1	1	2	12
	1%	1%	1%	1%	1%	-	-	1%	-	1%	1%	5%	*	1%	2%	1%	-	-	1%	*	1%	2%
Welfare of children or young people	16	10	5	8	7	-	-	1	-	4	1	1	1	2	3	12	2	-	1	1	5	7
	1%	1%	1%	1%	1%	-	-	*	-	3%	1%	1%	1%	1%	2%	1%	2%	-	1%	*	2%	1%
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	15	12	3	11	4	-	-	3	-	*	2	1	1	3	4	14	-	-	1	3	2	9
	1%	1%	*	1%	1%	-	-	2%	-	*	1%	1%	*	1%	3%	1%	-	-	1%	1%	1%	1%
Suicide	15	10	5	4	11	-	1	1	-	1	1	3	1	2	1	9	1	-	5	1	2	6
	1%	1%	1%	*	2%c	-	1%	1%	-	1%	1%	2%	*	1%	1%	1%	1%	-	4%cd	*	1%	1%
Content harmful to self-esteem (e.g. self-abuse)	15	12	3	9	6	-	1	4	1	1	1	1	3	1	2	15	-	-	-	6	2	7
	1%	1%	*	1%	1%	-	2%	3%	1%	1%	1%	1%	1%	*	2%	1%	-	-	-	2%	1%	1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u

* small base; ** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 138

Q17 - PC/Mac/laptop

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All users of device for ODO content

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	1488	903	580	885	572	15**	60*	153	120	117*	127*	141*	192*	205	126	1242	78*	24**	144*	333	244	665
Nakedness/naked bodies/body parts	14	14	-	7	7	-	2	1	-	4	2	2	-	2	1	14	-	-	-	3	6	5
	1%	2%b	-	1%	1%	-	3%	*	-	3%	2%	2%	-	1%	1%	1%	-	-	-	1%	2%	1%
Defamation/smearing of others	13	8	4	7	6	-	-	2	*	2	1	3	1	3	-	12	-	-	1	2	3	6
	1%	1%	1%	1%	1%	-	-	1%	*	1%	1%	2%	*	1%	-	1%	-	-	1%	1%	1%	1%
Drugs/drug use	12	8	4	6	6	-	1	1	3	1	-	3	-	1	1	10	1	-	1	5	1	4
	1%	1%	1%	1%	1%	-	2%	1%	2%	1%	-	2%	-	*	1%	1%	1%	-	1%	2%	*	1%
Accuracy of medical/health claims	12	10	2	6	6	-	1	5	*	-	-	1	1	2	-	11	1	1	-	6	-	4
	1%	1%	*	1%	1%	-	2%	3%	*	-	-	1%	1%	1%	-	1%	1%	3%	-	2%	-	1%
Inaccurate information	11	10	1	5	7	-	1	2	1	1	-	-	1	2	1	10	1	-	1	4	1	5
	1%	1%	*	1%	1%	-	1%	1%	1%	1%	-	-	1%	1%	1%	1%	1%	-	1%	1%	*	1%
Infringing someone's privacy	10	7	3	5	5	-	-	1	-	1	1	1	2	-	2	8	1	-	1	1	2	6
	1%	1%	1%	1%	1%	-	-	1%	-	1%	1%	1%	1%	-	2%	1%	1%	-	1%	*	1%	1%
Eating disorders	10	9	1	6	4	*	-	-	1	-	3	1	1	1	3	10	-	-	-	1	3	6
	1%	1%	*	1%	1%	2%	-	-	1%	-	2%	1%	*	*	2%	1%	-	-	-	*	1%	1%
Illegal child sexual abuse material	8	3	6	4	4	-	1	-	-	-	2	2	-	-	2	7	-	-	1	1	2	4
	1%	*	1%	*	1%	-	1%	-	-	-	2%	2%	-	-	2%	1%	-	-	1%	*	1%	1%
Offence of religion	7	4	3	5	2	-	-	2	1	1	*	-	*	1	1	7	-	-	-	3	1	2
	*	*	*	1%	*	-	-	2%	1%	1%	*	-	*	1%	1%	1%	-	-	-	1%	1%	*
Exorcism/the paranormal	2	2	-	1	2	-	1	-	-	-	-	-	1	-	1	2	-	-	-	1	-	2
	*	*	-	*	*	-	1%	-	-	-	-	-	1%	-	*	*	-	-	-	*	-	*
Other	10	7	3	5	3	-	-	1	1	2	1	1	*	1	1	7	1	1	1	2	2	3
	1%	1%	1%	1%	1%	-	-	1%	1%	1%	1%	*	*	*	1%	1%	1%	3%	1%	1%	1%	*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u

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Table 138

Q17 - PC/Mac/laptop

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All users of device for ODO content

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	1570	1190	1570	1188	714	1287	646	644	444	448	1555	715	792	542	490	1533	37	1420	1449	1533
Base	1488	1097	1488	1127	647	1212	578	623	376	417	1470	643	759	464	449	1449	39**	1251	1368	1449
Effective Base	881	682	881	689	436	730	422	370	330	263	879	425	454	357	292	874	14	924	812	874
Violence (in general)	40	21	40	32	18	39	14	15	18	9	40	14	19	18	9	40	-	40	40	40
	3%	2%	3%	3%	3%	3%	2%	2%	5%	2%	3%	2%	3%	4%	2%	3%	-	3%	3%	3%
Sex/sexually explicit content	30	20	30	25	18	29	13	20	14	8	30	13	23	14	8	30	-	27	30	30
	2%	2%	2%	2%	3%	2%	2%	3%	4%	2%	2%	2%	3%	3%	2%	2%	-	2%	2%	2%
Bullying/victimising	24	17	24	16	11	23	10	11	11	9	24	10	12	11	9	24	-	24	24	24
	2%	2%	2%	1%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%	-	2%	2%	2%
Pornography	23	13	23	19	15	23	9	14	12	5	23	9	15	12	5	23	-	21	23	23
	2%	1%	2%	2%	2%	2%	2%	2%	3%	1%	2%	1%	2%	2%	1%	2%	-	2%	2%	2%
Misleading advertising	23	14	23	21	11	23	8	14	13	5	23	8	14	14	5	21	2	19	21	21
	2%	1%	2%	2%	2%	2%	1%	2%	3%	1%	2%	1%	2%	3%	1%	1%	6%	2%	2%	1%
Bad language	22	13	22	20	15	22	8	17	12	7	22	8	19	12	7	22	-	22	22	22
	1%	1%	1%	2%	2%	2%	1%	3%	3%	2%	2%	1%	2%	3%	2%	2%	-	2%	2%	2%
Dangerous behaviour	21	12	21	20	7	20	8	15	11	9	21	8	16	12	9	21	-	21	21	21
	1%	1%	1%	2%	1%	2%	1%	2%	3%	2%	1%	1%	2%	3%	2%	1%	-	2%	2%	1%
Racism	19	10	19	14	11	18	6	13	9	3	19	8	13	9	3	19	-	19	19	19
	1%	1%	1%	1%	2%	2%	1%	2%	2%	1%	1%	1%	2%	2%	1%	1%	-	1%	1%	1%
Incitement to crime	17	14	17	15	7	17	8	12	7	8	17	8	12	7	8	17	-	17	16	17
	1%	1%	1%	1%	1%	1%	1%	2%	2%	2%	1%	1%	2%	1%	2%	1%	-	1%	1%	1%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	16	11	16	11	10	15	7	10	8	6	16	7	10	10	6	16	-	16	16	16
	1%	1%	1%	1%	2%	1%	1%	2%	2%	1%	1%	1%	1%	2%	1%	1%	-	1%	1%	1%
Incitement to hatred	16	12	16	14	6	16	7	9	7	5	16	7	9	8	5	14	2	14	14	14
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	6%	1%	1%	1%
Welfare of children or young people	16	11	16	11	8	14	9	7	3	3	16	9	9	5	3	16	-	16	16	16
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	15	8	15	8	6	15	6	7	8	4	15	6	7	8	4	15	-	15	15	15
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	-	1%	1%	1%
Suicide	15	6	15	13	6	15	2	6	10	4	15	2	6	11	4	15	-	15	15	15
	1%	1%	1%	1%	1%	1%	*	1%	3%d	1%	1%	*	1%	2%k	1%	1%	-	1%	1%	1%
Content harmful to self-esteem (e.g. self-abuse)	15	11	15	14	7	15	7	10	5	7	15	7	11	6	7	15	-	15	15	15
	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	2%	1%	-	1%	1%	1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s

** very small base (under 30) ineligible for sig testing

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Q17 - PC/Mac/laptop

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Base: All users of device for ODO content

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**1488**	1097	1488	1127	647	1212	578	623	376	417	1470	643	759	464	449	1449	39**	1251	1368	1449
Nakedness/naked bodies/body parts	**14**	9	14	12	8	14	8	10	6	2	14	8	11	6	2	14	-	14	14	14
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Defamation/smearing of others	**13**	7	13	10	5	13	5	8	7	4	13	5	9	7	4	13	-	13	13	13
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Drugs/drug use	**12**	9	12	11	6	12	6	9	4	7	12	6	9	4	7	12	-	12	12	12
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	-	*1%*	*1%*	*1%*
Accuracy of medical/health claims	**12**	7	12	8	5	12	2	5	5	4	12	2	6	6	4	12	-	12	12	12
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Inaccurate information	**11**	6	11	9	7	11	2	7	7	3	11	2	7	7	3	11	-	11	11	11
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*2%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Infringing someone's privacy	**10**	6	10	6	6	10	3	5	6	5	10	3	5	6	5	10	-	10	10	10
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Eating disorders	**10**	8	10	8	5	10	5	6	7	4	10	5	6	7	4	10	-	10	10	10
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Illegal child sexual abuse material	**8**	6	8	8	5	8	4	6	2	5	8	4	6	3	5	6	2	6	6	6
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*6%*	*1%*	*	*
Offence of religion	**7**	3	7	3	5	7	2	3	2	1	7	2	3	3	1	7	-	7	7	7
	*	*	*	*	*1%*	*1%*	*	*	*1%*	*	*	*	*	*1%*	*	*	-	*1%*	*1%*	*
Exorcism/the paranormal	**2**	1	2	2	2	2	1	2	1	1	2	1	2	1	1	2	-	2	2	2
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	-	*	*	*
Other	**10**	7	10	7	6	8	5	4	1	2	10	5	5	1	3	10	-	10	10	10
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	-	*1%*	*1%*	*1%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s

** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 138

Q17 - PC/Mac/laptop

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All users of device for ODO content

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	1570	924	270	133	1284	441	1129	305	187	35	276	818	468	1286	431	463	657	276	933	857
Base	1488	829	289	130*	1200	502	986	342	206*	42**	303	709	468	1177	402	429	642	234	877	782
Effective Base	881	603	124	84	720	241	662	176	95	24	157	449	275	723	244	266	341	190	512	496
Violence (in general)	40	23	11	1	36	14	26	12	6	-	9	17	13	30	5	6	16	5	21	20
	3%	3%	4%	1%	3%	3%	3%	3%	3%	-	3%	2%	3%	3%	1%	1%	2%	2%	2%	3%
Sex/sexually explicit content	30	19	7	5	24	14	16	11	6	1	5	10	13	24	5	6	14	7	21	18
	2%	2%	2%	4%	2%	3%	2%	3%	3%	3%	2%	1%	3%	2%	1%	1%	2%	3%	2%	2%
Bullying/victimising	24	16	3	3	19	9	15	7	4	1	1	12	11	23	2	2	15	1	16	11
	2%	2%	1%	2%	2%	2%	1%	2%	2%	1%	*	2%	2%	2%	*	*	2%	*	2%	1%
Pornography	23	17	4	4	19	10	13	9	3	-	5	9	9	18	5	5	10	4	15	12
	2%	2%	1%	3%	2%	2%	1%	3%	1%	-	2%	1%	2%	1%	1%	1%	2%	2%	2%	2%
Misleading advertising	23	17	1	5	16	10	13	10	-	-	3	8	12	20	3	3	13	1	15	8
	2%	2%	*	4%bd	1%	2%	1%	3%	-	-	1%	1%	2%	2%	1%	1%	2%	1%	2%	1%
Bad language	22	13	6	5	17	13	9	12	5	1	1	8	13	21	3	4	6	4	10	9
	1%	2%	2%	4%	1%	3%	1%	3%	2%	2%	*	1%	3%	2%	1%	1%	1%	2%	1%	1%
Dangerous behaviour	21	13	5	3	16	5	16	5	3	-	6	9	6	14	3	3	6	4	9	13
	1%	2%	2%	3%	1%	1%	2%	1%	1%	-	2%	1%	1%	1%	1%	1%	1%	2%	1%	2%
Racism	19	14	1	3	16	5	13	5	4	1	1	7	11	18	5	5	9	2	11	10
	1%	2%	*	2%	1%	1%	1%	1%	2%	1%	*	1%	2%	2%	1%	1%	1%	1%	1%	1%
Incitement to crime	17	12	2	2	12	6	11	5	1	-	1	11	4	15	1	1	8	3	11	8
	1%	1%	1%	2%	1%	1%	1%	1%	*	-	*	2%	1%	1%	*	*	1%	1%	1%	1%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	16	11	3	3	12	8	8	7	4	1	3	6	7	13	2	3	8	3	11	9
	1%	1%	1%	3%	1%	2%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Incitement to hatred	16	10	*	2	14	8	8	7	3	1	1	5	9	15	*	*	10	1	11	8
	1%	1%	*	1%	1%	2%	1%	2%	1%	1%	*	1%	2%	1%	*	*	2%	*	1%	1%
Welfare of children or young people	16	10	2	5	9	6	10	4	3	1	2	7	6	14	2	2	10	2	13	10
	1%	1%	1%	4%d	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	*	*	2%	1%	1%	1%
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	15	13	1	3	12	8	7	8	1	-	1	10	4	14	*	*	13	-	13	10
	1%	2%	*	2%	1%	2%	1%	2%	1%	-	*	1%	1%	1%	*	*	2%no	-	2%	1%
Suicide	15	7	6	1	13	3	12	2	1	1	5	7	3	9	2	2	3	-	3	4
	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	*	-	*	1%
Content harmful to self-esteem (e.g. self-abuse)	15	12	2	2	12	4	11	4	1	-	1	9	4	13	4	4	9	-	9	8
	1%	1%	1%	2%	1%	1%	1%	1%	1%	-	*	1%	1%	1%	1%	1%	1%	-	1%	1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 138

Q17 - PC/Mac/laptop

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All users of device for ODO content

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	1488	829	289	130*	1200	502	986	342	206*	42**	303	709	468	1177	402	429	642	234	877	782
Nakedness/naked bodies/body parts	14	11	2	3	10	7	7	6	2	-	3	4	7	11	-	-	11	1	12	10
	1%	1%	1%	2%	1%	1%	1%	2%	1%	-	1%	1%	2%	1%	-	-	2%no	*	1%	1%
Defamation/smearing of others	13	9	1	1	12	7	6	5	3	-	-	6	7	13	1	1	6	1	7	6
	1%	1%	*	1%	1%	1%	1%	1%	1%	-	-	1%	1%	1%	*	*	1%	*	1%	1%
Drugs/drug use	12	9	2	3	8	5	7	3	3	1	-	5	6	11	-	-	6	4	10	9
	1%	1%	1%	3%	1%	1%	1%	1%	2%	3%	-	1%	1%	1%	-	-	1%	2%no	1%	1%
Accuracy of medical/health claims	12	7	1	5	6	5	7	5	-	-	3	5	4	9	5	5	3	-	3	3
	1%	1%	*	4%abd	1%	1%	1%	1%	-	-	1%	1%	1%	1%	1%	1%	*	-	*	*
Inaccurate information	11	7	2	2	9	3	8	2	2	-	2	6	4	10	3	3	4	2	6	6
	1%	1%	1%	2%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Infringing someone's privacy	10	8	1	1	8	2	8	1	1	-	1	6	3	9	1	1	6	1	7	6
	1%	1%	*	1%	1%	*	1%	*	1%	-	*	1%	1%	1%	*	*	1%	*	1%	1%
Eating disorders	10	6	3	2	7	5	5	3	-	1	1	6	2	9	2	3	5	2	7	6
	1%	1%	1%	2%	1%	1%	1%	1%	-	3%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%
Illegal child sexual abuse material	8	5	1	3	6	6	3	5	2	1	-	3	5	8	-	-	6	1	7	4
	1%	1%	*	2%	*	1%	*	1%	1%	1%	-	*	1%	1%	-	-	1%	1%	1%	1%
Offence of religion	7	4	*	3	4	5	2	4	2	1	*	4	2	7	2	2	3	1	4	4
	*	1%	*	2%	*	1%	*	1%	1%	1%	*	1%	*	1%	*	*	*	1%	*	1%
Exorcism/the paranormal	2	2	-	1	2	-	2	-	-	-	-	1	2	2	-	-	2	1	2	2
	*	*	-	*	*	-	*	-	-	-	-	*	*	*	-	-	*	*	*	*
Other	10	5	2	-	8	1	9	-	1	-	1	7	1	8	1	1	4	3	7	6
	1%	1%	1%	-	1%	*	1%	-	*	-	*	1%	*	1%	*	*	1%	1%	1%	1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 138

Q17 - PC/Mac/laptop

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All users of device for ODO content

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	1570	247	1245	78	186	61	199	48	53	626	287
Base	1488	220	1192	77*	168	52*	179	41*	53*	588	261
Effective Base	881	177	669	50	131	46	143	34	36	379	161
Violence (in general)	40	40	-	-	38	3	40	-	14	23	9
	3%	18%bc	-	-	23%e	5%	23%g	-	26%	4%	3%
Sex/sexually explicit content	30	30	-	-	27	3	29	1	5	22	2
	2%	14%bc	-	-	16%	5%	16%g	3%	10%	4%	1%
Bullying/victimising	24	24	-	-	22	2	23	1	7	13	4
	2%	11%bc	-	-	13%	4%	13%	2%	14%	2%	2%
Pornography	23	23	-	-	21	2	23	1	4	15	2
	2%	11%bc	-	-	13%	4%	13%	2%	7%	3%	1%
Misleading advertising	23	23	-	-	22	2	23	*	10	13	4
	2%	11%bc	-	-	13%	3%	13%	1%	19%	2%	2%
Bad language	22	22	-	-	21	1	22	-	3	13	2
	1%	10%bc	-	-	12%	3%	12%g	-	6%	2%	1%
Dangerous behaviour	21	21	-	-	15	6	16	5	8	8	5
	1%	10%bc	-	-	9%	12%	9%	12%	15%	1%	2%
Racism	19	19	-	-	18	1	18	1	5	10	4
	1%	9%bc	-	-	11%	1%	10%	2%	9%	2%	1%
Incitement to crime	17	17	-	-	16	1	17	-	10	10	1
	1%	8%bc	-	-	10%	1%	9%	-	19%	2%	*
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	16	16	-	-	15	1	16	-	5	9	4
	1%	7%bc	-	-	9%	2%	9%	-	9%	1%	2%
Incitement to hatred	16	16	-	-	15	1	16	-	8	9	3
	1%	7%bc	-	-	9%	1%	9%	-	16%	1%	1%
Welfare of children or young people	16	16	-	-	14	2	14	1	5	11	2
	1%	7%bc	-	-	8%	3%	8%	3%	10%	2%	1%
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	15	15	-	-	15	-	15	-	5	11	2
	1%	7%b	-	-	9%e	-	8%	-	10%	2%	1%
Suicide	15	15	-	-	15	-	15	-	9	2	7
	1%	7%b	-	-	9%e	-	8%	-	16%	*	3%h
Content harmful to self-esteem (e.g. self-abuse)	15	15	-	-	14	1	15	-	4	9	1
	1%	7%b	-	-	8%	2%	8%	-	8%	2%	*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i

* small base

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 138

Q17 - PC/Mac/laptop

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All users of device for ODO content

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**1488**	220	1192	77*	168	52*	179	41*	53*	588	261
Nakedness/naked bodies/body parts	**14**	14	-	-	14	-	14	-	3	10	1
	1%	6%b	-	-	8%b	-	*8%*	-	*6%*	*2%*	*
Defamation/smearing of others	**13**	13	-	-	13	-	13	-	5	8	1
	1%	6%b	-	-	*7%*	-	*7%*	-	*10%*	*1%*	*
Drugs/drug use	**12**	12	-	-	12	-	12	-	7	7	1
	1%	6%b	-	-	*7%*	-	*7%*	-	*13%*	*1%*	*
Accuracy of medical/health claims	**12**	12	-	-	10	2	11	1	3	7	2
	1%	5%b	-	-	*6%*	*5%*	*6%*	*2%*	*6%*	*1%*	*1%*
Inaccurate information	**11**	11	-	-	11	-	10	1	4	6	2
	1%	5%b	-	-	*7%*	-	*6%*	*3%*	*7%*	*1%*	*1%*
Infringing someone's privacy	**10**	10	-	-	10	-	10	-	3	4	3
	1%	5%b	-	-	*6%*	-	*6%*	-	*6%*	*1%*	*1%*
Eating disorders	**10**	10	-	-	9	1	10	-	4	5	2
	1%	5%b	-	-	*6%*	*1%*	*6%*	-	*7%*	*1%*	*1%*
Illegal child sexual abuse material	**8**	8	-	-	8	-	8	-	6	4	3
	1%	4%b	-	-	*5%*	-	*5%*	-	*11%*	*1%*	*1%*
Offence of religion	**7**	7	-	-	7	-	7	-	2	4	1
	*	3%b	-	-	*4%*	-	*4%*	-	*4%*	*1%*	*
Exorcism/the paranormal	**2**	2	-	-	2	-	2	-	1	1	-
	*	1%b	-	-	*1%*	-	*1%*	-	*1%*	*	-
Other	**10**	10	-	-	6	3	5	5	1	5	1
	1%	4%b	-	-	*4%*	*7%*	*3%*	12%b	*3%*	*1%*	*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i

* small base

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 139

Q17 - Tablet computer

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All users of device for ODO content

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	710	346	364	159	199	153	87	57	55	358	240	112	155	112	41	38	203	128	16	17	220	267	109	114	487	223
Base	640	315	326	158	158	149*	88*	43*	44*	316	237	87*	145*	111*	27*	31**	172	125*	16**	12**	185	229	110*	116*	414	226
Effective Base	445	216	229	129	117	86	54	40	30	245	139	69	97	73	35	19	152	68	10	14	145	184	59	69	330	127
Violence (in general)	25	18	7	7	6	8	4	-	-	13	12	-	8	9	-	-	4	3	-	-	15	5	1	4	20	5
	4%	6%	2%	4%	4%	5%	5%	-	-	4%	5%	-	6%	8%	-	-	2%	2%	-	-	8%uvy	2%	1%	3%	5%	2%
Bad language	23	16	7	7	4	8	3	-	*	11	11	*	7	9	-	*	5	2	-	-	13	3	4	2	17	6
	4%	5%	2%	4%	3%	5%	3%	-	1%	4%	5%	*	5%	8%	-	1%	3%	2%	-	-	7%u	1%	4%	2%	4%	3%
Sex/sexually explicit content	22	14	9	11	4	6	2	-	*	14	8	*	8	5	-	*	6	2	-	-	10	8	3	1	18	5
	3%	4%	3%	7%jk	2%	4%	2%	-	1%	5%	3%	*	5%	5%	-	1%	4%	2%	-	-	5%	4%	3%	1%	4%	2%
Dangerous behaviour	15	11	4	4	8	1	2	-	-	12	3	-	10	1	-	-	2	2	-	-	6	3	5	1	10	5
	2%	3%	1%	3%	5%l	*	2%	-	-	4%	1%	-	7%m	1%	-	-	1%	2%	-	-	3%	2%	4%	1%	2%	2%
Drugs/drug use	12	9	3	6	2	2	1	-	*	8	3	*	5	3	-	*	3	-	-	-	9	3	-	1	11	1
	2%	3%	1%	4%	1%	2%	1%	-	1%	3%	1%	*	3%	3%	-	1%	2%	-	-	-	5%y	1%	-	1%	3%	*
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	11	8	3	4	4	1	2	-	-	8	3	-	6	2	-	-	2	1	-	-	6	4	-	1	10	1
	2%	2%	1%	2%	3%	1%	2%	-	-	3%	1%	-	4%	2%	-	-	1%	1%	-	-	3%	2%	-	1%	2%	*
Content harmful to self-esteem (e.g. self-abuse)	9	3	6	8	1	1	-	-	-	9	1	-	2	1	-	-	6	-	-	-	7	2	-	-	9	-
	1%	1%	2%	5%dj	1%	*	-	-	-	3%	*	-	2%	1%	-	-	4%	-	-	-	4%y	1%	-	-	2%	-
Eating disorders	9	2	7	4	1	3	1	-	-	5	4	-	-	2	-	-	5	1	-	-	6	2	-	1	8	1
	1%	1%	2%	3%	1%	2%	1%	-	-	2%	2%	-	-	2%	-	-	3%	1%	-	-	3%	1%	-	1%	2%	*
Misleading advertising	9	7	1	1	6	1	1	-	-	7	2	-	6	1	-	-	1	1	-	-	2	2	5	1	3	5
	1%	2%	*	*	4%	1%	1%	-	-	2%	1%	-	4%	1%	-	-	*	1%	-	-	1%	1%	4%	1%	1%	2%
Inaccurate information	9	4	5	6	1	2	-	-	-	6	2	-	2	1	-	-	4	1	-	-	5	4	-	-	9	-
	1%	1%	2%	4%	*	2%	-	-	-	2%	1%	-	1%	1%	-	-	2%	1%	-	-	3%y	2%	-	-	2%	-
Illegal child sexual abuse material	8	3	5	5	-	3	-	-	-	5	3	-	2	1	-	-	3	2	-	-	3	3	2	-	6	2
	1%	1%	1%	3%	-	2%	-	-	-	2%	1%	-	1%	1%	-	-	2%	1%	-	-	2%	1%	1%	-	2%	1%
Incitement to crime	8	6	2	2	3	1	2	-	-	5	3	-	5	1	-	-	-	2	-	-	5	1	1	1	6	2
	1%	2%	*	1%	2%	1%	2%	-	-	2%	1%	-	3%	1%	-	-	-	1%	-	-	3%	1%	1%	1%	2%	1%
Welfare of children or young people	8	6	2	4	1	2	1	-	-	5	3	-	4	2	-	-	1	1	-	-	3	2	-	2	6	2
	1%	2%	1%	2%	1%	1%	1%	-	-	1%	1%	-	3%	2%	-	-	1%	1%	-	-	2%	1%	-	2%	1%	1%
Bullying/victimising	8	2	5	3	3	-	1	-	-	7	1	-	2	-	-	-	5	1	-	-	5	3	-	-	8	-
	1%	1%	2%	2%	2%	-	1%	-	-	2%	*	-	2%	-	-	-	3%	1%	-	-	3%y	1%	-	-	2%	-
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	8	4	4	5	-	2	1	-	-	5	3	-	1	3	-	-	4	-	-	-	5	2	-	1	7	1
	1%	1%	1%	3%	-	1%	1%	-	-	1%	1%	-	*	3%	-	-	2%	-	-	-	3%	1%	-	1%	2%	*
Racism	8	6	2	4	2	-	1	-	-	7	1	-	5	1	-	-	2	-	-	-	2	3	-	3	5	3
	1%	2%	1%	3%	1%	-	1%	-	-	2%	*	-	3%	1%	-	-	1%	-	-	-	1%	1%	-	2%	1%	1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y

* small base; ** very small base (under 30) ineligible for sig testing

bdrc continental providing intelligence

20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 139

Q17 - Tablet computer

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All users of device for ODO content

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	640	315	326	158	158	149*	88*	43*	44*	316	237	87*	145*	111*	27*	31**	172	125*	16**	12**	185	229	110*	116*	414	226
Pornography	6	3	2	1	2	-	2	-	*	4	2	*	2	1	-	*	2	1	-	-	*	3	1	2	3	3
	1%	1%	1%	1%	1%	-	2%	-	1%	1%	1%	*	1%	1%	-	1%	1%	1%	-	-	*	1%	1%	1%	1%	1%
Accuracy of medical/health claims	5	3	3	3	1	1	1	-	-	4	2	-	1	2	-	-	3	-	-	-	3	1	-	1	4	1
	1%	1%	1%	2%	*	*	1%	-	-	1%	1%	-	1%	1%	-	-	2%	-	-	-	2%	1%	-	1%	1%	*
Nakedness/naked bodies/body parts	5	2	3	2	1	1	1	-	-	3	2	-	2	1	-	-	1	2	-	-	4	1	-	-	5	-
	1%	1%	1%	1%	*	1%	1%	-	-	1%	1%	-	1%	1%	-	-	1%	1%	-	-	2%	*	-	-	1%	-
Defamation/smearing of others	5	1	4	2	1	1	1	-	-	3	2	-	*	1	-	-	3	1	-	-	4	1	-	-	5	-
	1%	*	1%	1%	1%	*	1%	-	-	1%	1%	-	*	1%	-	-	2%	1%	-	-	2%	*	-	-	1%	-
Incitement to hatred	3	3	-	1	1	1	-	-	-	2	1	-	2	1	-	-	-	-	-	-	3	-	1	-	3	1
	1%	1%	-	1%	1%	1%	-	-	-	1%	1%	-	1%	1%	-	-	-	-	-	-	1%	-	1%	-	1%	*
Suicide	3	2	1	2	-	1	-	-	-	2	1	-	1	1	-	-	1	-	-	-	1	2	-	-	3	-
	*	1%	*	1%	-	1%	-	-	-	1%	1%	-	1%	1%	-	-	1%	-	-	-	1%	1%	-	-	1%	-
Infringing someone's privacy	3	1	1	1	1	-	-	-	-	3	-	-	1	-	-	-	1	-	-	-	*	2	-	-	3	-
	*	*	*	1%	1%	-	-	-	-	1%	-	-	1%	-	-	-	1%	-	-	-	*	1%	-	-	1%	-
Exorcism/the paranormal	2	1	1	2	-	-	-	-	-	2	-	-	1	-	-	-	1	-	-	-	1	1	-	-	2	-
	*	*	*	1%	-	-	-	-	-	1%	-	-	1%	-	-	-	1%	-	-	-	1%	1%	-	-	1%	-
Offence of religion	2	1	1	1	-	-	1	-	-	1	1	-	1	-	-	-	-	1	-	-	2	-	-	-	2	-
	*	*	*	*	-	-	1%	-	-	*	*	-	*	-	-	-	-	1%	-	-	1%	-	-	-	*	-
Other	4	2	2	-	1	2	1	-	-	1	3	-	1	1	-	-	-	2	-	-	2	1	-	-	4	-
	1%	1%	1%	-	1%	1%	1%	-	-	*	1%	-	1%	1%	-	-	-	1%	-	-	1%	*	-	-	1%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y

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Absolutes/col percents

Table 139

Q17 - Tablet computer

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All users of device for ODO content

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	710	457	249	452	233	10	36	81	64	44	71	38	66	116	100	616	37	16	41	181	115	320
Base	640	407	228	394	224	10**	29**	66*	54*	45**	54*	65**	80*	94	60*	548	28**	13**	51**	149	99*	300
Effective Base	445	310	137	293	141	4	23	68	46	22	61	25	40	105	75	391	25	7	27	136	69	194
Violence (in general)	25	19	6	9	15	-	1	5	4	1	1	1	-	4	3	19	-	*	5	9	2	8
	4%	5%	3%	2%	7%c	-	3%	7%	7%	2%	2%	2%	-	4%	4%	4%	-	4%	10%	6%	2%	3%
Bad language	23	18	4	12	11	-	1	2	1	2	-	6	2	1	2	18	-	-	5	4	2	12
	4%	5%	2%	3%	5%	-	3%	3%	2%	4%	-	9%	3%	1%	3%	3%	-	-	10%	3%	2%	4%
Sex/sexually explicit content	22	16	5	12	9	-	-	3	3	3	2	2	3	2	4	21	-	-	2	6	5	10
	3%	4%	2%	3%	4%	-	-	5%	6%	7%	3%	2%	3%	2%	6%	4%	-	-	3%	4%	5%	3%
Dangerous behaviour	15	12	3	8	7	-	-	2	-	1	-	9	-	2	2	15	-	-	-	2	1	12
	2%	3%	1%	2%	3%	-	-	2%	-	3%	-	14%	-	2%	3%	3%	-	-	-	1%	1%	4%
Drugs/drug use	12	10	2	8	3	-	1	2	2	1	1	4	-	1	2	12	-	-	-	5	2	6
	2%	3%	1%	2%	1%	-	3%	3%	3%	2%	1%	6%	-	1%	3%	2%	-	-	-	3%	2%	2%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	11	11	-	8	3	-	1	2	1	1	1	3	-	-	2	11	-	-	-	4	2	5
	2%	3%b	-	2%	1%	-	3%	3%	2%	2%	3%	5%	-	-	3%	2%	-	-	-	2%	2%	2%
Content harmful to self-esteem (e.g. self-abuse)	9	6	3	4	5	-	-	-	3	-	1	2	-	1	2	9	1	-	-	3	1	5
	1%	2%	1%	1%	2%	-	-	-	5%	-	1%	3%	-	1%	4%	2%	2%	-	-	2%	1%	2%
Eating disorders	9	8	1	6	2	*	1	1	-	-	1	2	1	-	2	7	-	-	2	1	1	5
	1%	2%	*	2%	1%	4%	3%	1%	-	-	1%	3%	2%	-	3%	1%	-	-	3%	1%	1%	2%
Misleading advertising	9	8	1	3	6	-	-	-	-	-	1	4	-	1	3	8	-	-	1	-	1	7
	1%	2%	*	1%	3%	-	-	-	-	-	1%	6%	-	1%	4%	1%	-	-	2%	-	1%	2%
Inaccurate information	9	9	-	3	5	-	-	-	-	-	1	2	1	3	2	9	-	-	-	-	1	8
	1%	2%	-	1%	2%	-	-	-	-	-	1%	3%	2%	3%	3%	2%	-	-	-	-	1%	3%
Illegal child sexual abuse material	8	6	2	5	2	-	-	1	-	-	1	2	-	2	2	8	-	-	-	1	1	6
	1%	2%	1%	1%	1%	-	-	2%	-	-	1%	3%	-	2%	3%	1%	-	-	-	1%	1%	2%
Incitement to crime	8	6	2	4	4	-	-	-	-	1	-	3	-	1	3	8	-	-	-	-	1	7
	1%	1%	1%	1%	2%	-	-	-	-	2%	-	4%	-	1%	6%c	1%	-	-	-	-	1%	2%
Welfare of children or young people	8	8	-	6	1	-	1	2	-	-	2	-	-	1	2	8	-	-	-	3	2	3
	1%	2%	-	1%	*	-	3%	3%	-	-	3%	-	-	1%	4%	1%	-	-	-	2%	2%	1%
Bullying/victimising	8	8	-	6	2	-	-	1	-	1	1	2	1	-	1	7	1	-	-	1	2	4
	1%	2%	-	2%	1%	-	-	1%	-	2%	2%	3%	2%	-	2%	1%	2%	-	-	1%	2%	1%
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	8	8	-	7	1	-	1	-	1	-	-	2	-	-	2	6	-	-	2	2	-	4
	1%	2%	-	2%	*	-	3%	-	2%	-	-	3%	-	-	3%	1%	-	-	3%	1%	-	1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u

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Table 139

Q17 - Tablet computer

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All users of device for ODO content

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	**640**	407	228	394	224	10**	29**	66*	54*	45**	54*	65**	80*	94	60*	548	28**	13**	51**	149	99*	300
Racism	**8**	8	-	3	4	*	1	-	-	-	1	1	1	-	2	6	1	-	-	1	1	5
	1%	*2%*	-	*1%*	*2%*	*4%*	*3%*	-	-	-	*1%*	*2%*	*2%*	-	4%m	*1%*	*5%*	-	-	*1%*	*1%*	*2%*
Pornography	**6**	5	1	3	1	-	1	1	*	-	1	-	1	1	1	6	-	-	-	2	1	3
	1%	*1%*	*	*1%*	*1%*	-	*3%*	*1%*	*1%*	-	*1%*	-	*2%*	*1%*	*1%*	*1%*	-	-	-	*2%*	*1%*	*1%*
Accuracy of medical/health claims	**5**	5	-	4	2	-	1	-	-	-	-	2	-	1	1	5	1	-	-	1	-	4
	1%	*1%*	-	*1%*	*1%*	-	*3%*	-	-	-	-	*3%*	-	*1%*	*1%*	*1%*	*2%*	-	-	*1%*	-	*1%*
Nakedness/naked bodies/body parts	**5**	4	1	4	1	-	-	-	-	1	-	-	-	1	3	5	-	-	-	-	1	4
	1%	*1%*	*	*1%*	*	-	-	-	-	*2%*	-	-	-	*1%*	6%g	*1%*	-	-	-	-	*1%*	*1%*
Defamation/smearing of others	**5**	5	-	4	1	-	-	-	-	1	-	2	-	-	1	4	1	-	-	-	1	3
	1%	*1%*	-	*1%*	*	-	-	-	-	*2%*	-	*3%*	-	-	*2%*	*1%*	*2%*	-	-	-	*1%*	*1%*
Incitement to hatred	**3**	3	-	2	2	-	-	-	-	-	-	-	-	1	3	3	-	-	-	-	-	3
	1%	*1%*	-	*	*1%*	-	-	-	-	-	-	-	-	*1%*	*4%*	*1%*	-	-	-	-	-	*1%*
Suicide	**3**	3	-	1	2	-	-	1	-	-	-	-	-	1	1	3	-	-	-	1	-	2
	*	*1%*	-	*	*1%*	-	-	*2%*	-	-	-	-	-	*1%*	*1%*	*1%*	-	-	-	*1%*	-	*1%*
Infringing someone's privacy	**3**	3	-	1	1	-	-	-	-	-	-	-	1	-	*	2	-	-	1	-	-	2
	*	*1%*	-	*	*1%*	-	-	-	-	-	-	-	*2%*	-	*1%*	*	-	-	*2%*	-	-	*1%*
Exorcism/the paranormal	**2**	2	-	1	1	-	-	-	-	-	-	-	1	-	1	2	-	-	-	-	-	2
	*	*1%*	-	*	*1%*	-	-	-	-	-	-	-	*2%*	-	*2%*	*	-	-	-	-	-	*1%*
Offence of religion	**2**	2	-	1	1	-	-	-	-	1	-	-	-	-	1	2	-	-	-	-	1	1
	*	*	-	*	*	-	-	-	-	*2%*	-	-	-	-	*1%*	*	-	-	-	-	*1%*	*
Other	**4**	3	*	3	*	-	-	1	-	*	-	-	-	1	-	3	-	1	-	1	*	1
	1%	*1%*	*	*1%*	*	-	-	*1%*	-	*1%*	-	-	-	*2%*	-	*	-	*6%*	-	*1%*	*	*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u

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Base: All users of device for ODO content

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	710	568	560	612	413	458	359	382	575	242	543	379	465	704	255	700	10	658	678	700
Base	640	486	482	551	359	390	298	342	512	216	465	316	414	636	226	626	14**	558	601	626
Effective Base	445	386	365	392	271	308	272	268	402	150	357	279	309	440	160	460	3	496	447	460
Violence (in general)	25	12	16	24	12	16	10	13	24	2	16	10	15	25	2	25	-	25	25	25
	4%	2%	3%	4%	3%	4%	3%	4%	5%d	1%	3%	3%	4%	4%	1%	4%	-	4%	4%	4%
Bad language	23	11	17	22	9	17	8	15	23	4	17	8	16	23	4	23	-	23	23	23
	4%	2%	4%	4%	2%	4%	3%	4%	4%	2%	4%	2%	4%	4%	2%	4%	-	4%	4%	4%
Sex/sexually explicit content	22	15	13	22	13	13	10	18	22	6	13	10	19	22	6	22	-	22	22	22
	3%	3%	3%	4%	4%	3%	4%	5%	4%	3%	3%	3%	5%	4%	2%	4%	-	4%	4%	4%
Dangerous behaviour	15	8	9	14	7	9	5	13	14	4	9	5	14	15	4	15	-	15	15	15
	2%	2%	2%	3%	2%	2%	2%	4%	3%	2%	2%	2%	3%	2%	2%	2%	-	3%	2%	2%
Drugs/drug use	12	11	10	12	6	10	8	11	12	5	10	8	12	12	5	12	-	12	12	12
	2%	2%	2%	2%	2%	2%	3%	3%	2%	2%	2%	3%	3%	2%	2%	2%	-	2%	2%	2%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	11	9	10	11	9	10	8	9	11	4	10	8	10	11	4	11	-	11	11	11
	2%	2%	2%	2%	2%	3%	3%	3%	2%	2%	2%	2%	2%	2%	2%	2%	-	2%	2%	2%
Content harmful to self-esteem (e.g. self-abuse)	9	5	4	9	6	4	5	5	9	1	4	5	5	9	1	9	-	9	9	9
	1%	1%	1%	2%	2%	1%	2%	2%	2%	*	1%	2%	1%	1%	*	1%	-	2%	2%	1%
Eating disorders	9	8	6	9	6	6	6	8	8	1	6	6	8	9	1	9	-	9	9	9
	1%	2%	1%	2%	2%	2%	2%	2%	2%	1%	1%	2%	2%	1%	1%	1%	-	2%	1%	1%
Misleading advertising	9	4	4	9	3	4	4	8	8	1	4	4	8	9	1	9	-	9	9	9
	1%	1%	1%	2%	1%	1%	1%	2%	2%	1%	1%	1%	2%	1%	1%	1%	-	2%	1%	1%
Inaccurate information	9	5	9	9	8	9	5	8	9	1	9	5	8	9	1	9	-	9	9	9
	1%	1%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	1%	1%	1%	-	2%	1%	1%
Illegal child sexual abuse material	8	6	5	8	7	5	6	8	8	1	5	6	8	8	1	8	-	8	8	8
	1%	1%	1%	1%	2%	1%	2%	2%	2%	*	1%	2%	2%	1%	*	1%	-	1%	1%	1%
Incitement to crime	8	6	7	8	4	7	3	7	7	4	7	3	8	8	4	8	-	8	8	8
	1%	1%	2%	1%	1%	2%	1%	2%	1%	2%	2%	1%	2%	1%	2%	1%	-	1%	1%	1%
Welfare of children or young people	8	7	5	8	6	5	6	8	8	2	5	6	8	8	2	8	-	8	8	8
	1%	1%	1%	1%	2%	1%	2%	2%	2%	1%	1%	2%	2%	1%	1%	1%	-	1%	1%	1%
Bullying/victimising	8	5	6	8	7	5	4	6	8	2	6	4	8	8	2	8	-	8	8	8
	1%	1%	1%	1%	2%	1%	1%	2%	2%	1%	1%	1%	2%	1%	1%	1%	-	1%	1%	1%
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	8	8	6	8	4	6	7	8	8	2	6	7	8	8	2	8	-	8	8	8
	1%	2%	1%	1%	1%	2%	2%	2%	2%	1%	1%	2%	2%	1%	1%	1%	-	1%	1%	1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s

** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 139

Q17 - Tablet computer

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All users of device for ODO content

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**640**	486	482	551	359	390	298	342	512	216	465	316	414	636	226	626	14**	558	601	626
Racism	**8**	6	6	8	6	6	6	6	8	3	6	6	6	8	3	8	-	8	8	8
	1%	*1%*	*1%*	*1%*	*2%*	*2%*	*2%*	*2%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Pornography	**6**	2	4	5	3	4	2	4	5	-	4	2	4	6	-	6	-	6	6	6
	1%	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	-	*1%*	-	*1%*	*1%*	*1%*
Accuracy of medical/health claims	**5**	4	4	5	4	4	4	4	5	-	4	4	4	5	-	5	-	5	5	5
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	-	*1%*	-	*1%*	*1%*	*1%*
Nakedness/naked bodies/body parts	**5**	4	4	5	5	4	4	4	5	1	4	4	5	5	1	5	-	5	5	5
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Defamation/smearing of others	**5**	4	3	5	5	3	3	3	5	*	3	3	5	5	*	5	-	5	5	5
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*	*1%*	-	*1%*	*1%*	*1%*
Incitement to hatred	**3**	3	2	3	3	2	3	3	3	1	2	3	3	3	1	3	-	3	3	3
	1%	*1%*	*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*	*	*1%*	*1%*	*1%*	*	*1%*	-	*1%*	*1%*	*1%*
Suicide	**3**	2	2	3	2	2	1	2	3	1	2	1	2	3	1	3	-	3	3	3
	*	*	*1%*	*1%*	*	*1%*	*	*1%*	*1%*	*	*1%*	*	*1%*	*	*	*	-	*1%*	*1%*	*
Infringing someone's privacy	**3**	*	3	3	2	3	-	2	3	*	3	-	3	3	*	3	-	3	3	3
	*	*	*1%*	*	*	*1%*	-	*1%*	*1%*	*	*1%*	-	*1%*	*	*	*	-	*	*	*
Exorcism/the paranormal	**2**	1	1	2	2	1	1	2	2	-	1	1	2	2	-	2	-	2	2	2
	*	*	*	*	*1%*	*	*	*1%*	*	-	*	*	*1%*	*	-	*	-	*	*	*
Offence of religion	**2**	1	2	2	2	2	1	1	2	1	2	1	2	2	1	2	-	2	2	2
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	-	*	*	*
Other	**4**	4	2	3	3	1	3	2	3	1	2	3	3	4	1	4	-	4	4	4
	1%	*1%*	*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s

** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 139

Q17 - Tablet computer

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All users of device for ODO content

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	710	508	69	72	573	264	446	198	108	19	71	388	249	637	156	175	342	109	451	423
Base	640	423	73*	69*	498	268	372	204	102*	19**	80*	319	240	559	145*	162	301	97*	398	368
Effective Base	445	393	42	55	375	178	267	125	96	17	35	248	176	423	89	103	212	81	291	292
Violence (in general)	25	12	11	6	19	12	13	9	5	2	6	5	14	19	5	7	7	6	12	13
	4%	3%	16%ad	9%d	4%	5%	3%	4%	5%	8%	7%k	1%	6%k	3%	3%	4%	2%	6%	3%	3%
Bad language	23	8	9	2	16	10	13	8	3	2	5	7	10	18	-	1	7	3	10	10
	4%	2%	13%ad	2%	3%	4%	4%	4%	3%	10%	6%	2%	4%	3%	-	1%	2%	3%	3%	3%
Sex/sexually explicit content	22	17	4	10	12	12	10	10	6	1	2	7	14	21	6	8	11	2	12	13
	3%	4%	6%	14%ad	3%	5%	3%	5%	6%	3%	2%	2%	6%	4%	4%	5%	4%	2%	3%	3%
Dangerous behaviour	15	9	2	2	9	7	8	6	2	1	-	7	8	14	1	2	6	1	8	7
	2%	2%	2%	3%	2%	3%	2%	3%	2%	3%	-	2%	3%	3%	1%	1%	2%	1%	2%	2%
Drugs/drug use	12	10	2	2	10	8	4	4	2	2	-	5	7	12	-	1	6	3	9	11
	2%	2%	3%	4%	2%	3%	1%	2%	2%	11%	-	2%	3%	2%	-	1%	2%	3%	2%	3%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	11	8	2	2	9	10	1	8	3	1	-	3	8	11	1	2	5	3	8	9
	2%	2%	3%	3%	2%	4%k	*	4%	3%	5%	-	1%	3%	2%	1%	1%	2%	3%	2%	2%
Content harmful to self-esteem (e.g. self-abuse)	9	6	3	4	5	4	5	4	2	-	-	3	6	9	4	4	5	-	5	5
	1%	2%	4%	7%ad	1%	2%	1%	2%	2%	-	-	1%	3%	2%	3%	2%	2%	-	1%	1%
Eating disorders	9	9	-	4	5	6	3	6	1	1	-	5	4	9	-	-	7	1	9	8
	1%	2%	-	5%d	1%	2%	1%	3%	1%	3%	-	2%	1%	2%	-	-	2%	1%	2%	2%
Misleading advertising	9	4	1	1	3	2	7	1	2	1	-	7	1	9	-	-	3	-	3	4
	1%	1%	1%	2%	1%	1%	2%	1%	2%	3%	-	2%	1%	2%	-	-	1%	-	1%	1%
Inaccurate information	9	9	-	1	8	4	5	4	2	-	1	3	5	8	1	1	7	-	7	7
	1%	2%	-	1%	2%	1%	1%	2%	2%	-	1%	1%	2%	1%	1%	1%	2%	-	2%	2%
Illegal child sexual abuse material	8	7	1	1	7	7	1	4	3	1	-	2	6	8	1	2	4	1	6	6
	1%	2%	1%	1%	1%	2%	*	2%	3%	5%	-	*	3%	1%	1%	1%	1%	1%	1%	2%
Incitement to crime	8	7	1	2	6	5	3	3	3	1	-	4	4	8	1	2	3	1	5	4
	1%	2%	1%	3%	1%	2%	1%	2%	3%	3%	-	1%	2%	1%	1%	1%	1%	1%	1%	1%
Welfare of children or young people	8	7	1	3	4	7	1	4	4	1	-	2	5	8	-	1	5	1	6	8
	1%	2%	1%	5%d	1%	3%k	*	2%	4%	5%	-	1%	2%	1%	-	1%	2%	1%	2%	2%
Bullying/victimising	8	7	1	1	7	5	3	4	1	-	-	3	5	8	-	*	4	-	4	6
	1%	2%	1%	2%	1%	2%	1%	2%	1%	-	-	1%	2%	1%	-	*	1%	-	1%	2%
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	8	6	2	3	5	7	1	4	1	2	-	3	5	8	-	1	6	1	7	8
	1%	1%	3%	4%	1%	2%k	*	2%	1%	11%	-	1%	2%	1%	-	1%	2%	1%	2%	2%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s

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Absolutes/col percents

Table 139

Q17 - Tablet computer

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All users of device for ODO content

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	640	423	73*	69*	498	268	372	204	102*	19**	80*	319	240	559	145*	162	301	97*	398	368
Racism	8	7	1	2	5	3	4	1	1	1	-	4	4	8	2	3	3	2	4	6
	1%	2%	1%	3%	1%	1%	1%	*	1%	5%	-	1%	2%	1%	1%	2%	1%	2%	1%	2%
Pornography	6	4	1	1	4	3	2	2	2	2	-	1	5	6	-	1	3	1	4	6
	1%	1%	1%	1%	1%	1%	1%	1%	2%	8%	-	*	2%	1%	-	1%	1%	1%	1%	2%
Accuracy of medical/health claims	5	4	1	1	5	4	1	3	1	1	-	2	3	5	1	2	3	-	3	4
	1%	1%	1%	1%	1%	2%	*	1%	1%	5%	-	1%	1%	1%	1%	1%	1%	-	1%	1%
Nakedness/naked bodies/body parts	5	4	1	2	4	4	1	3	3	-	-	1	4	5	-	-	5	-	5	4
	1%	1%	1%	2%	1%	1%	*	1%	2%	-	-	*	2%	1%	-	-	2%	-	1%	1%
Defamation/smearing of others	5	4	1	1	4	4	*	3	2	-	-	2	3	5	-	*	4	-	4	4
	1%	1%	1%	1%	1%	2%	*	1%	2%	-	-	*	1%	1%	-	*	1%	-	1%	1%
Incitement to hatred	3	3	1	2	2	2	1	2	2	-	-	2	2	3	-	-	3	*	3	3
	1%	1%	1%	2%	*	1%	*	1%	2%	-	-	1%	1%	1%	-	-	1%	*	1%	1%
Suicide	3	3	-	1	2	1	2	-	1	-	-	3	-	3	2	2	1	-	1	1
	*	1%	-	2%	*	*	1%	-	1%	-	-	1%	-	1%	1%	1%	*	-	*	*
Infringing someone's privacy	3	3	-	-	3	-	3	-	-	-	-	1	1	3	-	*	1	-	1	2
	*	1%	-	-	1%	-	1%	-	-	-	-	*	1%	*	-	*	*	-	*	*
Exorcism/the paranormal	2	2	-	1	1	1	1	1	1	-	-	-	2	2	-	-	2	-	2	2
	*	1%	-	1%	*	*	*	*	1%	-	-	-	1%	*	-	-	1%	-	1%	1%
Offence of religion	2	1	1	-	2	1	1	-	1	-	-	1	1	2	-	-	2	-	2	1
	*	*	1%	-	*	*	*	-	1%	-	-	*	*	*	-	-	1%	-	*	*
Other	4	3	1	-	4	2	1	2	2	-	-	1	2	3	-	-	3	1	4	2
	1%	1%	1%	-	1%	1%	*	1%	2%	-	-	*	1%	1%	-	-	1%	1%	1%	1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s

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Base: All users of device for ODO content

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	710	160	510	40	133	27	141	19	28	335	112
Base	640	151	457	32*	125*	26**	132	19**	33*	307	108*
Effective Base	445	114	303	33	95	19	102	12	18	224	58
Violence (in general)	25	25	-	-	25	-	25	-	6	13	5
	4%	16%bc	-	-	20%	-	19%	-	20%	4%	5%
Bad language	23	23	-	-	23	-	23	-	6	14	6
	4%	15%bc	-	-	18%	-	17%	-	19%	4%	6%
Sex/sexually explicit content	22	22	-	-	21	1	21	2	4	19	1
	3%	15%bc	-	-	17%	5%	16%	9%	12%	6%	1%
Dangerous behaviour	15	15	-	-	14	*	15	-	3	10	1
	2%	10%b	-	-	12%	2%	11%	-	10%	3%	1%
Drugs/drug use	12	12	-	-	11	1	12	-	4	9	1
	2%	8%b	-	-	9%	2%	9%	-	13%	3%	1%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	11	11	-	-	11	-	11	-	2	8	1
	2%	7%b	-	-	9%	-	8%	-	7%	3%	1%
Content harmful to self-esteem (e.g. self-abuse)	9	9	-	-	9	-	9	-	2	8	1
	1%	6%b	-	-	7%	-	7%	-	5%	3%	1%
Eating disorders	9	9	-	-	9	-	9	-	2	7	-
	1%	6%b	-	-	7%	-	7%	-	7%	2%	-
Misleading advertising	9	9	-	-	9	-	9	-	2	6	1
	1%	6%b	-	-	7%	-	7%	-	5%	2%	1%
Inaccurate information	9	9	-	-	9	-	9	-	-	7	1
	1%	6%b	-	-	7%	-	6%	-	-	2%	1%
Illegal child sexual abuse material	8	8	-	-	8	-	8	-	1	6	1
	1%	5%b	-	-	6%	-	6%	-	2%	2%	1%
Incitement to crime	8	8	-	-	8	-	8	-	4	5	-
	1%	5%b	-	-	6%	-	6%	-	13%	2%	-
Welfare of children or young people	8	8	-	-	8	-	8	-	2	7	-
	1%	5%b	-	-	6%	-	6%	-	7%	2%	-
Bullying/victimising	8	8	-	-	7	1	8	-	-	7	1
	1%	5%b	-	-	5%	5%	6%	-	-	2%	1%
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	8	8	-	-	8	-	8	-	3	8	-
	1%	5%b	-	-	6%	-	6%	-	8%	3%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i

* small base; ** very small base (under 30) ineligible for sig testing

bdrc continental providing intelligence

20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 139

Q17 - Tablet computer

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All users of device for ODO content

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**640**	151	457	32*	125*	26**	132	19**	33*	307	108*
Racism	**8**	8	-	-	8	-	8	-	-	6	1
	1%	5%b	-	-	*6%*	-	*6%*	-	-	*2%*	*1%*
Pornography	**6**	6	-	-	6	-	6	-	-	5	-
	1%	4%b	-	-	*4%*	-	*4%*	-	-	*2%*	-
Accuracy of medical/health claims	**5**	5	-	-	5	-	5	-	1	4	-
	1%	3%b	-	-	*4%*	-	*4%*	-	*2%*	*1%*	-
Nakedness/naked bodies/body parts	**5**	5	-	-	5	-	5	-	1	4	-
	1%	3%b	-	-	*4%*	-	*4%*	-	*3%*	*1%*	-
Defamation/smearing of others	**5**	5	-	-	5	-	5	-	1	5	-
	1%	3%b	-	-	*4%*	-	*4%*	-	*2%*	*2%*	-
Incitement to hatred	**3**	3	-	-	3	-	3	-	2	3	-
	1%	2%b	-	-	*3%*	-	*2%*	-	*5%*	*1%*	-
Suicide	**3**	3	-	-	3	-	3	-	1	2	-
	*	2%b	-	-	*2%*	-	*2%*	-	*2%*	*	-
Infringing someone's privacy	**3**	3	-	-	3	-	3	-	1	2	-
	*	2%b	-	-	*2%*	-	*2%*	-	*3%*	*1%*	-
Exorcism/the paranormal	**2**	2	-	-	2	-	2	-	1	2	-
	*	1%b	-	-	*2%*	-	*2%*	-	*3%*	*1%*	-
Offence of religion	**2**	2	-	-	2	-	2	-	-	2	-
	*	*1%*	-	-	*1%*	-	*1%*	-	-	*1%*	-
Other	**4**	4	-	-	2	2	2	1	-	3	-
	1%	2%b	-	-	*1%*	*7%*	*2%*	*7%*	-	*1%*	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i

* small base; ** very small base (under 30) ineligible for sig testing

bdrc continental
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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 140

Q17 - eBook reader

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All users of device for ODO content

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	210	92	118	44	47	38	29	22	30	91	67	52	37	25	12	18	54	42	10	12	79	74	36	21	153	57
Base	193	83*	110*	45*	32*	46**	26**	15**	29**	78*	72**	44**	32*	26**	8**	17**	46*	45**	7**	12**	66*	58*	42**	27**	124	69**
Effective Base	114	53	61	37	41	14	21	19	15	75	28	29	32	12	10	8	43	17	9	7	58	49	13	14	106	26
Sex/sexually explicit content	6	1	4	5	1	-	-	-	-	6	-	-	1	-	-	-	4	-	-	-	5	1	-	-	6	-
	3%	2%	4%	11%	2%	-	-	-	-	7%	-	-	5%	-	-	-	9%	-	-	-	8%	1%	-	-	4%	-
Dangerous behaviour	4	1	3	4	-	-	-	-	-	4	-	-	1	-	-	-	3	-	-	-	4	-	-	-	4	-
	2%	1%	3%	8%	-	-	-	-	-	5%	-	-	3%	-	-	-	6%	-	-	-	6%	-	-	-	3%	-
Racism	3	3	*	2	1	-	-	-	-	3	-	-	3	-	-	-	*	-	-	-	*	1	2	-	1	2
	2%	3%	*	5%	3%	-	-	-	-	4%	-	-	9%	-	-	-	1%	-	-	-	1%	1%	5%	-	1%	3%
Pornography	3	3	-	3	-	-	-	-	-	3	-	-	3	-	-	-	-	-	-	-	1	-	2	-	1	2
	2%	4%	-	7%	-	-	-	-	-	4%	-	-	10%	-	-	-	-	-	-	-	1%	-	5%	-	1%	3%
Suicide	3	3	-	3	-	-	-	-	-	3	-	-	3	-	-	-	-	-	-	-	1	-	2	-	1	2
	2%	4%	-	7%	-	-	-	-	-	4%	-	-	10%	-	-	-	-	-	-	-	1%	-	5%	-	1%	3%
Infringing someone's privacy	2	2	-	1	-	2	-	-	-	1	2	-	1	2	-	-	-	-	-	-	1	2	-	-	2	-
	1%	3%	-	2%	-	3%	-	-	-	1%	2%	-	3%	6%	-	-	-	-	-	-	1%	3%	-	-	2%	-
Inaccurate information	2	1	1	1	-	1	-	-	-	1	1	-	1	-	-	-	-	1	-	-	1	1	-	-	2	-
	1%	1%	1%	2%	-	1%	-	-	-	1%	1%	-	3%	-	-	-	-	1%	-	-	1%	1%	-	-	1%	-
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	2	-	2	-	2	-	-	-	-	2	-	-	-	-	-	-	2	-	-	-	-	1	1	-	1	1
	1%	-	1%	-	5%	-	-	-	-	2%	-	-	-	-	-	-	3%	-	-	-	-	1%	2%	-	1%	1%
Illegal child sexual abuse material	2	2	-	-	-	2	-	-	-	-	2	-	-	2	-	-	-	-	-	-	-	2	-	-	2	-
	1%	2%	-	-	-	3%	-	-	-	-	2%	-	-	6%	-	-	-	-	-	-	-	3%	-	-	1%	-
Bad language	1	1	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	1	-	-	-	1	-
	*	1%	-	2%	-	-	-	-	-	1%	-	-	3%	-	-	-	-	-	-	-	1%	-	-	-	1%	-
Drugs/drug use	1	1	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	1	-
	*	1%	-	2%	-	-	-	-	-	1%	-	-	3%	-	-	-	-	-	-	-	-	2%	-	-	1%	-
Eating disorders	1	1	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	1	-	-	-	1	-
	*	1%	-	2%	-	-	-	-	-	1%	-	-	3%	-	-	-	-	-	-	-	1%	-	-	-	1%	-
Misleading advertising	1	1	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	1	-	-	-	1	-
	*	1%	-	2%	-	-	-	-	-	1%	-	-	3%	-	-	-	-	-	-	-	1%	-	-	-	1%	-
Defamation/smearing of others	1	-	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-	-	1	-
	*	-	1%	-	-	1%	-	-	-	-	1%	-	-	-	-	-	-	1%	-	-	-	1%	-	-	1%	-
Incitement to hatred	1	-	1	-	1	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-
	*	-	1%	-	2%	-	-	-	-	1%	-	-	-	-	-	-	1%	-	-	-	1%	-	-	-	*	-
Bullying/victimising	*	-	*	-	*	-	-	-	-	*	-	-	-	-	-	-	*	-	-	-	*	-	-	-	*	-
	*	-	*	-	1%	-	-	-	-	*	-	-	-	-	-	-	1%	-	-	-	1%	-	-	-	*	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y

* small base; ** very small base (under 30) ineligible for sig testing

bdrc continental providing intelligence

20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 140

Q17 - eBook reader

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All users of device for ODO content

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	**193**	83*	110*	45*	32*	46**	26**	15**	29**	78*	72**	44**	32*	26**	8**	17**	46*	45**	7**	12**	66*	58*	42**	27**	124	69**
Nakedness/naked bodies/body parts	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Offence of religion	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Incitement to crime	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Exorcism/the paranormal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content harmful to self-esteem (e.g. self-abuse)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accuracy of medical/health claims	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Violence (in general)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Welfare of children or young people	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	*	-	*	-	-	-	-	*	-	-	-	*	-	-	-	-	-	-	*	-	-	-	*	-	-	*
	*	-	*	-	-	-	-	*3%*	-	-	-	*1%*	-	-	-	-	-	-	*7%*	-	-	-	*1%*	-	-	*1%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y

* small base; ** very small base (under 30) ineligible for sig testing

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Table 140

Q17 - eBook reader

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All users of device for ODO content

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	210	138	72	158	47	2	15	24	22	9	24	8	14	27	33	176	19	5	10	61	33	82
Base	193	126*	67*	144*	44*	2**	11**	21**	17**	7**	19**	12**	27**	23**	19**	155*	18**	3**	18**	49*	26**	81*
Effective Base	114	74	40	80	31	1	14	20	15	9	20	7	6	25	29	99	11	5	6	49	29	38
Sex/sexually explicit content	6	3	3	3	3	-	-	-	5	-	-	-	-	-	1	6	-	-	-	5	-	1
	3%	2%	4%	2%	7%	-	-	-	30%	-	-	-	-	-	3%	4%	-	-	-	10%	-	1%
Dangerous behaviour	4	1	3	1	3	-	-	-	3	-	-	-	-	-	1	4	-	-	-	3	-	1
	2%	1%	4%	1%	7%	-	-	-	18%	-	-	-	-	-	5%	2%	-	-	-	6%	-	1%
Racism	3	1	2	1	2	*	-	-	-	-	-	2	-	-	1	3	-	-	-	-	-	3
	2%	1%	3%	*	5%	21%	-	-	-	-	-	19%	-	-	5%	2%	-	-	-	-	-	4%
Pornography	3	1	2	1	2	-	-	-	-	-	-	2	-	-	1	3	-	-	-	-	-	3
	2%	1%	3%	1%	5%	-	-	-	-	-	-	19%	-	-	5%	2%	-	-	-	-	-	4%
Suicide	3	1	2	1	2	-	-	-	-	-	-	2	-	-	1	3	-	-	-	-	-	3
	2%	1%	3%	1%	5%	-	-	-	-	-	-	19%	-	-	5%	2%	-	-	-	-	-	4%
Infringing someone's privacy	2	2	-	2	-	-	-	-	1	-	-	-	-	-	-	1	-	-	2	1	-	-
	1%	2%	-	2%	-	-	-	-	5%	-	-	-	-	-	-	1%	-	-	9%	2%	-	-
Inaccurate information	2	2	-	1	1	-	-	-	-	-	1	-	-	-	1	2	-	-	-	-	1	1
	1%	1%	-	1%	1%	-	-	-	-	-	4%	-	-	-	5%	1%	-	-	-	-	3%	1%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	2	2	-	2	-	-	-	1	-	-	1	-	-	-	-	2	-	-	-	1	1	-
	1%	1%	-	1%	-	-	-	4%	-	-	4%	-	-	-	-	1%	-	-	-	2%	3%	-
Illegal child sexual abuse material	2	2	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-
	1%	1%	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9%	-	-	-
Bad language	1	1	-	1	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1
	*	1%	-	1%	-	-	-	-	-	-	-	-	-	-	5%	1%	-	-	-	-	-	1%
Drugs/drug use	1	1	-	1	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1
	*	1%	-	1%	-	-	-	-	-	-	-	-	-	-	5%	1%	-	-	-	-	-	1%
Eating disorders	1	1	-	1	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1
	*	1%	-	1%	-	-	-	-	-	-	-	-	-	-	5%	1%	-	-	-	-	-	1%
Misleading advertising	1	1	-	1	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1
	*	1%	-	1%	-	-	-	-	-	-	-	-	-	-	5%	1%	-	-	-	-	-	1%
Defamation/smearing of others	1	1	-	-	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	1	-
	*	1%	-	-	1%	-	-	-	-	-	4%	-	-	-	-	*	-	-	-	-	3%	-
Incitement to hatred	1	1	-	1	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1
	*	*	-	*	-	-	-	-	-	-	-	-	-	-	3%	*	-	-	-	-	-	1%
Bullying/victimising	*	*	-	-	-	*	-	-	-	-	-	-	-	-	*	*	-	-	-	-	-	*
	*	*	-	-	-	21%	-	-	-	-	-	-	-	-	2%	*	-	-	-	-	-	*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u

* small base; ** very small base (under 30) ineligible for sig testing

bdrc continental providing intelligence

20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 140

Q17 - eBook reader

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All users of device for ODO content

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	**193**	126*	67*	144*	44*	2**	11**	21**	17**	7**	19**	12**	27**	23**	19**	155*	18**	3**	18**	49*	26**	81*
Nakedness/naked bodies/body parts	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Offence of religion	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Incitement to crime	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Exorcism/the paranormal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content harmful to self-esteem (e.g. self-abuse)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accuracy of medical/health claims	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Violence (in general)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Welfare of children or young people	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	*	-	*	*	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-
	*	-	*1%*	*	-	-	-	-	-	-	-	-	-	-	-	-	*3%*	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u

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Base: All users of device for ODO content

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	210	184	176	210	125	164	128	124	125	81	173	132	143	137	87	203	7	185	197	203
Base	193	169*	159*	193	111*	149*	111*	116*	101	81*	157*	114*	129*	115*	85*	179	14**	156	173	179
Effective Base	114	97	91	114	70	83	77	69	103	38	89	80	81	79	42	126	3	124	121	126
Sex/sexually explicit content	6	3	2	6	1	2	1	3	5	1	2	1	3	5	1	6	-	6	6	6
	3%	2%	1%	3%	1%	1%	1%	2%	5%	1%	1%	1%	2%	4%	1%	3%	-	4%	3%	3%
Dangerous behaviour	4	1	-	4	1	-	1	1	4	-	-	1	1	4	-	4	-	4	4	4
	2%	1%	-	2%	1%	-	1%	1%	4%	-	-	1%	1%	3%	-	2%	-	2%	2%	2%
Racism	3	3	3	3	1	3	1	1	1	2	3	1	1	1	2	1	2	1	1	1
	2%	2%	2%	2%	1%	2%	1%	1%	1%	3%	2%	1%	*	1%	3%	1%	16%	1%	1%	1%
Pornography	3	3	2	3	1	2	1	1	1	2	2	1	1	1	2	1	2	1	1	1
	2%	2%	1%	2%	1%	1%	1%	1%	1%	3%	1%	1%	1%	1%	3%	1%	16%	1%	1%	1%
Suicide	3	3	2	3	1	2	1	1	1	2	2	1	1	1	2	1	2	1	1	1
	2%	2%	1%	2%	1%	1%	1%	1%	1%	3%	1%	1%	1%	1%	3%	1%	16%	1%	1%	1%
Infringing someone's privacy	2	2	-	2	-	-	2	2	2	-	-	2	2	2	-	2	-	2	2	2
	1%	1%	-	1%	-	-	2%	2%	2%	-	-	2%	2%	1%	-	1%	-	2%	1%	1%
Inaccurate information	2	2	1	2	1	-	2	2	2	-	1	2	2	2	-	2	-	2	2	2
	1%	1%	*	1%	1%	-	1%	1%	2%	-	*	1%	1%	1%	-	1%	-	1%	1%	1%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	2	2	1	2	2	1	1	2	2	1	1	1	2	2	1	2	-	2	2	2
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%
Illegal child sexual abuse material	2	2	-	2	-	-	2	2	2	-	-	2	2	2	-	2	-	2	2	2
	1%	1%	-	1%	-	-	1%	1%	2%	-	-	1%	1%	1%	-	1%	-	1%	1%	1%
Bad language	1	1	-	1	1	-	1	1	1	-	-	1	1	1	-	1	-	1	1	1
	*	1%	-	*	1%	-	1%	1%	1%	-	-	1%	1%	1%	-	1%	-	1%	1%	1%
Drugs/drug use	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	-	1	1	1
	*	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%
Eating disorders	1	1	-	1	1	-	1	1	1	-	-	1	1	1	-	1	-	1	1	1
	*	1%	-	*	1%	-	1%	1%	1%	-	-	1%	1%	1%	-	1%	-	1%	1%	1%
Misleading advertising	1	1	-	1	1	-	1	1	1	-	-	1	1	1	-	1	-	1	1	1
	*	1%	-	*	1%	-	1%	1%	1%	-	-	1%	1%	1%	-	1%	-	1%	1%	1%
Defamation/smearing of others	1	1	1	1	-	-	1	1	1	-	1	1	1	1	-	1	-	1	1	1
	*	*	*	*	-	-	1%	1%	1%	-	*	1%	1%	1%	-	*	-	*	*	*
Incitement to hatred	1	1	1	1	1	1	1	1	1	-	1	1	1	1	-	1	-	1	1	1
	*	*	*	*	1%	*	1%	*	1%	-	*	*	*	*	-	*	-	*	*	*

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s

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Absolutes/col percents

Table 140

Q17 - eBook reader

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		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	193	169*	159*	193	111*	149*	111*	116*	101	81*	157*	114*	129*	115*	85*	179	14**	156	173	179
Bullying/victimising	*	-	*	*	-	*	-	-	*	-	*	-	-	*	-	*	-	*	*	*
	*	-	*	*	-	*	-	-	*	-	*	-	-	*	-	*	-	*	*	*
Nakedness/naked bodies/body parts	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Offence of religion	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Incitement to crime	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Exorcism/the paranormal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content harmful to self-esteem (e.g. self-abuse)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accuracy of medical/health claims	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Violence (in general)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Welfare of children or young people	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	*	*	*	*	*	*	*	*	-	-	*	*	*	-	-	*	-	*	*	*
	*	*	*	*	*	*	*	*	-	-	*	*	*	-	-	*	-	*	*	*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s

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Base: All users of device for ODO content

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	210	143	27	30	168	78	132	56	28	8	23	112	74	186	43	48	103	44	147	136
Base	193	119*	32**	29**	152*	86*	107*	65**	25**	8**	21**	103*	69*	172*	37**	42*	103*	33*	136*	113*
Effective Base	114	98	14	24	84	40	79	26	25	7	14	48	61	99	30	34	49	39	76	95
Sex/sexually explicit content	6	1	4	4	1	2	4	1	-	1	-	1	5	6	3	3	1	2	3	3
	3%	1%	13%	14%	1%	2%	3%	1%	-	15%	-	1%	7%	3%	8%	7%	1%	6%	2%	2%
Dangerous behaviour	4	1	3	4	-	1	3	1	1	-	-	-	4	4	3	3	1	-	1	1
	2%	1%	9%	13%	-	1%	3%	1%	4%	-	-	-	6%	2%	8%	7%	1%	-	1%	1%
Racism	3	1	-	-	3	3	*	3	-	-	-	1	2	3	-	-	3	-	3	1
	2%	1%	-	-	2%	3%	*	4%	-	-	-	1%	3%	2%	-	-	3%	-	2%	1%
Pornography	3	1	-	1	2	3	-	3	1	-	-	-	3	3	-	-	3	-	3	1
	2%	1%	-	3%	1%	4%	-	5%	4%	-	-	-	5%	2%	-	-	3%	-	2%	1%
Suicide	3	1	-	1	2	3	-	3	1	-	-	-	3	3	-	-	3	-	3	1
	2%	1%	-	3%	1%	4%	-	5%	4%	-	-	-	5%	2%	-	-	3%	-	2%	1%
Infringing someone's privacy	2	2	-	2	1	2	1	2	-	-	-	2	1	2	-	-	2	1	2	2
	1%	2%	-	5%	1%	2%	1%	2%	-	-	-	2%	1%	1%	-	-	2%	3%	2%	2%
Inaccurate information	2	2	-	1	1	2	-	1	2	-	-	1	1	2	1	1	1	-	1	1
	1%	1%	-	3%	*	2%	-	1%	6%	-	-	1%	1%	1%	2%	2%	1%	-	1%	1%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	2	2	-	2	-	2	-	2	-	-	-	1	1	2	-	-	2	-	2	1
	1%	1%	-	5%	-	2%	-	2%	-	-	-	1%	1%	1%	-	-	2%	-	1%	1%
Illegal child sexual abuse material	2	2	-	2	-	2	-	2	-	-	-	2	-	2	-	-	2	-	2	2
	1%	1%	-	5%	-	2%	-	2%	-	-	-	2%	-	1%	-	-	2%	-	1%	1%
Bad language	1	1	-	1	-	1	-	1	1	-	-	-	1	1	-	-	1	-	1	1
	*	1%	-	3%	-	1%	-	1%	4%	-	-	-	1%	1%	-	-	1%	-	1%	1%
Drugs/drug use	1	1	-	1	-	1	-	1	-	-	-	1	-	1	-	-	1	-	1	1
	*	1%	-	3%	-	1%	-	1%	-	-	-	1%	-	1%	-	-	1%	-	1%	1%
Eating disorders	1	1	-	1	-	1	-	1	1	-	-	-	1	1	-	-	1	-	1	1
	*	1%	-	3%	-	1%	-	1%	4%	-	-	-	1%	1%	-	-	1%	-	1%	1%
Misleading advertising	1	1	-	1	-	1	-	1	1	-	-	-	1	1	-	-	1	-	1	1
	*	1%	-	3%	-	1%	-	1%	4%	-	-	-	1%	1%	-	-	1%	-	1%	1%
Defamation/smearing of others	1	1	-	-	1	1	-	-	1	-	-	1	-	1	1	1	-	-	-	-
	*	1%	-	-	*	1%	-	-	3%	-	-	1%	-	*	2%	2%	-	-	-	-
Incitement to hatred	1	1	-	1	-	1	-	1	-	-	-	-	1	1	-	-	1	-	1	1
	*	*	-	2%	-	1%	-	1%	-	-	-	-	1%	*	-	-	1%	-	*	*
Bullying/victimising	*	*	-	-	*	-	*	-	-	-	-	*	-	*	-	-	*	-	*	*
	*	*	-	-	*	-	*	-	-	-	-	*	-	*	-	-	*	-	*	*

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Nakedness/naked bodies/body parts	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Offence of religion	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Incitement to crime	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Exorcism/the paranormal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content harmful to self-esteem (e.g. self-abuse)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accuracy of medical/health claims	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Violence (in general)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Welfare of children or young people	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	*	*	-	-	*	-	*	-	-	-	-	*	-	*	-	-	-	-	-	*
	*	*	-	-	*	-	*	-	-	-	-	*	-	*	-	-	-	-	-	*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 140

Q17 - eBook reader

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All users of device for ODO content

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**210**	57	146	7	49	8	47	10	13	103	28
Base	**193**	51*	138*	5**	44*	7**	44*	7**	12*	101*	20**
Effective Base	**114**	45	71	6	38	7	37	9	10	57	23
Sex/sexually explicit content	**6**	6	-	-	6	-	6	-	2	5	-
	3%	*11%b*	-	-	*13%*	-	*13%*	-	*16%*	*5%*	-
Dangerous behaviour	**4**	4	-	-	4	-	4	-	1	4	-
	2%	*8%b*	-	-	*9%*	-	*9%*	-	*8%*	*4%*	-
Racism	**3**	3	-	-	3	-	3	-	2	1	2
	2%	*6%b*	-	-	*7%*	-	*7%*	-	*18%*	*1%*	*11%*
Pornography	**3**	3	-	-	3	-	3	-	3	1	2
	2%	*6%b*	-	-	*7%*	-	*7%*	-	*25%*	*1%*	*11%*
Suicide	**3**	3	-	-	3	-	3	-	3	1	2
	2%	*6%b*	-	-	*7%*	-	*7%*	-	*25%*	*1%*	*11%*
Infringing someone's privacy	**2**	2	-	-	2	-	2	-	2	2	-
	1%	*5%b*	-	-	*5%*	-	*6%*	-	*19%*	*2%*	-
Inaccurate information	**2**	2	-	-	2	-	2	-	1	2	-
	1%	*3%*	-	-	*4%*	-	*4%*	-	*8%*	*2%*	-
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	**2**	2	-	-	2	-	2	-	1	2	-
	1%	*3%*	-	-	*4%*	-	*4%*	-	*6%*	*2%*	-
Illegal child sexual abuse material	**2**	2	-	-	2	-	2	-	2	2	-
	1%	*3%*	-	-	*4%*	-	*4%*	-	*12%*	*2%*	-
Bad language	**1**	1	-	-	1	-	1	-	1	1	-
	*	*2%*	-	-	*2%*	-	*2%*	-	*8%*	*1%*	-
Drugs/drug use	**1**	1	-	-	1	-	1	-	-	1	-
	*	*2%*	-	-	*2%*	-	*2%*	-	-	*1%*	-
Eating disorders	**1**	1	-	-	1	-	1	-	1	1	-
	*	*2%*	-	-	*2%*	-	*2%*	-	*8%*	*1%*	-
Misleading advertising	**1**	1	-	-	1	-	1	-	1	1	-
	*	*2%*	-	-	*2%*	-	*2%*	-	*8%*	*1%*	-
Defamation/smearing of others	**1**	1	-	-	1	-	1	-	-	1	-
	*	*1%*	-	-	*2%*	-	*2%*	-	-	*1%*	-
Incitement to hatred	**1**	1	-	-	1	-	1	-	-	-	-
	*	*1%*	-	-	*1%*	-	*1%*	-	-	-	-
Bullying/victimising	*	*	-	-	*	-	*	-	-	*	-
	*	*1%*	-	-	*1%*	-	*1%*	-	-	*	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i

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Absolutes/col percents

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Base: All users of device for ODO content

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**193**	51*	138*	5**	44*	7**	44*	7**	12*	101*	20**
Nakedness/naked bodies/body parts	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Offence of religion	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Incitement to crime	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Exorcism/the paranormal	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Content harmful to self-esteem (e.g. self-abuse)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Accuracy of medical/health claims	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Violence (in general)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Welfare of children or young people	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	*	*	-	-	-	*	-	*	-	-	*
	*	*1%*	-	-	-	*7%*	-	*7%*	-	-	*2%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i

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Absolutes/col percents

Table 141

Q17 - Games console

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All users of device for ODO content

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	598	328	270	189	197	120	61	19	12	386	181	31	201	108	11	8	185	73	8	4	153	207	108	130	360	238
Base	553	312	240	189	151	130*	63*	12**	8**	339	194*	20**	178	121*	7**	6**	161	72*	4**	2**	127	180	116*	130*	307	245
Effective Base	376	220	156	156	117	61	39	17	11	274	99	28	159	63	10	7	117	36	7	4	132	115	65	84	233	148
Bad language	5	2	3	3	1	-	1	-	-	4	1	-	2	-	-	-	2	1	-	-	2	2	1	-	4	1
	1%	1%	1%	1%	1%	-	1%	-	-	1%	*	-	1%	-	-	-	1%	1%	-	-	2%	1%	1%	-	1%	*
Sex/sexually explicit content	5	2	2	3	1	*	-	-	-	4	*	-	2	*	-	-	2	-	-	-	1	3	-	1	4	1
	1%	1%	1%	2%	1%	*	-	-	-	1%	*	-	1%	*	-	-	2%	-	-	-	1%	2%	-	*	1%	*
Violence (in general)	4	4	1	4	-	-	1	-	-	4	1	-	4	-	-	-	-	1	-	-	4	1	-	-	4	-
	1%	1%	*	2%	-	-	1%	-	-	1%	*	-	2%	-	-	-	-	1%	-	-	3%	*	-	-	1%	-
Exorcism/the paranormal	4	2	1	4	-	-	-	-	-	4	-	-	2	-	-	-	1	-	-	-	1	3	-	-	4	-
	1%	1%	1%	2%	-	-	-	-	-	1%	-	-	1%	-	-	-	1%	-	-	-	1%	1%	-	-	1%	-
Inaccurate information	4	2	2	1	1	1	-	-	-	3	1	-	1	1	-	-	2	-	-	-	1	1	1	-	3	1
	1%	1%	1%	1%	1%	1%	-	-	-	1%	*	-	*	1%	-	-	1%	-	-	-	1%	1%	1%	-	1%	*
Nakedness/naked bodies/body parts	3	2	1	3	1	-	-	-	-	3	-	-	2	-	-	-	1	-	-	-	2	2	-	-	3	-
	1%	1%	*	2%	*	-	-	-	-	1%	-	-	1%	-	-	-	1%	-	-	-	1%	1%	-	-	1%	-
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	3	3	1	1	1	1	-	*	-	2	1	*	2	1	*	-	1	-	-	-	2	1	*	-	3	*
	1%	1%	*	1%	1%	*	-	3%	-	1%	*	2%	1%	1%	5%	-	*	-	-	-	1%	1%	*	-	1%	*
Defamation/smearing of others	3	2	1	-	3	-	-	*	-	3	-	*	1	-	*	-	1	-	-	-	1	1	*	-	3	*
	1%	1%	1%	-	2%	-	-	3%	-	1%	-	2%	1%	-	5%	-	1%	-	-	-	1%	1%	*	-	1%	*
Misleading advertising	3	1	1	1	1	1	-	-	-	2	1	-	1	1	-	-	1	-	-	-	2	-	-	1	2	1
	*	*	*	*	1%	*	-	-	-	1%	*	-	*	1%	-	-	1%	-	-	-	2%	-	-	*	1%	*
Accuracy of medical/health claims	2	2	1	-	1	1	-	-	-	1	1	-	1	1	-	-	1	-	-	-	2	1	-	-	2	-
	*	1%	*	-	1%	1%	-	-	-	*	1%	-	*	1%	-	-	*	-	-	-	1%	*	-	-	1%	-
Welfare of children or young people	2	2	1	1	1	-	-	-	-	2	-	-	2	-	-	-	1	-	-	-	2	1	-	-	2	-
	*	1%	*	1%	1%	-	-	-	-	1%	-	-	1%	-	-	-	*	-	-	-	1%	*	-	-	1%	-
Racism	2	1	1	2	-	-	-	-	-	2	-	-	1	-	-	-	1	-	-	-	-	2	-	-	2	-
	*	*	1%	1%	-	-	-	-	-	1%	-	-	1%	-	-	-	1%	-	-	-	-	1%	-	-	1%	-
Pornography	2	1	1	1	1	-	-	-	-	2	-	-	1	-	-	-	1	-	-	-	1	1	-	-	2	-
	*	*	1%	1%	1%	-	-	-	-	1%	-	-	*	-	-	-	1%	-	-	-	1%	1%	-	-	1%	-
Infringing someone's privacy	2	1	1	1	-	1	-	-	-	1	1	-	-	1	-	-	1	-	-	-	1	1	-	-	2	-
	*	*	1%	1%	-	*	-	-	-	*	*	-	-	1%	-	-	1%	-	-	-	1%	1%	-	-	1%	-
Drugs/drug use	2	2	-	1	-	1	-	*	-	1	1	*	1	1	*	-	-	-	-	-	1	1	*	-	2	*
	*	1%	-	*	-	*	-	3%	-	*	*	2%	*	1%	5%	-	-	-	-	-	1%	*	*	-	*	*
Dangerous behaviour	2	1	1	1	1	-	-	-	-	2	-	-	1	-	-	-	1	-	-	-	*	1	-	-	2	-
	*	*	*	*	1%	-	-	-	-	1%	-	-	1%	-	-	-	*	-	-	-	*	1%	-	-	1%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y

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Q17 - Games console

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Base: All users of device for ODO content

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	553	312	240	189	151	130*	63*	12**	8**	339	194*	20**	178	121*	7**	6**	161	72*	4**	2**	127	180	116*	130*	307	245
Incitement to crime	2	1	1	-	1	-	1	-	-	1	1	-	1	-	-	-	-	1	-	-	1	-	1	-	1	1
	*	*	*	-	*1%*	-	*1%*	-	-	*	*	-	*	-	-	-	-	*1%*	-	-	*1%*	-	*1%*	-	*	*
Incitement to hatred	2	2	-	1	-	1	-	-	-	1	1	-	1	1	-	-	-	-	-	-	2	-	-	-	2	-
	*	*1%*	-	*1%*	-	*	-	-	-	*	*	-	*1%*	*1%*	-	-	-	-	-	-	*1%*	-	-	-	*1%*	-
Content harmful to self-esteem (e.g. self-abuse)	1	1	1	1	1	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	1	1	-	-	1	-
	*	*	*	*1%*	*	-	-	-	-	*	-	-	*1%*	-	-	-	*	-	-	-	*1%*	*	-	-	*	-
Bullying/victimising	1	1	1	1	1	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	1	-	-	1	-
	*	*	*	*	*	-	-	-	-	*	-	-	*	-	-	-	*	-	-	-	-	*1%*	-	-	*	-
Offence of religion	1	1	1	1	1	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	1	-	-	1	-
	*	*	*	*	*	-	-	-	-	*	-	-	*	-	-	-	*	-	-	-	-	*1%*	-	-	*	-
Eating disorders	1	1	1	1	-	1	-	-	-	1	1	-	-	1	-	-	1	-	-	-	1	-	-	-	1	-
	*	*	*	*	-	*	-	-	-	*	*	-	-	*1%*	-	-	*	-	-	-	*1%*	-	-	-	*	-
Suicide	1	1	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-
	*	*	-	-	-	*	-	-	-	-	*	-	-	*1%*	-	-	-	-	-	-	*1%*	-	-	-	*	-
Illegal child sexual abuse material	1	1	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	1	-
	*	*	-	-	*	-	-	-	-	*	-	-	*	-	-	-	-	-	-	-	-	*	-	-	*	-
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	*	-	*	-	-	-	-	*	-	-	-	*	-	-	-	-	-	-	*	-	-	-	*	-	-	*
	*	-	*	-	-	-	-	*4%*	-	-	-	*2%*	-	-	-	-	-	-	*11%*	-	-	-	*	-	-	*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y

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Base: All users of device for ODO content

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**598**	398	196	343	236	9	27	69	53	37	68	29	61	94	95	533	33	13	19	149	105	279
Base	**553**	364	184	305	233	6**	23**	59*	38*	37**	62*	43**	89*	81*	60*	493	27**	8**	25**	120	100*	273
Effective Base	**376**	243	129	219	144	8	18	60	45	19	44	22	34	83	67	333	24	12	13	120	62	166
Bad language	**5**	4	1	3	2	-	-	-	1	1	-	-	1	1	1	5	-	-	-	1	1	3
	1%	*1%*	*1%*	*1%*	*1%*	-	-	-	*2%*	*2%*	-	-	*1%*	*2%*	*1%*	*1%*	-	-	-	*1%*	*1%*	*1%*
Sex/sexually explicit content	**5**	3	1	3	2	-	-	-	-	-	1	-	1	-	3	5	-	-	-	-	1	4
	1%	*1%*	*1%*	*1%*	*1%*	-	-	-	-	-	*1%*	-	*1%*	-	*5%*	*1%*	-	-	-	-	*1%*	*2%*
Violence (in general)	**4**	2	2	4	-	-	-	-	-	1	-	-	-	1	1	3	1	-	-	-	1	2
	1%	*1%*	*1%*	*1%*	-	-	-	-	-	*2%*	-	-	-	*2%*	*1%*	*1%*	*5%*	-	-	-	*1%*	*1%*
Exorcism/the paranormal	**4**	4	-	1	1	-	-	1	-	-	-	-	1	-	1	4	-	-	-	1	-	2
	1%	*1%*	-	*	*1%*	-	-	*2%*	-	-	-	-	*1%*	-	*2%*	*1%*	-	-	-	*1%*	-	*1%*
Inaccurate information	**4**	4	-	2	1	-	-	1	-	-	1	-	1	-	1	4	-	-	-	1	1	2
	1%	*1%*	-	*1%*	*1%*	-	-	*2%*	-	-	*1%*	-	*1%*	-	*1%*	*1%*	-	-	-	*1%*	*1%*	*1%*
Nakedness/naked bodies/body parts	**3**	3	-	2	-	-	-	1	-	-	-	-	-	-	2	3	-	-	-	1	-	2
	1%	*1%*	-	*1%*	-	-	-	*2%*	-	-	-	-	-	-	*4%*	*1%*	-	-	-	*1%*	-	*1%*
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	**3**	3	-	2	2	-	-	1	-	-	-	-	-	-	3	3	-	-	-	1	-	3
	1%	*1%*	-	*	*1%*	-	-	*2%*	-	-	-	-	-	-	*4%*	*1%*	-	-	-	*1%*	-	*1%*
Defamation/smearing of others	**3**	3	-	2	1	-	-	-	-	-	2	-	-	-	2	3	-	-	-	-	2	2
	1%	*1%*	-	*1%*	*	-	-	-	-	-	*3%*	-	-	-	*3%*	*1%*	-	-	-	-	*2%*	*1%*
Misleading advertising	**3**	2	1	1	1	-	-	-	-	-	1	-	-	-	1	3	-	-	-	-	1	1
	*	*1%*	*	*	*1%*	-	-	-	-	-	*2%*	-	-	-	*2%*	*1%*	-	-	-	-	*1%*	*
Accuracy of medical/health claims	**2**	2	-	1	2	-	-	-	1	-	-	-	-	-	1	2	1	-	-	1	-	1
	*	*1%*	-	*	*1%*	-	-	-	*2%*	-	-	-	-	-	*2%*	*	*2%*	-	-	*	-	*
Welfare of children or young people	**2**	2	-	2	-	-	-	-	-	-	1	-	-	-	2	2	-	-	-	-	1	2
	*	*1%*	-	*1%*	-	-	-	-	-	-	*1%*	-	-	-	*3%*	*	-	-	-	-	*1%*	*1%*
Racism	**2**	2	-	1	1	-	-	-	-	-	-	-	1	-	1	2	-	-	-	-	-	2
	*	*1%*	-	*	*1%*	-	-	-	-	-	-	-	*1%*	-	*2%*	*	-	-	-	-	-	*1%*
Pornography	**2**	2	-	1	1	-	-	-	-	-	1	-	1	-	-	2	-	-	-	-	1	1
	*	*1%*	-	*	*1%*	-	-	-	-	-	*1%*	-	*1%*	-	-	*	-	-	-	-	*1%*	*
Infringing someone's privacy	**2**	2	-	-	2	-	-	-	-	-	-	-	1	-	1	2	-	-	-	-	-	2
	*	*1%*	-	-	*1%*	-	-	-	-	-	-	-	*1%*	-	*1%*	*	-	-	-	-	-	*1%*
Drugs/drug use	**2**	1	1	1	1	-	-	-	-	-	-	-	-	-	2	2	-	-	-	-	-	2
	*	*	*	*	*	-	-	-	-	-	-	-	-	-	*3%*	*	-	-	-	-	-	*1%*
Dangerous behaviour	**2**	1	1	2	-	-	-	-	-	-	-	-	-	-	1	1	1	-	-	-	-	1
	*	*	*	*1%*	-	-	-	-	-	-	-	-	-	-	*2%*	*	*2%*	-	-	-	-	*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u

* small base; ** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 141

Q17 - Games console

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All users of device for ODO content

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	**553**	364	184	305	233	6**	23**	59*	38*	37**	62*	43**	89*	81*	60*	493	27**	8**	25**	120	100*	273
Incitement to crime	**2**	2	-	1	1	-	-	-	1	1	-	-	-	-	-	2	-	-	-	1	1	-
	*	*	-	*	*	-	-	-	*2%*	*2%*	-	-	-	-	-	*	-	-	-	*1%*	*1%*	-
Incitement to hatred	**2**	2	-	1	1	-	-	-	-	-	-	-	-	-	2	2	-	-	-	-	-	2
	*	*	-	*	*	-	-	-	-	-	-	-	-	-	*3%*	*	-	-	-	-	-	*1%*
Content harmful to self-esteem (e.g. self-abuse)	**1**	1	-	1	-	-	-	-	-	-	-	-	-	-	1	1	1	-	-	-	-	1
	*	*	-	*	-	-	-	-	-	-	-	-	-	-	*2%*	*	*2%*	-	-	-	-	*
Bullying/victimising	**1**	1	1	1	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1
	*	*	*	*	-	-	-	-	-	-	-	-	-	-	*2%*	*	-	-	-	-	-	*1%*
Offence of religion	**1**	1	-	1	-	-	1	-	-	-	-	-	-	-	1	1	-	-	-	1	-	1
	*	*	-	*	-	-	*4%*	-	-	-	-	-	-	-	*1%*	*	-	-	-	*1%*	-	*
Eating disorders	**1**	1	-	1	1	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1
	*	*	-	*	*	-	-	-	-	-	-	-	-	-	*2%*	*	-	-	-	-	-	*
Suicide	**1**	1	-	-	1	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1
	*	*	-	-	*	-	-	-	-	-	-	-	-	-	*1%*	*	-	-	-	-	-	*
Illegal child sexual abuse material	**1**	1	-	1	-	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	1	-
	*	*	-	*	-	-	-	-	-	-	*1%*	-	-	-	-	*	-	-	-	-	*1%*	-
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	*	-	*	*	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-
	*	-	*	*	-	-	-	-	-	-	-	-	-	-	-	-	*2%*	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u

* small base; ** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 141

Q17 - Games console

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All users of device for ODO content

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**598**	492	511	532	598	461	333	392	290	211	502	342	446	327	228	591	7	566	582	591
Base	**553**	449	464	495	553	422	291	371	252	204	457	298	423	288	217	539	13**	496	530	539
Effective Base	**376**	309	326	330	376	290	237	236	234	122	319	245	270	226	134	392	3	426	386	392
Bad language	**5**	1	4	4	5	4	1	3	4	-	4	1	4	4	-	5	-	5	5	5
	1%	*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	-	*1%*	*	*1%*	*1%*	-	*1%*	-	*1%*	*1%*	*1%*
Sex/sexually explicit content	**5**	3	3	4	5	3	3	4	3	1	3	3	4	3	1	5	-	5	5	5
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Violence (in general)	**4**	4	3	4	4	3	4	2	4	1	3	4	3	4	1	4	-	4	4	4
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*	*1%*	-	*1%*	*1%*	*1%*
Exorcism/the paranormal	**4**	2	1	4	4	1	2	4	4	-	1	2	4	4	-	4	-	4	4	4
	1%	*1%*	*	*1%*	*1%*	*	*1%*	*1%*	*1%*	-	*	*1%*	*1%*	*1%*	-	*1%*	-	*1%*	*1%*	*1%*
Inaccurate information	**4**	2	3	4	4	3	1	3	3	2	3	1	3	3	2	4	-	4	4	4
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Nakedness/naked bodies/body parts	**3**	3	1	3	3	1	3	3	3	-	1	3	3	3	-	3	-	3	3	3
	1%	*1%*	*	*1%*	*1%*	*	*1%*	*1%*	*1%*	-	*	*1%*	*1%*	*1%*	-	*1%*	-	*1%*	*1%*	*1%*
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	**3**	3	1	3	3	1	2	3	2	1	1	2	3	2	1	3	-	3	3	3
	1%	*1%*	*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Defamation/smearing of others	**3**	2	2	3	3	2	2	3	1	1	2	2	3	1	1	3	-	3	3	3
	1%	*	*	*1%*	*1%*	*	*1%*	*1%*	*	*1%*	*	*1%*	*1%*	*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Misleading advertising	**3**	3	1	3	3	1	3	3	1	1	1	3	3	1	1	3	-	3	3	3
	*	*1%*	*	*1%*	*	*	*1%*	*1%*	*	*	*	*1%*	*1%*	*	*	*	-	*1%*	*	*
Accuracy of medical/health claims	**2**	2	1	2	2	1	2	2	2	1	1	2	2	2	1	2	-	2	2	2
	*	*	*	*	*	*	*1%*	*1%*	*1%*	*	*	*1%*	*1%*	*1%*	*	*	-	*	*	*
Welfare of children or young people	**2**	2	1	2	2	1	2	2	1	1	1	2	2	1	1	2	-	2	2	2
	*	*	*	*	*	*	*1%*	*	*	*	*	*1%*	*	*	*	*	-	*	*	*
Racism	**2**	1	2	2	2	2	1	2	2	1	2	1	2	2	1	2	-	2	2	2
	*	*	*	*	*	*1%*	*	*1%*	*1%*	*	*	*	*1%*	*1%*	*	*	-	*	*	*
Pornography	**2**	1	2	2	2	2	1	2	1	1	2	1	2	1	1	2	-	2	2	2
	*	*	*	*	*	*	*	*1%*	*1%*	*	*	*	*	*	*	*	-	*	*	*
Infringing someone's privacy	**2**	1	1	2	2	1	1	2	2	-	1	1	2	2	-	2	-	2	2	2
	*	*	*	*	*	*	*	*1%*	*1%*	-	*	*	*	*1%*	-	*	-	*	*	*
Drugs/drug use	**2**	2	1	2	2	1	2	2	1	1	1	2	2	1	1	2	-	2	2	2
	*	*	*	*	*	*	*1%*	*1%*	*	*1%*	*	*1%*	*	*	*1%*	*	-	*	*	*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s

** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 141

Q17 - Games console

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All users of device for ODO content

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	553	449	464	495	553	422	291	371	252	204	457	298	423	288	217	539	13**	496	530	539
Dangerous behaviour	2	2	1	2	2	1	1	1	1	1	1	1	2	1	1	2	-	2	2	2
	*	*	*	*	*	*	*	*	*	1%	*	*	*	*	1%	*	-	*	*	*
Incitement to crime	2	-	2	2	2	2	-	1	1	-	2	-	2	1	-	2	-	2	2	2
	*	-	*	*	*	*	-	*	*	-	*	-	*	*	-	*	-	*	*	*
Incitement to hatred	2	2	-	2	2	-	2	2	2	-	-	2	2	2	-	2	-	2	2	2
	*	*	-	*	*	-	1%	*	1%	-	-	1%	*	1%	-	*	-	*	*	*
Content harmful to self-esteem (e.g. self-abuse)	1	1	-	1	1	-	1	1	1	-	-	1	1	1	-	1	-	1	1	1
	*	*	-	*	*	-	1%	*	1%	-	-	*	*	1%	-	*	-	*	*	*
Bullying/victimising	1	1	1	1	1	1	1	1	-	1	1	1	1	-	1	1	-	1	1	1
	*	*	*	*	*	*	*	*	-	*	*	*	*	-	*	*	-	*	*	*
Offence of religion	1	1	1	1	1	1	1	1	1	-	1	1	1	1	-	1	-	1	1	1
	*	*	*	*	*	*	*	*	*	-	*	*	*	*	-	*	-	*	*	*
Eating disorders	1	1	1	1	1	1	1	1	1	-	1	1	1	1	-	1	-	1	1	1
	*	*	*	*	*	*	*	*	*	-	*	*	*	*	-	*	-	*	*	*
Suicide	1	1	-	1	1	-	1	1	1	-	-	1	1	1	-	1	-	1	1	1
	*	*	-	*	*	-	*	*	*	-	-	*	*	*	-	*	-	*	*	*
Illegal child sexual abuse material	1	-	1	1	1	1	-	1	1	-	1	-	1	1	-	1	-	1	1	1
	*	-	*	*	*	*	-	*	*	-	*	-	*	*	-	*	-	*	*	*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	*	*	*	*	*	*	*	*	-	-	*	*	*	-	-	*	-	*	*	*
	*	*	*	*	*	*	*	*	-	-	*	*	*	-	-	*	-	*	*	*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s

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Q17 - Games console

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All users of device for ODO content

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	598	438	52	73	484	258	340	189	110	21	52	295	247	542	124	140	276	119	395	375
Base	553	384	51**	72*	446	280	273	204	117*	24**	55**	249	243	492	119*	132*	253	104*	357	329
Effective Base	376	309	25	55	291	157	236	116	63	17	27	177	174	351	73	84	168	91	255	270
Bad language	5	2	2	1	4	4	1	3	1	-	-	1	4	5	1	1	2	2	4	3
	1%	1%	4%	1%	1%	1%	*	1%	1%	-	-	*	2%	1%	*	*	1%	2%	1%	1%
Sex/sexually explicit content	5	3	1	1	3	3	2	2	2	-	-	1	3	4	1	1	3	1	4	4
	1%	1%	2%	2%	1%	1%	1%	1%	2%	-	-	*	1%	1%	*	*	1%	1%	1%	1%
Violence (in general)	4	1	3	1	3	4	-	1	3	-	-	1	2	4	-	-	1	4	4	4
	1%	*	6%	2%	1%	2%	-	1%	3%	-	-	1%	1%	1%	-	-	*	3%p	1%	1%
Exorcism/the paranormal	4	4	-	1	3	2	1	1	2	-	-	-	4	4	-	-	2	1	4	4
	1%	1%	-	1%	1%	1%	*	*	2%	-	-	-	1%	1%	-	-	1%	1%	1%	1%
Inaccurate information	4	4	-	1	2	2	1	1	1	-	-	1	3	4	1	1	3	-	3	3
	1%	1%	-	2%	1%	1%	*	1%	1%	-	-	*	1%	1%	1%	1%	1%	-	1%	1%
Nakedness/naked bodies/body parts	3	3	-	1	3	3	1	2	2	-	-	1	3	3	1	1	2	1	3	3
	1%	1%	-	1%	1%	1%	*	1%	2%	-	-	*	1%	1%	*	*	1%	1%	1%	1%
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	3	2	-	2	2	3	*	2	2	-	-	1	2	3	1	1	2	1	3	3
	1%	1%	-	2%	*	1%	*	1%	2%	-	-	*	1%	1%	*	*	1%	1%	1%	1%
Defamation/smearing of others	3	2	-	2	1	3	*	2	1	-	-	3	1	3	1	1	2	*	2	1
	1%	1%	-	3%d	*	1%	*	1%	1%	-	-	1%	*	1%	1%	1%	1%	*	1%	*
Misleading advertising	3	3	-	1	1	2	1	1	1	-	-	3	-	3	-	-	3	-	3	3
	*	1%	-	2%	*	1%	*	1%	1%	-	-	1%	-	1%	-	-	1%	-	1%	1%
Accuracy of medical/health claims	2	2	-	2	1	2	1	1	1	-	-	2	-	2	1	1	2	-	2	2
	*	1%	-	3%d	*	1%	*	*	1%	-	-	1%	-	*	1%	*	1%	-	*	1%
Welfare of children or young people	2	2	-	2	1	2	-	2	1	-	-	1	2	2	1	1	2	-	2	2
	*	*	-	2%d	*	1%	-	1%	1%	-	-	*	1%	*	*	*	1%	-	*	1%
Racism	2	2	-	1	1	1	1	1	-	-	-	1	1	2	-	-	2	-	2	2
	*	1%	-	1%	*	*	*	*	-	-	-	*	1%	*	-	-	1%	-	1%	1%
Pornography	2	2	-	1	1	1	1	1	-	-	-	1	1	2	-	-	2	-	2	2
	*	1%	-	1%	*	*	*	*	-	-	-	*	1%	*	-	-	1%	-	1%	1%
Infringing someone's privacy	2	2	-	1	1	1	1	-	1	-	-	1	1	2	-	-	2	-	2	2
	*	*	-	1%	*	*	*	-	1%	-	-	*	1%	*	-	-	1%	-	1%	1%
Drugs/drug use	2	1	1	1	1	2	*	-	2	-	-	1	-	1	-	-	1	1	2	2
	*	*	2%	1%	*	1%	*	-	1%	-	-	*	-	*	-	-	*	1%	1%	1%
Dangerous behaviour	2	1	1	-	2	1	*	1	1	-	-	1	-	1	-	*	1	1	1	2
	*	*	2%	-	*	*	*	*	1%	-	-	*	-	*	-	*	*	1%	*	1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 141

Q17 - Games console

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All users of device for ODO content

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	553	384	51**	72*	446	280	273	204	117*	24**	55**	249	243	492	119*	132*	253	104*	357	329
Incitement to crime	2	1	1	1	1	2	-	1	1	-	-	1	1	2	-	-	1	1	2	1
	*	*	*2%*	*1%*	*	*1%*	-	*	*1%*	-	-	*	*	*	-	-	*	*1%*	*	*
Incitement to hatred	2	2	-	2	-	2	-	1	2	-	-	1	1	2	-	-	2	-	2	2
	*	*	-	2%	-	*1%*	-	*	*1%*	-	-	*	*	*	-	-	*1%*	-	*	*
Content harmful to self-esteem (e.g. self-abuse)	1	1	-	1	1	1	-	1	1	-	-	1	1	1	-	-	1	-	1	1
	*	*	-	*1%*	*	*1%*	-	*1%*	*1%*	-	-	*	*	*	-	-	*1%*	-	*	*
Bullying/victimising	1	-	1	-	1	1	-	1	1	-	-	-	1	1	1	1	-	1	1	1
	*	-	*2%*	-	*	*1%*	-	*	*1%*	-	-	-	*	*	*	*	-	*1%*	*	*
Offence of religion	1	1	-	-	1	1	1	1	-	-	-	-	1	1	1	1	1	-	1	1
	*	*	-	-	*	*	*	*	-	-	-	-	*1%*	*	*	*	*	-	*	*
Eating disorders	1	1	-	1	1	1	1	-	1	-	-	1	-	1	-	-	1	-	1	1
	*	*	-	*1%*	*	*	*	-	*1%*	-	-	*	-	*	-	-	*	-	*	*
Suicide	1	1	-	1	-	1	-	-	1	-	-	1	-	1	-	-	1	-	1	1
	*	*	-	*1%*	-	*	-	-	*1%*	-	-	*	-	*	-	-	*	-	*	*
Illegal child sexual abuse material	1	1	-	1	-	-	1	-	-	-	-	-	1	1	-	-	-	-	-	1
	*	*	-	*1%*	-	-	*	-	-	-	-	-	*	*	-	-	-	-	-	*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	*	*	-	-	*	-	*	-	-	-	-	*	-	*	-	-	-	-	-	*
	*	*	-	-	*	-	*	-	-	-	-	*	-	*	-	-	-	-	-	*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s

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Absolutes/col percents

Table 141

Q17 - Games console

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All users of device for ODO content

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	598	142	428	28	112	30	117	25	27	250	101
Base	553	122	406	25**	99*	22**	104*	18**	23*	240	79*
Effective Base	376	113	252	22	87	27	92	22	24	151	86
Bad language	5	5	-	-	5	-	5	-	-	5	-
	1%	4%b	-	-	5%	-	5%	-	-	2%	-
Sex/sexually explicit content	5	5	-	-	5	-	4	*	2	3	1
	1%	4%b	-	-	5%	-	4%	2%	10%	1%	2%
Violence (in general)	4	4	-	-	4	-	4	-	1	4	1
	1%	4%b	-	-	5%	-	4%	-	4%	1%	1%
Exorcism/the paranormal	4	4	-	-	4	-	4	-	1	4	-
	1%	3%b	-	-	4%	-	3%	-	4%	2%	-
Inaccurate information	4	4	-	-	4	-	4	-	2	3	-
	1%	3%b	-	-	4%	-	3%	-	8%	1%	-
Nakedness/naked bodies/body parts	3	3	-	-	3	-	3	-	1	3	-
	1%	3%b	-	-	4%	-	3%	-	4%	1%	-
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	3	3	-	-	3	-	3	-	2	3	-
	1%	3%b	-	-	3%	-	3%	-	9%	1%	-
Defamation/smearing of others	3	3	-	-	3	-	3	-	2	3	-
	1%	3%b	-	-	3%	-	3%	-	9%	1%	-
Misleading advertising	3	3	-	-	3	-	3	-	1	2	1
	*	2%b	-	-	3%	-	3%	-	6%	1%	1%
Accuracy of medical/health claims	2	2	-	-	2	-	2	-	1	2	-
	*	2%b	-	-	2%	-	2%	-	5%	1%	-
Welfare of children or young people	2	2	-	-	2	-	2	-	2	2	-
	*	2%b	-	-	2%	-	2%	-	8%	1%	-
Racism	2	2	-	-	2	-	2	-	-	2	-
	*	2%b	-	-	2%	-	2%	-	-	1%	-
Pornography	2	2	-	-	2	-	2	-	1	2	-
	*	2%b	-	-	2%	-	2%	-	4%	1%	-
Infringing someone's privacy	2	2	-	-	2	-	2	-	1	2	-
	*	2%b	-	-	2%	-	2%	-	3%	1%	-
Drugs/drug use	2	2	-	-	2	-	2	-	2	1	1
	*	2%b	-	-	2%	-	2%	-	8%	*	1%
Dangerous behaviour	2	2	-	-	2	-	2	-	1	1	1
	*	1%b	-	-	2%	-	2%	-	4%	*	1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i

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Absolutes/col percents

Table 141

Q17 - Games console

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All users of device for ODO content

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**553**	122	406	25**	99*	22**	104*	18**	23*	240	79*
Incitement to crime	**2**	2	-	-	2	-	2	-	-	2	-
	*	1%b	-	-	*2%*	-	*2%*	-	-	*1%*	-
Incitement to hatred	**2**	2	-	-	2	-	2	-	2	2	-
	*	1%b	-	-	*2%*	-	*2%*	-	*7%*	*1%*	-
Content harmful to self-esteem (e.g. self-abuse)	**1**	1	-	-	1	-	1	-	1	1	-
	*	1%b	-	-	*1%*	-	*1%*	-	*4%*	*1%*	-
Bullying/victimising	**1**	1	-	-	1	-	1	-	1	1	1
	*	1%b	-	-	*1%*	-	*1%*	-	*4%*	*	*1%*
Offence of religion	**1**	1	-	-	1	-	1	-	-	1	-
	*	1%b	-	-	*1%*	-	*1%*	-	-	*1%*	-
Eating disorders	**1**	1	-	-	1	-	1	-	1	1	-
	*	*1%*	-	-	*1%*	-	*1%*	-	*3%*	*1%*	-
Suicide	**1**	1	-	-	1	-	1	-	1	1	-
	*	*1%*	-	-	*1%*	-	*1%*	-	*3%*	*	-
Illegal child sexual abuse material	**1**	1	-	-	1	-	1	-	-	1	-
	*	*	-	-	*1%*	-	*1%*	-	-	*	-
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	*	*	-	-	-	*	-	*	-	-	*
	*	*	-	-	-	*2%*	-	*3%*	-	-	*1%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i

* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 142

Q17 - Other internet connected player or box
Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips,
video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?
Base: All users of device for ODO content

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	57	37	20	14	19	9	8	6	1	33	17	7	20	10	6	1	13	7	-	-	16	28	7	6	44	13
Base	46*	30*	16**	14**	13**	7**	7**	5**	1**	27**	13**	6**	15**	9**	5**	1**	11**	5**	-**	-**	12**	22**	7**	5**	34*	12**
Effective Base	48	30	18	13	16	8	7	4	1	29	14	5	17	9	4	1	12	6	-	-	12	25	6	5	37	11
Violence (in general)	3	3	-	1	-	-	2	1	-	1	2	1	1	2	1	-	-	-	-	-	-	2	2	-	2	2
	8%	12%	-	6%	-	-	24%	19%	-	3%	12%	17%	6%	18%	19%	-	-	-	-	-	-	9%	24%	-	5%	14%
Incitement to crime	2	2	-	1	-	-	-	1	-	1	-	1	1	-	1	-	-	-	-	-	-	2	-	-	2	-
	4%	6%	-	6%	-	-	-	19%	-	3%	-	17%	6%	-	19%	-	-	-	-	-	-	9%	-	-	5%	-
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	2	1	1	2	-	-	-	-	-	2	-	-	1	-	-	-	1	-	-	-	1	1	-	-	2	-
	4%	3%	5%	13%	-	-	-	-	-	7%	-	-	6%	-	-	-	8%	-	-	-	7%	4%	-	-	5%	-
Sex/sexually explicit content	2	1	1	2	-	-	-	-	-	2	-	-	1	-	-	-	1	-	-	-	1	1	-	-	2	-
	4%	3%	5%	13%	-	-	-	-	-	7%	-	-	6%	-	-	-	8%	-	-	-	7%	4%	-	-	5%	-
Bullying/victimising	1	1	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	1	-
	2%	3%	-	6%	-	-	-	-	-	3%	-	-	6%	-	-	-	-	-	-	-	-	4%	-	-	3%	-
Pornography	1	1	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	1	-
	2%	3%	-	6%	-	-	-	-	-	3%	-	-	6%	-	-	-	-	-	-	-	-	4%	-	-	3%	-
Dangerous behaviour	1	1	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	1	-
	2%	3%	-	6%	-	-	-	-	-	3%	-	-	6%	-	-	-	-	-	-	-	-	4%	-	-	3%	-
Drugs/drug use	1	1	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	1	-
	2%	3%	-	6%	-	-	-	-	-	3%	-	-	6%	-	-	-	-	-	-	-	-	4%	-	-	3%	-
Illegal child sexual abuse material	1	1	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	1	-
	2%	3%	-	6%	-	-	-	-	-	3%	-	-	6%	-	-	-	-	-	-	-	-	4%	-	-	3%	-
Racism	1	-	1	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-
	2%	-	5%	6%	-	-	-	-	-	3%	-	-	-	-	-	-	8%	-	-	-	7%	-	-	-	3%	-
Inaccurate information	1	-	1	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-
	2%	-	5%	6%	-	-	-	-	-	3%	-	-	-	-	-	-	8%	-	-	-	7%	-	-	-	3%	-
Bad language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Defamation/smearing of others	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Incitement to hatred	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Infringing someone's privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Misleading advertising	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	**46***	30*	16**	14**	13**	7**	7**	5**	1**	27**	13**	6**	15**	9**	5**	1**	11**	5**	-**	-**	12**	22**	7**	5**	34*	12**
Nakedness/naked bodies/body parts	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Offence of religion	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accuracy of medical/health claims	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Eating disorders	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Suicide	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Exorcism/the paranormal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content harmful to self-esteem (e.g. self-abuse)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Welfare of children or young people	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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bdrc continental
providing intelligence

20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 142

Q17 - Other internet connected player or box
Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips,
video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?
Base: All users of device for ODO content

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	57	40	16	42	14	-	3	8	7	2	8	1	4	9	7	49	1	2	5	18	10	21
Base	46*	33*	12**	34*	11**	-**	2**	6**	4**	2**	7**	2**	4**	7**	4**	38*	1**	1**	5**	13**	10**	16**
Effective Base	48	33	14	35	12	-	3	8	6	2	6	1	4	9	6	41	1	2	5	16	8	18
Violence (in general)	3	3	1	3	-	-	-	-	-	2	-	-	-	-	1	3	-	-	1	-	2	1
	8%	*8%*	*7%*	*10%*	-	-	-	-	-	*67%*	-	-	-	-	*24%*	*7%*	-	-	*18%*	-	*17%*	*6%*
Incitement to crime	2	1	1	2	-	-	-	-	-	-	-	-	-	-	1	1	-	-	1	-	-	1
	4%	*3%*	*7%*	*5%*	-	-	-	-	-	-	-	-	-	-	*24%*	*2%*	-	-	*18%*	-	-	*6%*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	2	2	-	2	-	-	-	1	-	-	-	-	-	-	1	2	-	-	-	1	-	1
	4%	*6%*	-	*5%*	-	-	-	*14%*	-	-	-	-	-	-	*26%*	*5%*	-	-	-	*7%*	-	*6%*
Sex/sexually explicit content	2	1	1	2	-	-	-	1	-	-	-	-	-	-	1	2	-	-	-	1	-	1
	4%	*3%*	*7%*	*5%*	-	-	-	*14%*	-	-	-	-	-	-	*24%*	*5%*	-	-	-	*7%*	-	*6%*
Bullying/victimising	1	-	1	1	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1
	2%	-	*7%*	*3%*	-	-	-	-	-	-	-	-	-	-	*24%*	*2%*	-	-	-	-	-	*6%*
Pornography	1	-	1	1	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1
	2%	-	*7%*	*3%*	-	-	-	-	-	-	-	-	-	-	*24%*	*2%*	-	-	-	-	-	*6%*
Dangerous behaviour	1	-	1	1	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1
	2%	-	*7%*	*3%*	-	-	-	-	-	-	-	-	-	-	*24%*	*2%*	-	-	-	-	-	*6%*
Drugs/drug use	1	-	1	1	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1
	2%	-	*7%*	*3%*	-	-	-	-	-	-	-	-	-	-	*24%*	*2%*	-	-	-	-	-	*6%*
Illegal child sexual abuse material	1	-	1	1	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1
	2%	-	*7%*	*3%*	-	-	-	-	-	-	-	-	-	-	*24%*	*2%*	-	-	-	-	-	*6%*
Racism	1	1	-	1	-	-	-	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-
	2%	*3%*	-	*3%*	-	-	-	*14%*	-	-	-	-	-	-	-	*2%*	-	-	-	*7%*	-	-
Inaccurate information	1	1	-	1	-	-	-	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-
	2%	*3%*	-	*3%*	-	-	-	*14%*	-	-	-	-	-	-	-	*2%*	-	-	-	*7%*	-	-
Bad language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Defamation/smearing of others	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Incitement to hatred	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Infringing someone's privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Misleading advertising	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 142

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Base: All users of device for ODO content

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	46*	33*	12**	34*	11**	-**	2**	6**	4**	2**	7**	2**	4**	7**	4**	38*	1**	1**	5**	13**	10**	16**
Nakedness/naked bodies/body parts	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Offence of religion	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accuracy of medical/health claims	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Eating disorders	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Suicide	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Exorcism/the paranormal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content harmful to self-esteem (e.g. self-abuse)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Welfare of children or young people	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All users of device for ODO content

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	57	49	48	49	57	39	26	33	31	28	46	29	43	35	29	57	-	55	57	57
Base	46*	39*	38*	37*	46*	30*	19**	26**	25**	23**	36*	23**	33*	28*	24**	46*	-**	43*	46*	46*
Effective Base	48	41	41	44	48	33	23	29	28	25	40	24	39	32	26	48	-	48	48	48
Violence (in general)	3	3	1	2	3	1	1	1	1	3	1	1	2	1	3	3	-	3	3	3
	8%	9%	2%	5%	8%	3%	5%	3%	4%	15%	2%	4%	6%	3%	15%	8%	-	8%	8%	8%
Incitement to crime	2	2	1	2	2	1	1	1	1	2	1	1	2	1	2	2	-	2	2	2
	4%	5%	2%	5%	4%	3%	5%	3%	4%	8%	2%	4%	6%	3%	8%	4%	-	4%	4%	4%
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	2	2	1	2	2	1	1	1	1	2	1	1	1	1	2	2	-	2	2	2
	4%	5%	2%	5%	4%	3%	5%	4%	4%	8%	3%	4%	3%	3%	8%	4%	-	4%	4%	4%
Sex/sexually explicit content	2	2	1	2	2	1	1	1	-	2	1	1	1	-	2	2	-	2	2	2
	4%	4%	2%	5%	4%	3%	5%	3%	-	7%	2%	4%	3%	-	7%	4%	-	4%	4%	4%
Bullying/victimising	1	1	1	1	1	1	1	1	-	1	1	1	1	-	1	1	-	1	1	1
	2%	2%	2%	2%	2%	3%	5%	3%	-	4%	2%	4%	3%	-	4%	2%	-	2%	2%	2%
Pornography	1	1	1	1	1	1	1	1	-	1	1	1	1	-	1	1	-	1	1	1
	2%	2%	2%	2%	2%	3%	5%	3%	-	4%	2%	4%	3%	-	4%	2%	-	2%	2%	2%
Dangerous behaviour	1	1	1	1	1	1	1	1	-	1	1	1	1	-	1	1	-	1	1	1
	2%	2%	2%	2%	2%	3%	5%	3%	-	4%	2%	4%	3%	-	4%	2%	-	2%	2%	2%
Drugs/drug use	1	1	1	1	1	1	1	1	-	1	1	1	1	-	1	1	-	1	1	1
	2%	2%	2%	2%	2%	3%	5%	3%	-	4%	2%	4%	3%	-	4%	2%	-	2%	2%	2%
Illegal child sexual abuse material	1	1	1	1	1	1	1	1	-	1	1	1	1	-	1	1	-	1	1	1
	2%	2%	2%	2%	2%	3%	5%	3%	-	4%	2%	4%	3%	-	4%	2%	-	2%	2%	2%
Racism	1	1	-	1	1	-	-	-	-	1	-	-	-	-	1	1	-	1	1	1
	2%	2%	-	2%	2%	-	-	-	-	4%	-	-	-	-	4%	2%	-	2%	2%	2%
Inaccurate information	1	1	-	1	1	-	-	-	-	1	-	-	-	-	1	1	-	1	1	1
	2%	2%	-	2%	2%	-	-	-	-	4%	-	-	-	-	4%	2%	-	2%	2%	2%
Bad language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Defamation/smearing of others	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Incitement to hatred	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Infringing someone's privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s

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Base: All users of device for ODO content

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	46*	39*	38*	37*	46*	30*	19**	26**	25**	23**	36*	23**	33*	28*	24**	46*	-**	43*	46*	46*
Misleading advertising	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nakedness/naked bodies/body parts	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Offence of religion	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accuracy of medical/health claims	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Eating disorders	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Suicide	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Exorcism/the paranormal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content harmful to self-esteem (e.g. self-abuse)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Welfare of children or young people	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 142

Q17 - Other internet connected player or box

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All users of device for ODO content

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	57	46	6	6	50	15	42	10	7	1	8	35	13	48	14	16	27	8	35	34
Base	46*	36*	5**	5**	40*	13**	33*	9**	6**	1**	7**	27**	11**	38*	11**	13**	22**	5**	27**	28**
Effective Base	48	39	5	6	42	14	34	10	7	1	7	29	12	41	12	14	23	7	29	29
Violence (in general)	3	1	3	-	3	1	3	-	1	-	3	-	-	-	3	3	-	1	1	1
	8%	*3%*	*50%*	-	*9%*	*7%*	*8%*	-	*16%*	-	*38%*	-	-	-	*24%*	*21%*	-	*16%*	*3%*	*3%*
Incitement to crime	2	1	1	-	2	1	1	-	1	-	1	-	-	-	1	1	-	1	1	1
	4%	*3%*	*17%*	-	*5%*	*7%*	*3%*	-	*16%*	-	*14%*	-	-	-	*9%*	*8%*	-	*16%*	*3%*	*3%*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	2	2	-	1	1	1	1	1	-	-	-	1	1	2	-	1	1	-	1	2
	4%	*5%*	-	*17%*	*2%*	*7%*	*3%*	*10%*	-	-	-	*4%*	*8%*	*5%*	-	*7%*	*4%*	-	*3%*	*7%*
Sex/sexually explicit content	2	1	1	-	2	1	1	-	1	-	-	-	1	1	-	1	-	1	1	2
	4%	*2%*	*17%*	-	*4%*	*7%*	*3%*	-	*16%*	-	-	-	*8%*	*2%*	-	*7%*	-	*16%*	*3%*	*6%*
Bullying/victimising	1	-	1	-	1	1	-	-	1	-	-	-	-	-	-	-	-	1	1	1
	2%	-	*17%*	-	*2%*	*7%*	-	-	*16%*	-	-	-	-	-	-	-	-	*16%*	*3%*	*3%*
Pornography	1	-	1	-	1	1	-	-	1	-	-	-	-	-	-	-	-	1	1	1
	2%	-	*17%*	-	*2%*	*7%*	-	-	*16%*	-	-	-	-	-	-	-	-	*16%*	*3%*	*3%*
Dangerous behaviour	1	-	1	-	1	1	-	-	1	-	-	-	-	-	-	-	-	1	1	1
	2%	-	*17%*	-	*2%*	*7%*	-	-	*16%*	-	-	-	-	-	-	-	-	*16%*	*3%*	*3%*
Drugs/drug use	1	-	1	-	1	1	-	-	1	-	-	-	-	-	-	-	-	1	1	1
	2%	-	*17%*	-	*2%*	*7%*	-	-	*16%*	-	-	-	-	-	-	-	-	*16%*	*3%*	*3%*
Illegal child sexual abuse material	1	-	1	-	1	1	-	-	1	-	-	-	-	-	-	-	-	1	1	1
	2%	-	*17%*	-	*2%*	*7%*	-	-	*16%*	-	-	-	-	-	-	-	-	*16%*	*3%*	*3%*
Racism	1	1	-	-	1	-	1	-	-	-	-	-	1	1	-	1	-	-	-	1
	2%	*2%*	-	-	*2%*	-	*3%*	-	-	-	-	-	*8%*	*2%*	-	*7%*	-	-	-	*3%*
Inaccurate information	1	1	-	-	1	-	1	-	-	-	-	-	1	1	-	1	-	-	-	1
	2%	*2%*	-	-	*2%*	-	*3%*	-	-	-	-	-	*8%*	*2%*	-	*7%*	-	-	-	*3%*
Bad language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Defamation/smearing of others	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Incitement to hatred	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Infringing someone's privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Misleading advertising	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 142

Q17 - Other internet connected player or box

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All users of device for ODO content

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	46*	36*	5**	5**	40*	13**	33*	9**	6**	1**	7**	27**	11**	38*	11**	13**	22**	5**	27**	28**
Nakedness/naked bodies/body parts	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Offence of religion	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accuracy of medical/health claims	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Eating disorders	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Suicide	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Exorcism/the paranormal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content harmful to self-esteem (e.g. self-abuse)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Welfare of children or young people	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

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Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All users of device for ODO content

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**57**	19	34	4	15	4	15	4	4	23	14
Base	**46***	17**	26**	4**	14**	3**	14**	3**	4*	17**	9**
Effective Base	**48**	17	28	4	13	4	14	3	4	20	12
Violence (in general)	**3**	3	-	-	3	-	3	-	1	-	1
	8%	*21%*	-	-	*26%*	-	*25%*	-	*23%*	-	*9%*
Incitement to crime	**2**	2	-	-	2	-	2	-	1	-	1
	4%	*11%*	-	-	*14%*	-	*13%*	-	*23%*	-	*9%*
Trolling/on-line harassment (please think about video content itself rather than any comments made on it)	**2**	2	-	-	2	-	2	-	-	1	-
	4%	*11%*	-	-	*13%*	-	*13%*	-	-	*6%*	-
Sex/sexually explicit content	**2**	2	-	-	2	-	2	-	1	-	1
	4%	*11%*	-	-	*13%*	-	*12%*	-	*23%*	-	*9%*
Bullying/victimising	**1**	1	-	-	1	-	1	-	1	-	1
	2%	*5%*	-	-	*6%*	-	*6%*	-	*23%*	-	*9%*
Pornography	**1**	1	-	-	1	-	1	-	1	-	1
	2%	*5%*	-	-	*6%*	-	*6%*	-	*23%*	-	*9%*
Dangerous behaviour	**1**	1	-	-	1	-	1	-	1	-	1
	2%	*5%*	-	-	*6%*	-	*6%*	-	*23%*	-	*9%*
Drugs/drug use	**1**	1	-	-	1	-	1	-	1	-	1
	2%	*5%*	-	-	*6%*	-	*6%*	-	*23%*	-	*9%*
Illegal child sexual abuse material	**1**	1	-	-	1	-	1	-	1	-	1
	2%	*5%*	-	-	*6%*	-	*6%*	-	*23%*	-	*9%*
Racism	**1**	1	-	-	1	-	1	-	-	-	-
	2%	*5%*	-	-	*6%*	-	*6%*	-	-	-	-
Inaccurate information	**1**	1	-	-	1	-	1	-	-	-	-
	2%	*5%*	-	-	*6%*	-	*6%*	-	-	-	-
Bad language	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Defamation/smearing of others	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Incitement to hatred	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Infringing someone's privacy	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Misleading advertising	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i

* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 142

Q17 - Other internet connected player or box

Thinking about each of the things you've seen on any on-line or on-demand TV or video service e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand in the last 12 months that caused you concern, please can you say what device or devices you were watching at the time?

Base: All users of device for ODO content

		Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
	Total	Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	46*	17**	26**	4**	14**	3**	14**	3**	4*	17**	9**
Nakedness/naked bodies/body parts	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Offence of religion	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Discrimination (e.g. based on age, gender, disability, religious/non-religious beliefs etc).	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Accuracy of medical/health claims	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Eating disorders	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Suicide	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Exorcism/the paranormal	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Content harmful to self-esteem (e.g. self-abuse)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Welfare of children or young people	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i

* small base; ** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 143

Q18 - And how have you generally reacted when you have seen something that caused you concern? In other words, what have you done?
Base: All who have seen something of concern on an ODO service

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**328**	193	135	99	105	66	28	20	10	204	94	30	122	53	13	5	82	41	7	5	107	119	61	41	226	102
Base	**303**	194	109*	101*	87*	59*	28**	20**	8**	188	87*	28**	119*	55*	16**	4**	69*	32*	4**	4**	98*	103*	61*	42**	201	102*
Effective Base	**221**	128	98	85	65	43	23	8	5	150	65	12	91	36	5	3	59	33	7	2	65	84	44	30	147	73
Stopped viewing the content that was causing concern, but continued to use the service	**130**	80	50	48	37	25	10	9	1	85	35	10	50	22	8	*	35	13	1	1	44	42	28	16	86	44
	43%	*41%*	*46%*	*47%*	*43%*	*43%*	*34%*	*44%*	*15%*	*45%*	*40%*	*36%*	*42%*	*40%*	*49%*	*11%*	*50%*	*42%*	*26%*	*19%*	*46%*	*41%*	*46%*	*38%*	*43%*	*43%*
Stopped viewing the service causing concern, but have used the service since	**70**	56	14	18	31	16	4	*	1	49	20	1	38	16	*	1	11	3	-	-	20	22	17	11	42	28
	23%	*29%b*	*13%*	*18%*	*35%c*	*26%*	*14%*	*2%*	*12%*	*26%*	*23%*	*5%*	*32%*	*30%*	*2%*	*26%*	*16%*	*10%*	-	-	*20%*	*21%*	*28%*	*27%*	*21%*	*28%*
Stopped viewing the service causing concern, and have stopped using the service thereafter	**53**	37	16	18	14	9	5	5	3	32	13	8	24	6	4	2	8	7	*	*	21	19	8	5	40	13
	17%	*19%*	*14%*	*18%*	*16%*	*15%*	*17%*	*23%*	*35%*	*17%*	*16%*	*27%*	*20%*	*12%*	*26%*	*64%*	*11%*	*22%*	*13%*	*10%*	*21%*	*18%*	*13%*	*13%*	*20%*	*13%*
Discussed it with other people	**53**	23	29	17	17	7	8	2	1	34	16	3	16	5	2	-	18	10	*	1	14	18	7	14	32	21
	17%	*12%*	*27%a*	*17%*	*19%*	*13%*	*29%*	*11%*	*11%*	*18%*	*18%*	*11%*	*14%*	*10%*	*11%*	-	*26%*	*33%*	*10%*	*20%*	*14%*	*18%*	*12%*	*33%*	*16%*	*20%*
Complained to the provider of content (e.g. iPlayer, LoveFilm, YouTube, etc.) (e.g. by emailing or writing to them, or by	**51**	39	12	22	12	13	3	1	*	34	16	1	23	15	1	-	11	1	-	*	20	13	10	8	33	18
	17%	*20%*	*11%*	*22%*	*14%*	*22%*	*9%*	*5%*	*4%*	*18%*	*18%*	*4%*	*19%*	*27%*	*6%*	-	*16%*	*3%*	-	*8%*	*20%*	*12%*	*17%*	*20%*	*16%*	*18%*
Complained/reported to a third party body (e.g. a regulator e.g. Ofcom/BBC Trust/ATVOD)	**26**	18	8	18	5	-	3	-	-	23	3	-	15	3	-	-	8	-	-	-	7	8	7	4	15	11
	9%	*9%*	*8%*	*18%dej*	*5%*	-	*11%*	-	-	*12%ej*	*3%*	-	*12%*	*5%*	-	-	*12%q*	-	-	-	*8%*	*7%*	*12%*	*9%*	*7%*	*11%*
Other	**6**	2	4	1	-	1	1	1	3	1	2	4	1	1	1	-	-	1	-	3	1	2	3	-	4	3
	2%	*1%*	*4%*	*1%*	-	*2%*	*3%*	*3%*	*38%*	*	*2%*	*13%*	*1%*	*2%*	*3%*	-	-	*3%*	-	*70%*	*1%*	*2%*	*5%*	-	*2%*	*3%*
Nothing/continued viewing content	**18**	11	8	4	5	4	3	2	-	9	7	2	5	4	1	-	4	3	1	-	9	5	3	1	14	5
	6%	*6%*	*7%*	*4%*	*6%*	*6%*	*12%*	*10%*	-	*5%*	*8%*	*7%*	*5%*	*7%*	*7%*	-	*6%*	*9%*	*22%*	-	*9%*	*5%*	*5%*	*3%*	*7%*	*5%*
Don't know/don't remember	**31**	20	11	8	11	8	1	3	-	19	9	3	12	7	1	-	7	2	1	-	6	16	5	3	22	9
	10%	*10%*	*10%*	*8%*	*12%*	*14%*	*4%*	*13%*	-	*10%*	*10%*	*9%*	*10%*	*12%*	*7%*	-	*10%*	*7%*	*39%*	-	*6%*	*16%*	*9%*	*8%*	*11%*	*9%*
Net: Made a complaint	**65**	48	17	32	15	13	4	1	*	47	17	1	31	16	1	-	16	1	-	*	23	16	16	10	39	26
	22%	*25%*	*16%*	*31%di*	*17%*	*22%*	*16%*	*5%*	*4%*	*25%*	*20%*	*4%*	*26%*	*30%*	*6%*	-	*23%q*	*3%*	-	*8%*	*24%*	*15%*	*26%*	*25%*	*19%*	*26%*
Net: Any action	**254**	164	91	88	72	47	23	15	8	160	71	24	102	44	14	4	58	27	2	4	83	83	52	37	165	89
	84%	*84%*	*83%*	*88%*	*82%*	*80%*	*84%*	*77%*	*100%*	*85%*	*82%*	*84%*	*85%*	*80%*	*86%*	*100%*	*84%*	*84%*	*39%*	*100%*	*85%*	*80%*	*86%*	*89%*	*82%*	*87%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base; ** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 143

Q18 - And how have you generally reacted when you have seen something that caused you concern? In other words, what have you done?
Base: All who have seen something of concern on an ODO service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	328	246	80	189	130	1	15	39	31	27	37	15	20	49	62	295	16	8	9	85	64	146
Base	303	225	77*	166	129*	***	18**	37*	26**	28**	29*	29**	20**	43*	40*	270	15**	5**	15**	82*	57*	131*
Effective Base	221	165	54	133	83	1	8	31	23	20	34	10	18	44	52	205	10	7	6	58	50	98
Stopped viewing the content that was causing concern, but continued to use the service	130	103	27	78	50	-	6	21	8	10	11	14	10	18	20	115	8	3	3	34	20	61
	43%	*46%*	*35%*	*47%*	*39%*	-	*32%*	*55%*	*30%*	*34%*	*37%*	*47%*	*49%*	*42%*	*50%*	*43%*	*54%*	*69%*	*24%*	*42%*	*36%*	*47%*
Stopped viewing the service causing concern, but have used the service since	70	62	8	38	31	-	4	15	5	3	4	8	3	13	8	63	1	*	6	23	7	32
	23%	*28%b*	*10%*	*23%*	*24%*	-	*19%*	*41%*	*17%*	*12%*	*14%*	*27%*	*13%*	*31%*	*21%*	*23%*	*4%*	*7%*	*45%*	*29%*	*13%*	*24%*
Stopped viewing the service causing concern, and have stopped using the service thereafter	53	36	16	30	23	-	1	4	8	6	6	5	1	5	12	48	4	-	1	12	13	23
	17%	*16%*	*20%*	*18%*	*18%*	-	*6%*	*10%*	*29%*	*22%*	*22%*	*18%*	*5%*	*11%*	*30%gm*	*18%*	*29%*	-	*7%*	*15%*	*22%*	*17%*
Discussed it with other people	53	36	16	23	29	-	4	6	5	6	3	3	1	7	7	43	5	2	3	15	10	18
	17%	*16%*	*21%*	*14%*	*22%*	-	*21%*	*16%*	*20%*	*22%*	*12%*	*11%*	*7%*	*17%*	*17%*	*16%*	*33%*	*36%*	*20%*	*19%*	*17%*	*14%*
Complained to the provider of content (e.g. iPlayer, LoveFilm, YouTube, etc.) (e.g. by emailing or writing to them, or by	51	42	9	29	20	-	3	2	3	3	7	6	2	7	9	42	-	*	9	8	10	24
	17%	*19%*	*12%*	*17%*	*16%*	-	*16%*	*6%*	*13%*	*9%*	*24%q*	*20%*	*11%*	*16%*	*23%q*	*16%*	-	*10%*	*59%*	*10%*	*17%*	*18%*
Complained/reported to a third party body (e.g. a regulator e.g. Ofcom/BBC Trust/ATVOD)	26	18	8	17	9	-	-	4	3	-	4	5	1	2	5	24	-	-	2	7	4	12
	9%	*8%*	*10%*	*10%*	*7%*	-	-	*11%*	*12%*	-	*15%*	*16%*	*4%*	*5%*	*11%*	*9%*	-	-	*15%*	*9%*	*7%*	*9%*
Other	6	2	4	6	-	-	-	1	1	-	1	3	-	*	-	6	-	-	-	2	1	3
	2%	*1%*	*5%*	*4%*	-	-	-	*3%*	*6%*	-	*3%*	*10%*	-	*1%*	-	*2%*	-	-	-	*3%*	*1%*	*2%*
Nothing/continued viewing content	18	14	4	9	7	*	3	2	1	3	1	-	2	3	1	16	1	1	1	5	4	7
	6%	*6%*	*6%*	*6%*	*5%*	*100%*	*17%*	*5%*	*2%*	*11%*	*3%*	-	*10%*	*7%*	*4%*	*6%*	*6%*	*14%*	*6%*	*7%*	*7%*	*5%*
Don't know/don't remember	31	20	10	15	14	-	4	2	3	2	4	-	4	5	2	26	2	-	3	8	7	11
	10%	*9%*	*12%*	*9%*	*11%*	-	*21%*	*5%*	*10%*	*9%*	*15%*	-	*18%*	*12%*	*6%*	*10%*	*11%*	-	*19%*	*10%*	*12%*	*9%*
Net: Made a complaint	65	50	15	37	27	-	3	6	7	3	9	9	2	7	10	55	-	*	10	16	11	28
	22%	*22%*	*19%*	*22%*	*21%*	-	*16%*	*17%*	*25%*	*9%*	*30%*	*32%*	*11%*	*16%*	*25%*	*20%*	-	*10%*	*68%*	*19%*	*20%*	*21%*
Net: Any action	254	191	63	142	109	-	11	34	23	23	23	29	14	34	36	227	12	4	11	68	46	113
	84%	*85%*	*82%*	*85%*	*84%*	-	*63%*	*90%*	*87%*	*80%*	*82%*	*100%*	*71%*	*80%*	*90%*	*84%*	*83%*	*86%*	*75%*	*83%*	*81%*	*86%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 143

Q18 - And how have you generally reacted when you have seen something that caused you concern? In other words, what have you done?
Base: All who have seen something of concern on an ODO service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	328	250	251	265	168	237	174	195	149	110	247	176	212	159	113	325	3	317	319	325
Base	303	217	225	243	144	213	148	175	142	94*	220	150	188	150	97*	298	6**	289	288	298
Effective Base	221	183	179	192	135	169	124	154	105	91	177	126	166	113	91	219	3	214	226	219
Stopped viewing the content that was causing concern, but continued to use the service	130	99	94	103	74	91	69	74	64	43	93	70	81	67	43	128	2	126	122	128
	43%	*46%*	*42%*	*43%*	*51%*	*43%*	*47%*	*42%*	*45%*	*46%*	*43%*	*47%*	*43%*	*45%*	*44%*	*43%*	*37%*	*44%*	*42%*	*43%*
Stopped viewing the service causing concern, but have used the service since	70	45	54	61	30	54	34	52	41	25	54	34	52	44	25	70	-	70	69	70
	23%	*21%*	*24%*	*25%*	*21%*	*25%*	*23%*	*29%*	*28%*	*27%*	*25%*	*23%*	*28%*	*29%*	*26%*	*24%*	-	*24%*	*24%*	*24%*
Stopped viewing the service causing concern, and have stopped using the service thereafter	53	35	34	38	14	33	21	24	24	20	34	21	26	24	20	48	5	43	47	48
	17%	*16%*	*15%*	*16%*	*10%*	*16%*	*14%*	*14%*	*17%*	*21%*	*15%*	*14%*	*14%*	*16%*	*21%*	*16%*	*86%*	*15%*	*16%*	*16%*
Discussed it with other people	53	38	41	41	30	39	20	24	21	21	41	20	28	24	21	48	5	48	48	48
	17%	*18%*	*18%*	*17%*	*21%*	*18%*	*13%*	*14%*	*15%*	*22%*	*19%*	*13%*	*15%*	*16%*	*21%*	*16%*	*86%*	*16%*	*16%*	*16%*
Complained to the provider of content (e.g. iPlayer, LoveFilm, YouTube, etc.) (e.g. by emailing or writing to them, or by	51	36	40	43	19	40	26	29	24	19	40	26	30	25	19	51	-	50	50	51
	17%	*16%*	*18%*	*18%*	*13%*	*19%*	*18%*	*16%*	*17%*	*21%*	*18%*	*17%*	*16%*	*17%*	*20%*	*17%*	-	*17%*	*17%*	*17%*
Complained/reported to a third party body (e.g. a regulator e.g. Ofcom/BBC Trust/ATVOD)	26	19	21	23	10	21	10	16	12	12	21	10	17	12	12	24	2	24	24	24
	9%	*9%*	*9%*	*10%*	*7%*	*10%*	*7%*	*9%*	*8%*	*13%*	*10%*	*7%*	*9%*	*8%*	*13%*	*8%*	*37%*	*8%*	*8%*	*8%*
Other	6	6	6	3	3	3	3	2	2	1	4	3	2	2	4	6	-	5	6	6
	2%	*3%*	*3%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*	*4%*	*2%*	-	*2%*	*2%*	*2%*
Nothing/continued viewing content	18	12	16	16	4	15	7	11	7	6	15	7	11	7	6	17	1	17	15	17
	6%	*5%*	*7%*	*7%*	*3%*	*7%*	*5%*	*6%*	*5%*	*6%*	*7%*	*5%*	*6%*	*4%*	*6%*	*6%*	*14%*	*6%*	*5%*	*6%*
Don't know/don't remember	31	22	24	27	16	22	14	22	15	8	23	15	23	15	8	31	-	30	31	31
	10%	*10%*	*11%*	*11%*	*11%*	*10%*	*10%*	*13%*	*11%*	*9%*	*11%*	*10%*	*12%*	*10%*	*9%*	*10%*	-	*10%*	*11%*	*10%*
Net: Made a complaint	65	46	53	57	26	53	28	38	31	27	53	28	40	33	27	63	2	62	63	63
	22%	*21%*	*23%*	*23%*	*18%*	*25%*	*19%*	*22%*	*22%*	*29%*	*24%*	*19%*	*21%*	*22%*	*28%*	*21%*	*37%*	*21%*	*22%*	*21%*
Net: Any action	254	183	185	199	125	176	127	142	121	79	181	128	154	128	83	249	5	242	242	249
	84%	*84%*	*82%*	*82%*	*86%*	*83%*	*85%*	*81%*	*85%*	*85%*	*83%*	*85%*	*82%*	*85%*	*85%*	*84%*	*86%*	*84%*	*84%*	*84%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 143

Q18 - And how have you generally reacted when you have seen something that caused you concern? In other words, what have you done?
Base: All who have seen something of concern on an ODO service

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	328	225	55	86	211	135	193	107	48	10	41	167	118	285	54	67	157	64	221	210
Base	303	196	65**	86*	187	136	167	104*	48*	10**	43**	145	114*	259	53*	64*	138	54*	192	179
Effective Base	221	183	29	62	140	108	114	88	36	9	22	106	98	202	37	48	108	55	161	149
Stopped viewing the content that was causing concern, but continued to use the service	130 *43%*	102 *52%*	16 *25%*	43 *49%*	85 *45%*	69 51%d	61 *37%*	59 57%jk	15 *31%*	3 *35%*	15 *34%*	67 *46%*	49 *43%*	115 *45%*	18 *34%*	21 *32%*	66 *48%*	27 *51%*	94 49%o	88 49%o
Stopped viewing the service causing concern, but have used the service since	70 *23%*	50 *25%*	12 *18%*	27 32%d	35 *19%*	35 *25%*	35 *21%*	25 *24%*	15 *31%*	3 *35%*	12 *27%*	33 *23%*	25 *22%*	58 *22%*	8 *16%*	11 *17%*	33 *24%*	11 *21%*	45 *23%*	39 *22%*
Stopped viewing the service causing concern, and have stopped using the service thereafter	53 *17%*	26 *13%*	16 *24%*	22 26%ad	21 *11%*	28 *21%*	24 *15%*	19 *18%*	12 *24%*	2 *19%*	7 *16%*	26 *18%*	20 *18%*	46 *18%*	17 32%qrs	18 28%s	23 *17%*	7 *12%*	30 *15%*	22 *12%*
Discussed it with other people	53 *17%*	33 *17%*	15 *23%*	7 *9%*	40 22%c	19 *14%*	33 *20%*	13 *12%*	11 *23%*	2 *22%*	11 *26%*	23 *16%*	18 *16%*	41 *16%*	13 *24%*	13 *21%*	22 *16%*	8 *16%*	30 *16%*	21 *12%*
Complained to the provider of content (e.g. iPlayer, LoveFilm, YouTube, etc.) (e.g. by emailing or writing to them, or by	51 *17%*	34 *17%*	12 *19%*	24 27%d	25 *13%*	21 *15%*	30 *18%*	15 *15%*	8 *16%*	- -	11 *26%*	24 *16%*	15 *13%*	39 *15%*	6 *11%*	6 *9%*	25 *18%*	11 *21%*	36 *19%*	30 *17%*
Complained/reported to a third party body (e.g. a regulator e.g. Ofcom/BBC Trust/ATVOD)	26 *9%*	18 *9%*	5 *7%*	11 *12%*	14 *8%*	17 13%d	9 *5%*	13 *13%*	4 *8%*	1 *13%*	2 *4%*	14 *10%*	9 *8%*	24 *9%*	3 *6%*	4 *6%*	15 *11%*	6 *11%*	21 *11%*	14 *8%*
Other	6 *2%*	2 *1%*	1 *2%*	- -	6 *3%*	1 *1%*	5 *3%*	1 *1%*	1 *2%*	- -	* *1%*	5 *3%*	1 *1%*	6 *2%*	1 *2%*	1 *1%*	5 *4%*	- -	5 *3%*	2 *1%*
Nothing/continued viewing content	18 *6%*	12 *6%*	2 *3%*	2 *2%*	14 *7%*	8 *6%*	11 *6%*	5 *5%*	5 *11%*	- -	1 *3%*	8 *5%*	9 *8%*	17 *6%*	2 *4%*	3 *5%*	7 *5%*	4 *7%*	10 *5%*	13 *7%*
Don't know/don't remember	31 *10%*	18 *9%*	8 *12%*	5 *6%*	21 *11%*	10 *8%*	20 *12%*	8 *8%*	2 *5%*	3 *29%*	8 *19%*	10 *7%*	12 *11%*	23 *9%*	5 *9%*	9 *14%*	9 *7%*	6 *12%*	15 *8%*	22 *12%*
Net: Made a complaint	65 *22%*	42 *22%*	15 *23%*	29 33%d	33 *18%*	31 *23%*	34 *20%*	24 *23%*	8 *17%*	1 *13%*	12 *28%*	31 *21%*	21 *19%*	52 *20%*	9 *17%*	10 *15%*	31 *22%*	15 *27%*	45 *24%*	36 *20%*
Net: Any action	254 *84%*	166 *84%*	55 *85%*	79 *92%*	153 *82%*	118 *87%*	136 *82%*	91 *87%*	40 *85%*	7 *71%*	34 *78%*	126 *87%*	93 *82%*	220 *85%*	46 *87%*	52 *82%*	122 *88%*	44 *82%*	166 *87%*	144 *80%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 143

Q18 - And how have you generally reacted when you have seen something that caused you concern? In other words, what have you done?
Base: All who have seen something of concern on an ODO service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**328**	328	-	-	258	70	270	58	67	181	40
Base	**303**	303	-**	-**	244	59*	255	48*	65*	173	40**
Effective Base	**221**	221	-	-	170	53	180	42	47	123	22
Stopped viewing the content that was causing concern, but continued to use the service	**130**	130	-	-	118	12	123	7	26	90	11
	43%	*43%*	-	-	48%e	*20%*	48%g	*14%*	*39%*	*52%*	*28%*
Stopped viewing the service causing concern, but have used the service since	**70**	70	-	-	66	4	67	3	25	49	8
	23%	*23%*	-	-	27%e	*7%*	26%g	*5%*	*38%*	*28%*	*21%*
Stopped viewing the service causing concern, and have stopped using the service thereafter	**53**	53	-	-	50	3	49	4	16	33	4
	17%	*17%*	-	-	20%e	*5%*	*19%*	*8%*	*25%*	*19%*	*11%*
Discussed it with other people	**53**	53	-	-	44	9	48	5	10	19	13
	17%	*17%*	-	-	*18%*	*15%*	*19%*	*10%*	*15%*	*11%*	*32%*
Complained to the provider of content (e.g. iPlayer, LoveFilm, YouTube, etc.) (e.g. by emailing or writing to them, or by	**51**	51	-	-	45	6	46	5	51	26	8
	17%	*17%*	-	-	*18%*	*11%*	*18%*	*9%*	*78%*	*15%*	*21%*
Complained/reported to a third party body (e.g. a regulator e.g. Ofcom/BBC Trust/ATVOD)	**26**	26	-	-	24	2	25	1	26	16	4
	9%	*9%*	-	-	*10%*	*4%*	*10%*	*2%*	*40%*	*9%*	*9%*
Other	**6**	6	-	-	4	3	3	3	*	3	-
	2%	*2%*	-	-	*2%*	*5%*	*1%*	7%g	*1%*	*2%*	-
Nothing/continued viewing content	**18**	18	-	-	13	5	15	3	-	8	4
	6%	*6%*	-	-	*5%*	*9%*	*6%*	*7%*	-	*5%*	*10%*
Don't know/don't remember	**31**	31	-	-	9	22	9	22	-	9	9
	10%	*10%*	-	-	*4%*	37%d	*3%*	45%g	-	*5%*	*22%*
Net: Made a complaint	**65**	65	-	-	58	8	60	5	65	34	10
	22%	*22%*	-	-	*24%*	*13%*	*23%*	*11%*	*100%*	*20%*	*27%*
Net: Any action	**254**	254	-	-	223	32	232	23	65	155	27
	84%	*84%*	-	-	91%e	*54%*	91%g	*47%*	*100%*	*90%*	*68%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 144

Q19 You said you complained to a third party body about the content that caused you concern. Who was this?
Base: All who have complained to a third party

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**25**	16	9	17	5	-	3	-	-	22	3	-	13	3	-	-	9	-	-	-	8	7	6	4	15	10
Base	**26***	18**	8**	18**	5**	-**	3**	-**	-**	23**	3**	-**	15**	3**	-**	-**	8**	-**	-**	-**	7**	8**	7**	4**	15**	11**
Effective Base	**22**	14	8	15	5	-	3	-	-	20	3	-	12	3	-	-	8	-	-	-	7	7	5	4	14	9
MediaWatch/National Viewers and Listeners Association	**6**	5	1	3	2	-	1	-	-	5	1	-	4	1	-	-	1	-	-	-	1	2	3	-	3	3
	23%	*29%*	*9%*	*17%*	*37%*	-	*39%*	-	-	*21%*	*39%*	-	*27%*	*39%*	-	-	*9%*	-	-	-	*16%*	*22%*	*43%*	-	*19%*	*29%*
ASA/Advertising Standards Authority	**5**	4	1	5	-	-	1	-	-	5	1	-	3	1	-	-	1	-	-	-	2	1	2	-	3	2
	20%	*22%*	*16%*	*25%*	-	-	*25%*	-	-	*20%*	*25%*	-	*22%*	*25%*	-	-	*16%*	-	-	-	*23%*	*17%*	*31%*	-	*20%*	*21%*
Ofcom/Office of Communications	**3**	2	2	3	-	-	-	-	-	3	-	-	2	-	-	-	2	-	-	-	1	1	-	1	3	1
	13%	*9%*	*23%*	*18%*	-	-	-	-	-	*15%*	-	-	*10%*	-	-	-	*23%*	-	-	-	*16%*	*18%*	-	*24%*	*17%*	*8%*
ATVOD - Authority for Television On Demand	**3**	2	1	1	1	-	1	-	-	2	1	-	1	1	-	-	1	-	-	-	1	-	1	1	1	2
	12%	*13%*	*9%*	*7%*	*16%*	-	*36%*	-	-	*9%*	*36%*	-	*9%*	*36%*	-	-	*9%*	-	-	-	*17%*	-	*15%*	*20%*	*9%*	*16%*
BSC/Broadcasting Standards Commission	**3**	1	1	3	-	-	-	-	-	3	-	-	1	-	-	-	1	-	-	-	1	-	-	1	1	1
	10%	*7%*	*15%*	*14%*	-	-	-	-	-	*11%*	-	-	*9%*	-	-	-	*15%*	-	-	-	*16%*	-	-	*36%*	*8%*	*12%*
BBFC/British Board of Film Classification	**3**	3	-	1	1	-	-	-	-	3	-	-	3	-	-	-	-	-	-	-	-	3	-	-	3	-
	10%	*14%*	-	*7%*	*27%*	-	-	-	-	*11%*	-	-	*17%*	-	-	-	-	-	-	-	-	*33%*	-	-	*17%*	-
The Government (inc Northern Ireland Assembly/Scottish Executive/Welsh Executive)	**1**	-	1	-	1	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-
	3%	-	*11%*	-	*20%*	-	-	-	-	*4%*	-	-	-	-	-	-	*11%*	-	-	-	*12%*	-	-	-	*6%*	-
BBC Trust	**1**	1	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	1
	3%	*5%*	-	*5%*	-	-	-	-	-	*4%*	-	-	*6%*	-	-	-	-	-	-	-	-	-	*12%*	-	-	*8%*
Other	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	**1**	-	1	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	1	-	1	1	1
	6%	-	*18%*	*8%*	-	-	-	-	-	*6%*	-	-	-	-	-	-	*18%*	-	-	-	-	*10%*	-	*19%*	*5%*	*6%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base; ** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 144

Q19 You said you complained to a third party body about the content that caused you concern. Who was this?
Base: All who have complained to a third party

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	25	17	8	17	8	-	-	4	3	-	4	3	1	2	6	23	-	-	2	7	4	12
Base	26*	18**	8**	17**	9**	-**	-**	4**	3**	-**	4**	5**	1**	2**	5**	24**	-**	-**	2**	7**	4**	12**
Effective Base	22	16	6	16	7	-	-	4	3	-	4	3	1	2	6	21	-	-	2	7	4	10
MediaWatch/National Viewers and Listeners Association	6	3	3	3	3	-	-	-	-	-	1	3	-	1	1	6	-	-	-	-	1	5
	23%	16%	39%	16%	36%	-	-	-	-	-	18%	73%	-	41%	19%	25%	-	-	-	-	18%	43%
ASA/Advertising Standards Authority	5	4	1	3	2	-	-	2	-	-	-	-	-	-	2	4	-	-	1	2	-	2
	20%	22%	16%	19%	23%	-	-	53%	-	-	-	-	-	-	39%	17%	-	-	59%	30%	-	15%
Ofcom/Office of Communications	3	2	1	3	1	-	-	1	-	-	-	-	-	1	1	3	-	-	-	1	-	3
	13%	11%	18%	16%	7%	-	-	21%	-	-	-	-	-	59%	26%	14%	-	-	-	12%	-	21%
ATVOD - Authority for Television On Demand	3	2	1	1	2	-	-	1	2	-	-	-	-	-	-	3	-	-	-	3	-	-
	12%	13%	9%	6%	23%	-	-	26%	63%	-	-	-	-	-	-	13%	-	-	-	42%	-	-
BSC/Broadcasting Standards Commission	3	3	-	3	-	-	-	-	1	-	1	-	-	-	-	3	-	-	-	1	1	-
	10%	14%	-	15%	-	-	-	-	37%	-	31%	-	-	-	-	11%	-	-	-	16%	31%	-
BBFC/British Board of Film Classification	3	3	-	3	-	-	-	-	-	-	1	1	-	-	-	3	-	-	-	-	1	1
	10%	14%	-	15%	-	-	-	-	-	-	30%	27%	-	-	-	11%	-	-	-	-	30%	10%
The Government (inc Northern Ireland Assembly/Scottish Executive/Welsh Executive)	1	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-
	3%	5%	-	-	10%	-	-	-	-	-	-	-	-	-	-	-	-	-	41%	-	-	-
BBC Trust	1	1	-	1	-	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	1	-
	3%	5%	-	5%	-	-	-	-	-	-	21%	-	-	-	-	4%	-	-	-	-	21%	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	-	1	1	-	-	-	-	-	-	-	-	1	-	1	1	-	-	-	-	-	1
	6%	-	18%	8%	-	-	-	-	-	-	-	-	100%	-	15%	6%	-	-	-	-	-	12%

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 144

Q19 You said you complained to a third party body about the content that caused you concern. Who was this?
Base: All who have complained to a third party

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**25**	19	20	21	11	20	10	15	11	11	20	10	16	11	11	24	1	24	24	24
Base	**26***	19**	21**	23**	10**	21**	10**	16**	12**	12**	21**	10**	17**	12**	12**	24**	2**	24**	24**	24**
Effective Base	**22**	17	18	19	10	18	10	14	10	10	18	10	15	10	10	23	1	23	23	23
MediaWatch/National Viewers and Listeners Association	**6**	5	5	6	2	5	3	3	2	4	5	3	3	2	4	4	2	4	4	4
	23%	*26%*	*25%*	*26%*	*16%*	*25%*	*29%*	*16%*	*14%*	*34%*	*25%*	*29%*	*15%*	*14%*	*34%*	*16%*	*100%*	*16%*	*16%*	*16%*
ASA/Advertising Standards Authority	**5**	4	3	4	2	3	1	4	2	3	3	1	4	2	3	5	-	5	5	5
	20%	*20%*	*17%*	*19%*	*23%*	*17%*	*10%*	*23%*	*20%*	*24%*	*17%*	*10%*	*27%*	*20%*	*24%*	*22%*	-	*22%*	*22%*	*22%*
Ofcom/Office of Communications	**3**	1	3	1	1	3	1	1	1	-	3	1	1	1	-	3	-	3	3	3
	13%	*7%*	*16%*	*6%*	*8%*	*16%*	*9%*	*8%*	*11%*	-	*16%*	*9%*	*8%*	*11%*	-	*14%*	-	*14%*	*14%*	*14%*
ATVOD - Authority for Television On Demand	**3**	1	2	3	2	2	-	2	1	1	2	-	2	1	1	3	-	3	3	3
	12%	*4%*	*9%*	*13%*	*17%*	*9%*	-	*11%*	*9%*	*6%*	*9%*	-	*11%*	*9%*	*6%*	*13%*	-	*13%*	*13%*	*13%*
BSC/Broadcasting Standards Commission	**3**	3	3	3	1	3	1	3	3	3	3	1	3	3	3	3	-	3	3	3
	10%	*13%*	*12%*	*11%*	*13%*	*12%*	*13%*	*16%*	*21%*	*20%*	*12%*	*13%*	*15%*	*21%*	*20%*	*11%*	-	*11%*	*11%*	*11%*
BBFC/British Board of Film Classification	**3**	3	1	3	-	1	1	3	1	1	1	1	3	1	1	3	-	3	3	3
	10%	*13%*	*6%*	*11%*	-	*6%*	*13%*	*16%*	*10%*	*10%*	*6%*	*13%*	*15%*	*10%*	*10%*	*11%*	-	*11%*	*11%*	*11%*
The Government (inc Northern Ireland Assembly/Scottish Executive/Welsh Executive)	**1**	1	1	1	1	1	1	-	-	-	1	1	-	-	-	1	-	1	1	1
	3%	*5%*	*4%*	*4%*	*9%*	*4%*	*9%*	-	-	-	*4%*	*9%*	-	-	-	*4%*	-	*4%*	*4%*	*4%*
BBC Trust	**1**	1	1	1	1	1	1	1	1	-	1	1	1	1	-	1	-	1	1	1
	3%	*5%*	*4%*	*4%*	*8%*	*4%*	*9%*	*5%*	*7%*	-	*4%*	*9%*	*5%*	*7%*	-	*4%*	-	*4%*	*4%*	*4%*
Other	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	**1**	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	-	1	1	1
	6%	*7%*	*7%*	*6%*	*7%*	*7%*	*8%*	*4%*	*6%*	*6%*	*7%*	*8%*	*4%*	*6%*	*6%*	*6%*	-	*6%*	*6%*	*6%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 144

Q19 You said you complained to a third party body about the content that caused you concern. Who was this?
Base: All who have complained to a third party

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	25	17	5	10	14	15	10	11	4	1	2	14	8	22	3	4	14	6	20	13
Base	26*	18**	5**	11**	14**	17**	9**	13**	4**	1**	2**	14**	9**	24**	3**	4**	15**	6**	21**	14**
Effective Base	22	16	5	10	12	14	9	10	4	1	2	13	7	20	3	4	12	6	18	13
MediaWatch/National Viewers and Listeners Association	6	3	1	2	4	5	1	4	1	-	-	3	2	5	-	-	4	2	6	3
	23%	*16%*	*19%*	*16%*	*30%*	*28%*	*14%*	*29%*	*23%*	-	-	*20%*	*24%*	*22%*	-	-	*28%*	*29%*	*28%*	*22%*
ASA/Advertising Standards Authority	5	5	-	3	2	2	3	2	1	-	2	1	2	4	-	-	3	2	5	3
	20%	*26%*	-	*30%*	*14%*	*14%*	*33%*	*18%*	*25%*	-	*100%*	*9%*	*26%*	*16%*	-	-	*20%*	*37%*	*25%*	*24%*
Ofcom/Office of Communications	3	3	1	1	3	1	2	1	-	-	-	2	2	3	-	-	3	1	3	1
	13%	*16%*	*13%*	*8%*	*17%*	*8%*	*24%*	*10%*	-	-	-	*11%*	*21%*	*14%*	-	-	*17%*	*14%*	*16%*	*6%*
ATVOD - Authority for Television On Demand	3	1	2	1	2	3	-	3	-	-	-	2	1	3	1	2	1	-	1	2
	12%	*6%*	*43%*	*10%*	*14%*	*18%*	-	*23%*	-	-	-	*16%*	*8%*	*13%*	*40%*	*51%*	*7%*	-	*5%*	*13%*
BSC/Broadcasting Standards Commission	3	1	1	3	-	3	-	1	-	1	-	1	1	3	-	-	1	1	3	3
	10%	*7%*	*25%*	*24%*	-	*15%*	-	*10%*	-	*100%*	-	*9%*	*13%*	*11%*	-	-	*9%*	*19%*	*12%*	*19%*
BBFC/British Board of Film Classification	3	3	-	1	1	3	-	1	1	-	-	3	-	3	1	1	1	-	1	1
	10%	*14%*	-	*12%*	*9%*	*15%*	-	*9%*	*34%*	-	-	*17%*	-	*11%*	*38%*	*31%*	*9%*	-	*6%*	*9%*
The Government (inc Northern Ireland Assembly/Scottish Executive/Welsh Executive)	1	1	-	-	1	-	1	-	-	-	-	1	-	1	-	-	1	-	1	1
	3%	*5%*	-	-	*6%*	-	*10%*	-	-	-	-	*6%*	-	*4%*	-	-	*6%*	-	*4%*	*7%*
BBC Trust	1	1	-	-	-	-	1	-	-	-	-	1	-	1	-	-	-	-	-	-
	3%	*5%*	-	-	-	-	*10%*	-	-	-	-	*6%*	-	*4%*	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	1	-	-	1	1	1	-	1	-	-	1	1	1	1	1	1	-	1	-
	6%	*4%*	-	-	*10%*	*4%*	*9%*	-	*18%*	-	-	*5%*	*8%*	*6%*	*22%*	*18%*	*5%*	-	*4%*	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 144

Q19 You said you complained to a third party body about the content that caused you concern. Who was this?
Base: All who have complained to a third party

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**25**	25	-	-	22	3	24	1	25	16	3
Base	**26***	26**	-**	-**	24**	2**	25**	1**	26*	16**	4**
Effective Base	**22**	22	-	-	20	3	22	1	22	15	2
MediaWatch/National Viewers and Listeners Association	**6**	6	-	-	6	-	6	-	6	3	3
	23%	*23%*	-	-	*25%*	-	*24%*	-	*23%*	*18%*	*83%*
ASA/Advertising Standards Authority	**5**	5	-	-	5	-	5	-	5	5	-
	20%	*20%*	-	-	*22%*	-	*21%*	-	*20%*	*33%*	-
Ofcom/Office of Communications	**3**	3	-	-	2	1	3	1	3	3	1
	13%	*13%*	-	-	*8%*	*67%*	*10%*	*100%*	*13%*	*17%*	*17%*
ATVOD - Authority for Television On Demand	**3**	3	-	-	3	-	3	-	3	2	-
	12%	*12%*	-	-	*13%*	-	*12%*	-	*12%*	*11%*	-
BSC/Broadcasting Standards Commission	**3**	3	-	-	3	-	3	-	3	3	-
	10%	*10%*	-	-	*11%*	-	*10%*	-	*10%*	*16%*	-
BBFC/British Board of Film Classification	**3**	3	-	-	3	-	3	-	3	-	-
	10%	*10%*	-	-	*11%*	-	*10%*	-	*10%*	-	-
The Government (inc Northern Ireland Assembly/Scottish Executive/Welsh Executive)	**1**	1	-	-	1	-	1	-	1	-	-
	3%	*3%*	-	-	*4%*	-	*4%*	-	*3%*	-	-
BBC Trust	**1**	1	-	-	1	-	1	-	1	-	-
	3%	*3%*	-	-	*4%*	-	*4%*	-	*3%*	-	-
Other	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know	**1**	1	-	-	1	1	1	-	1	1	-
	6%	*6%*	-	-	*3%*	*33%*	*6%*	-	*6%*	*5%*	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base; ** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 145

Q20 Thinking about all the types of on-line and on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you are aware of,
please can you say how much regulation there should be on a scale of 1 to 5, where 5 is this content should be highly regulated and 1 that this content should not be regulated at all.
Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**2102**	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	**2102**	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	**1150**	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
1 - This type of content should not be regulated at all	**125**	96	29	19	31	23	21	16	16	50	44	32	37	40	8	11	12	4	8	4	29	40	26	31	68	57
	6%	9%b	*3%*	*5%*	*7%*	*5%*	*5%*	*7%*	*8%*	*6%*	*5%*	*7%*	*10%*	*9%*	*6%*	*9%*	*3%*	*1%*	8%pq	6%q	*5%*	*5%*	*7%*	*7%*	*5%*	*7%*
2	**228**	160	68	59	38	33	41	32	24	97	74	56	56	56	27	21	41	19	5	3	60	86	33	49	146	81
	11%	15%b	*6%*	15%dej	*9%*	*8%*	*10%*	*14%*	*11%*	*12%*	*9%*	*13%*	*15%*	*13%*	*21%*	*16%*	*9%*	*5%*	*5%*	*4%*	*11%*	*12%*	*9%*	*11%*	*12%*	*10%*
3	**893**	435	458	182	179	188	169	90	83	361	358	173	143	181	59	52	219	177	31	31	214	313	171	195	527	365
	42%	*41%*	*44%*	*46%*	*41%*	*45%*	*42%*	*39%*	*39%*	*43%*	*44%*	*39%*	*39%*	*43%*	*45%*	*40%*	46%q	*44%*	*31%*	*39%*	*41%*	*42%*	*45%*	*42%*	*42%*	*43%*
4	**567**	236	331	105	131	117	99	64	51	236	216	115	92	89	27	28	144	127	38	22	144	209	102	111	354	213
	27%	*22%*	31%a	*26%*	*30%*	*28%*	*25%*	*28%*	*24%*	*28%*	*26%*	*26%*	*25%*	*21%*	*20%*	*22%*	*30%*	*32%*	*38%*	*28%*	*28%*	*28%*	*27%*	*24%*	*28%*	*25%*
5 - This type of content should be highly regulated	**290**	124	166	34	62	59	69	29	37	97	128	66	40	56	10	17	56	72	18	20	76	90	50	75	165	125
	14%	*12%*	16%a	*9%*	14%c	14%c	17%c	*12%*	18%c	*12%*	16%c	15%c	*11%*	*13%*	*8%*	*13%*	*12%*	*18%*	*18%*	25%q	*14%*	*12%*	*13%*	*16%*	*13%*	*15%*
Net: should be regulated	**857**	360	497	139	193	176	168	93	88	332	344	180	132	145	37	46	200	199	56	42	220	299	152	186	519	337
	41%	*34%*	47%a	*35%*	44%c	*42%*	*42%*	*40%*	*42%*	*40%*	*42%*	*41%*	*36%*	*34%*	*28%*	*35%*	*42%*	*50%*	*56%*	*52%*	*42%*	*41%*	*40%*	*40%*	*41%*	*40%*
Net: should not be regulated	**353**	256	97	78	69	56	62	48	40	147	118	88	93	95	35	32	54	23	13	7	89	126	58	80	215	138
	17%	24%b	*9%*	*20%*	*16%*	*13%*	*16%*	*21%*	*19%*	*17%*	*14%*	*20%*	*25%*	*23%*	*27%*	*25%*	11%q	*6%*	*13%*	*9%*	*17%*	*17%*	*15%*	*17%*	*17%*	*16%*
Mean	**3.32**	3.12	3.51a	3.19	3.35	3.37c	3.38c	3.25	3.33	3.28	3.38c	3.29	3.11	3.16	3.03	3.15	3.40	3.61p	3.53	3.62	3.34	3.30	3.31	3.33	3.32	3.32

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base

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Absolutes/col percents

Table 145

Q20 Thinking about all the types of on-line and on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you are aware of,
please can you say how much regulation there should be on a scale of 1 to 5, where 5 is this content should be highly regulated and 1 that this content should not be regulated at all.
Base: All respondents

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**2102**	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	**2102**	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	**1150**	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
1 - This type of content should not be regulated at all	**125**	71	53	77	43	1	8	15	12	11	4	9	15	16	14	103	13	4	6	34	15	53
	6%	*6%*	*6%*	*6%*	*6%*	*5%*	*10%j*	*7%*	*7%*	*6%*	*2%*	*4%*	*6%*	*6%*	*8%j*	*6%*	*10%*	*10%*	*3%*	*7%*	*4%*	*6%*
2	**228**	116	111	133	88	4	5	17	18	13	12	40	32	32	21	190	12	2	23	40	25	125
	11%	*9%*	*14%a*	*10%*	*11%*	*14%*	*6%*	*8%*	*11%*	*8%*	*6%*	*17%j*	*12%*	*12%*	*13%*	*11%*	*9%*	*6%*	*12%*	*9%*	*7%*	*13%st*
3	**893**	550	337	524	341	10	43	81	78	71	89	103	101	111	59	738	58	15	83	203	160	374
	42%	*43%*	*41%*	*41%*	*44%*	*34%*	*52%gi*	*39%*	*47%*	*43%*	*48%*	*45%*	*37%*	*41%*	*36%*	*42%*	*46%*	*35%*	*44%*	*44%*	*45%*	*40%*
4	**567**	350	216	358	194	12	17	66	41	34	54	53	84	74	48	470	27	15	54	124	87	258
	27%	*27%*	*26%*	*28%*	*25%*	*41%*	*21%*	*31%*	*25%*	*20%*	*29%*	*23%*	*31%*	*27%*	*29%*	*27%*	*22%*	*37%*	*29%*	*27%*	*25%*	*28%*
5 - This type of content should be highly regulated	**290**	187	103	179	109	2	9	29	18	37	29	25	39	38	23	248	15	5	22	56	66	125
	14%	*15%*	*13%*	*14%*	*14%*	*7%*	*11%*	*14%*	*11%*	*23%hi*	*15%*	*11%*	*14%*	*14%*	*14%*	*14%*	*12%*	*13%*	*12%*	*12%*	*19%s*	*13%*
Net: should be regulated	**857**	537	319	537	303	15	27	95	59	71	82	78	123	111	72	718	42	21	76	180	154	384
	41%	*42%*	*39%*	*42%*	*39%*	*47%*	*32%*	*46%*	*35%*	*43%*	*44%*	*34%*	*45%*	*41%*	*43%*	*41%*	*34%*	*50%*	*41%*	*39%*	*43%*	*41%*
Net: should not be regulated	**353**	187	164	210	131	6	13	32	29	24	16	48	47	48	36	293	25	6	29	74	40	179
	17%	*15%*	*20%a*	*17%*	*17%*	*19%*	*16%*	*15%*	*18%j*	*14%*	*8%*	*21%j*	*17%j*	*18%j*	*21%j*	*17%*	*20%*	*15%*	*15%*	*16%*	*11%*	*19%st*
Mean	**3.32**	3.37	3.25	3.34	3.31	3.31	3.17	3.37	3.22	3.44	3.49thk	3.20	3.37	3.31	3.27	3.33	3.16	3.37	3.34	3.28	3.47s	3.30

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 145

Q20 Thinking about all the types of on-line and on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you are aware of,
please can you say how much regulation there should be on a scale of 1 to 5, where 5 is this content should be highly regulated and 1 that this content should not be regulated at all.
Base: All respondents

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**2102**	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	**2102**	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	**1150**	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
1 - This type of content should not be regulated at all	**125**	82	104	78	43	83	44	41	27	31	91	54	50	35	33	117	8	104	111	117
	6%	*5%*	*6%*	*5%*	*5%*	*7%*	*5%*	*5%*	*5%*	*6%*	*6%*	*5%*	*5%*	*6%*	*5%*	*6%*	*7%*	*6%*	*6%*	*6%*
2	**228**	172	179	147	82	155	104	68	60	59	169	114	85	72	65	221	6	187	205	221
	11%	*11%*	*11%*	*10%*	*10%*	*13%g*	*12%*	*9%*	*12%*	*11%*	*12%*	*11%*	*9%*	*11%*	*11%*	*11%*	*5%*	*11%*	*11%*	*11%*
3	**893**	683	710	651	357	508	357	341	177	229	629	407	420	221	260	821	71	681	734	821
	42%	*43%*	*43%*	*44%*	*43%*	*42%h*	*40%*	*44%h*	*35%*	*42%h*	*43%m*	*40%*	*45%m*	*35%*	*43%m*	*41%*	*61%o*	*41%*	*41%*	*41%*
4	**567**	443	445	416	247	316	259	221	175	149	392	290	263	213	163	548	19	467	505	548
	27%	*28%*	*27%*	*28%*	*30%*	*26%*	*29%*	*29%*	*34%el*	*27%*	*27%*	*29%*	*28%*	*34%jn*	*27%*	*28%*	*16%*	*28%*	*28%*	*28%*
5 - This type of content should be highly regulated	**290**	217	211	198	95	150	122	102	73	80	189	141	122	94	85	277	13	220	249	277
	14%	*14%*	*13%*	*13%*	*11%*	*12%*	*14%*	*13%*	*14%*	*15%*	*13%*	*14%*	*13%*	*15%*	*14%*	*14%*	*11%*	*13%*	*14%*	*14%*
Net: should be regulated	**857**	661	656	615	342	466	381	323	248	229	581	431	385	307	248	825	32	687	755	825
	41%	*41%*	*40%*	*41%*	*41%*	*38%*	*43%*	*42%*	*48%el*	*42%*	*40%*	*43%*	*41%*	*48%jln*	*41%*	*42%*	*27%*	*41%*	*42%*	*42%*
Net: should not be regulated	**353**	254	283	225	125	238	148	109	87	90	260	168	136	107	98	338	15	291	315	338
	17%	*16%*	*17%*	*15%*	*15%*	*20%g*	*17%*	*14%*	*17%*	*16%*	*18%*	*17%*	*14%*	*17%*	*16%*	*17%*	*12%*	*18%*	*17%*	*17%*
Mean	**3.32**	3.34	3.29	3.34	3.33	3.24	3.35	3.35	3.40e	3.34	3.28	3.35	3.34	3.41j	3.33	3.33	3.19	3.31	3.32	3.33

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base

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Absolutes/col percents

Table 145

Q20 Thinking about all the types of on-line and on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you are aware of,
please can you say how much regulation there should be on a scale of 1 to 5, where 5 is this content should be highly regulated and 1 that this content should not be regulated at all.
Base: All respondents

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
1 - This type of content should not be regulated at all	125	70	30	7	108	23	102	15	10	5	45	57	23	81	38	38	44	27	70	63
	6%	6%	7%	3%	7%	3%	7%e	3%	3%	6%	11%klm	6%	4%	5%	7%	7%	5%	7%	5%	5%
2	228	113	58	12	186	30	198	19	12	3	61	109	55	164	58	61	92	48	140	114
	11%	10%	13%c	6%	12%c	4%	14%e	4%	4%	4%	15%klm	11%	8%	10%	11%	10%	10%	13%	11%	10%
3	893	424	189	76	679	325	568	210	121	36	149	441	301	742	238	256	377	156	533	475
	42%	39%	42%	36%	42%	44%	42%	43%	40%	51%	37%	42%	46%	44%	43%	44%	40%	44%	41%	41%
4	567	304	123	90	418	216	351	139	107	16	99	289	175	464	142	153	274	89	363	332
	27%	28%	27%	42%abd	26%	29%	26%	28%	35%	23%	25%	28%	27%	27%	26%	26%	29%	25%	28%	28%
5 - This type of content should be highly regulated	290	184	50	28	223	143	148	107	56	11	45	141	103	244	73	77	150	40	190	187
	14%	17%	11%	13%	14%	19%d	11%	22%	18%	16%	11%	14%	16%	14%	13%	13%	16%	11%	15%	16%
Net: should be regulated	857	488	174	118	642	358	498	247	162	27	145	430	278	708	215	230	425	128	553	520
	41%	45%d	39%	55%abd	40%	49%d	36%	50%	53%	38%	36%	41%	42%	42%	39%	39%	45%q	36%	43%	44%q
Net: should not be regulated	353	183	88	20	295	53	300	34	21	8	106	166	79	245	96	99	136	75	211	177
	17%	17%c	20%c	9%	18%c	7%	22%e	7%	7%	11%	27%klm	16%	12%	14%	17%	17%	15%	21%ps	16%	15%
Mean	3.32	3.38	3.24	3.56bd	3.29	3.58f	3.18	3.62	3.61	3.36	3.10	3.34j	3.42j	3.37j	3.28	3.29	3.42q	3.19	3.36q	3.40q

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 145

Q20 Thinking about all the types of on-line and on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand you are aware of,
please can you say how much regulation there should be on a scale of 1 to 5, where 5 is this content should be highly regulated and 1 that this content should not be regulated at all.
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	2102	328	1662	112	258	70	270	58	67	852	360
Base	2102	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	1150	221	878	70	170	53	180	42	47	483	196
1 - This type of content should not be regulated at all	125	12	112	1	4	8	4	8	-	-	125
	6%	4%	7%	1%	2%	14%d	2%	17%f	-	-	35%h
2	228	27	196	4	22	5	25	2	10	-	228
	11%	9%	12%c	4%	9%	9%	10%	5%	16%	-	65%h
3	893	91	742	59	70	22	70	22	21	-	-
	42%	30%	44%a	56%a	29%	37%	27%	45%f	32%	-	-
4	567	107	430	30	92	15	96	10	23	567	-
	27%	35%b	25%	28%	38%	25%	38%g	21%	35%	66%i	-
5 - This type of content should be highly regulated	290	66	212	12	57	9	60	6	11	290	-
	14%	22%b	13%	12%	23%	16%	24%	12%	17%	34%i	-
Net: should be regulated	857	173	642	42	149	24	156	16	34	857	-
	41%	57%bc	38%	39%	61%e	41%	61%g	34%	52%	100%i	-
Net: should not be regulated	353	40	308	5	26	13	29	10	10	-	353
	17%	13%	18%c	5%	11%	23%e	11%	22%	16%	-	100%h
Mean	3.32	3.62b	3.26	3.44	3.72e	3.20	3.72g	3.08	3.53	4.34i	1.65

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 146

Q21a What do you personally consider to be the main advantages of regulating on-line and on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand?
Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	2102	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	2102	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	1150	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
Protects children/young people	1251	583	668	214	222	265	245	152	153	436	510	305	163	240	77	102	274	270	75	50	330	431	199	290	762	489
	60%	*55%*	64%a	*54%*	*50%*	63%cdi	61%di	66%cdi	73%cdfij	*52%*	62%cdi	69%cdi	*44%*	57%l	*59%*	78%lmn	*58%*	68%p	74%p	*63%*	63%w	*58%*	*52%*	63%w	60%w	*58%*
Limits offensive content	1109	539	570	180	190	220	232	147	141	370	451	287	151	219	76	92	219	232	70	48	313	386	170	240	699	410
	53%	*51%*	*54%*	*45%*	*43%*	52%di	58%cdi	63%cdi	67%cdeij	*44%*	55%cdi	65%cdeij	*41%*	52%l	58%l	71%lm	*46%*	58%p	70%p	*61%*	60%uvy	*52%*	*45%*	*52%*	55%vy	*49%*
Maintains standards of decency	866	391	475	134	131	168	194	117	123	265	362	239	101	164	49	76	163	197	68	46	239	294	146	186	534	332
	41%	*37%*	45%a	*34%*	*30%*	40%di	48%cdi	51%cdi	58%cdeij	*32%*	44%cdi	54%cdeij	*28%*	39%l	*37%*	58%lmn	*35%*	50%p	68%pq	58%p	*46%*	*40%*	*38%*	*40%*	*42%*	*40%*
Protects certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	809	352	457	139	146	173	170	98	84	284	343	182	111	153	39	49	173	190	59	35	225	280	127	177	505	304
	38%	*34%*	43%a	*35%*	*33%*	*41%*	43%di	*42%*	*40%*	*34%*	42%di	*41%*	*30%*	*36%*	*30%*	*38%*	*37%*	48%p	59%p	*44%*	43%vy	*38%*	*33%*	*38%*	*40%*	*36%*
Limits access to negative things/ concerning material	718	317	401	143	131	152	156	76	61	274	308	136	109	137	29	42	165	171	46	18	187	268	113	150	455	263
	34%	*30%*	38%a	*36%*	*30%*	*36%*	39%di	*33%*	*29%*	*33%*	38%di	*31%*	*30%*	*32%*	*22%*	*32%*	*35%*	43%s	46%s	*23%*	*36%*	*36%*	*30%*	*33%*	*36%*	*31%*
Protects the general public	488	197	290	82	94	89	100	68	56	176	188	123	60	71	29	37	116	117	38	19	123	150	85	129	273	215
	23%	*19%*	28%a	*21%*	*21%*	*21%*	*25%*	*29%*	*27%*	*21%*	*23%*	28%	*16%*	*17%*	*22%*	28%lm	*25%*	*29%*	36%p	*24%*	*23%*	*20%*	*22%*	28%ux	*22%*	*26%*
Establishes a level playing field with traditional broadcast content	483	263	220	92	90	82	99	67	53	182	181	120	93	90	40	40	89	91	27	13	134	173	75	101	307	176
	23%	*25%*	*21%*	*23%*	*20%*	*20%*	*25%*	*29%*	*25%*	*22%*	*22%*	*27%*	*25%*	*21%*	*31%*	*31%*	*19%*	*23%*	*27%*	*16%*	*26%*	*23%*	*20%*	*22%*	*24%*	*21%*
No advantages	10	9	2	1	2	1	3	-	3	3	5	3	2	4	-	3	1	1	-	-	2	3	3	2	5	5
	*	*1%*	*	*	*	*	*1%*	-	*1%*	*	*1%*	*1%*	*1%*	*1%*	-	*2%*	*	*	-	-	*	*	*1%*	*	*	*1%*
Prevents crime/criminal activity	5	-	5	-	1	-	-	1	3	1	-	4	-	-	-	-	1	-	1	3	1	1	3	*	2	3
	*	-	*	-	*	-	-	*1%*	1%lj	*	-	1%	-	-	-	-	*	-	*1%*	4%pq	*	*	*1%*	*	*	*
Other	6	6	*	1	1	3	1	1	-	1	4	1	1	3	1	-	-	*	-	-	2	1	-	3	3	3
	*	*1%*	*	*	*	*1%*	*	*1%*	-	*	*	*	*	*1%*	*1%*	-	-	*	-	-	*	*	-	*1%*	*	*
Don't know	341	163	178	59	91	77	59	32	23	150	136	55	59	75	19	10	91	61	14	13	62	118	85	76	180	161
	16%	*15%*	*17%*	*15%*	21%hk	*18%*	*15%*	*14%*	*11%*	*18%*	*17%*	*13%*	*16%*	18%o	*14%*	*8%*	*19%*	*15%*	*13%*	*16%*	*12%*	*16%*	22%kl	*16%*	*14%*	19%kx
Net: Any advantage	1746	875	871	339	349	340	336	198	185	688	676	383	307	339	111	118	381	337	87	67	458	616	292	380	1074	672
	83%	*83%*	*83%*	*85%*	*79%*	*81%*	*84%*	*86%*	88%d	*82%*	*82%*	87%d	*83%*	*80%*	*85%*	*90%*	*81%*	*84%*	*87%*	*84%*	88%vy	*83%*	*77%*	*83%*	85%vy	*80%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 146

Q21a What do you personally consider to be the main advantages of regulating on-line and on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand?
Base: All respondents

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	2102	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	1150	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
Protects children/young people	1251	704	544	741	478	24	52	115	88	99	114	108	175	169	98	1018	76	33	123	255	212	551
	60%	*55%*	66%a	*58%*	*62%*	*78%*	*63%*	*55%*	*53%*	*59%*	*61%*	*47%*	65%hk	63%k	*59%*	*58%*	*61%*	80%o	*66%*	*56%*	*60%*	*59%*
Limits offensive content	1109	630	475	698	387	17	47	108	70	99	102	102	148	158	87	920	55	25	109	225	201	494
	53%	*49%*	58%a	*55%*	*50%*	*54%*	*57%*	*52%*	*42%*	60%h	*54%*	*44%*	55%h	58%hk	*52%*	*53%*	*44%*	*60%*	*58%*	*49%*	*57%*	*53%*
Maintains standards of decency	866	503	362	542	305	12	35	89	58	82	76	88	111	111	61	712	48	21	85	182	158	371
	41%	*39%*	*44%*	*43%*	*39%*	*39%*	*43%*	*43%*	*35%*	49%h	*41%*	*38%*	*41%*	*41%*	*37%*	*41%*	*39%*	*51%*	*45%*	*40%*	*45%*	*40%*
Protects certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	809	454	352	483	307	12	28	81	58	68	71	61	113	109	66	655	50	20	84	167	139	349
	38%	*36%*	43%a	*38%*	*40%*	*39%*	*33%*	*39%*	*35%*	*41%*	*38%*	*27%*	42%k	40%k	*40%*	*37%*	*40%*	*49%*	*45%*	*37%*	*39%*	*37%*
Limits access to negative things/ concerning material	718	403	313	433	271	9	21	69	41	62	69	57	112	102	56	588	37	16	77	131	131	326
	34%	*32%*	38%a	*34%*	*35%*	*29%*	*26%*	*33%*	*25%*	*37%*	37%h	*25%*	41%hk	38%hk	*34%*	*34%*	*29%*	*39%*	*41%*	*29%*	*37%*	*35%*
Protects the general public	488	273	213	281	196	7	17	48	29	40	42	48	70	69	33	396	28	14	50	93	82	220
	23%	*21%*	*26%*	*22%*	*25%*	*22%*	*20%*	*23%*	*17%*	*24%*	*22%*	*21%*	*26%*	*26%*	*20%*	*23%*	*22%*	*32%*	*27%*	*20%*	*23%*	*24%*
Establishes a level playing field with traditional broadcast content	483	284	198	312	161	5	15	53	35	28	50	44	68	65	40	398	31	11	43	103	78	217
	23%	*22%*	*24%*	*25%*	*21%*	*16%*	*18%*	*25%*	*21%*	*17%*	*26%*	*19%*	*25%*	*24%*	*24%*	*23%*	*25%*	*27%*	*23%*	*22%*	*22%*	*23%*
No advantages	10	7	4	8	2	-	*	-	2	1	-	1	4	1	1	10	-	-	-	3	1	7
	*	*1%*	*	*1%*	*	-	*1%*	-	*1%*	*	-	*	*2%*	*	*1%*	*1%*	-	-	-	*1%*	*	*1%*
Prevents crime/criminal activity	5	2	3	4	1	-	-	-	1	-	-	4	-	-	-	4	*	*	-	1	-	4
	*	*	*	*	*	-	-	-	*	-	-	*2%*	-	-	-	*	*	*1%*	-	*	-	*
Other	6	3	4	4	3	-	-	1	*	2	1	-	2	-	-	6	-	-	1	1	3	2
	*	*	*	*	*	-	-	*	*	*1%*	*	-	*1%*	-	-	*	-	-	*	*	*1%*	*
Don't know	341	215	123	204	124	3	12	39	32	20	29	63	35	42	18	289	26	2	25	83	49	157
	16%	*17%*	*15%*	*16%*	*16%*	*9%*	*15%*	*19%*	19%n	*12%*	*15%*	27%lmn	*13%*	*15%*	*11%*	*17%*	21%q	*4%*	*13%*	*18%*	*14%*	*17%*
Net: Any advantage	1746	1050	691	1057	647	28	71	169	132	144	158	166	230	228	148	1446	99	40	162	372	302	771
	83%	*82%*	*84%*	*83%*	*83%*	*91%*	*85%*	*81%*	*79%*	86%k	*85%*	*72%*	85%k	84%k	89%hk	*83%*	*79%*	96%op	*86%*	*81%*	*85%*	*82%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 146

Q21a What do you personally consider to be the main advantages of regulating on-line and on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand?
Base: All respondents

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	2102	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	2102	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	1150	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
Protects children/young people	1251 60%	968 61%	994 60%	896 60%	495 60%	718 59%	544 61%	434 56%	304 59%	329 60%	884 60%	611 61%	540 57%	387 61%	362 60%	1199 60%q	52 44%	1018 61%	1088 60%	1199 60%
Limits offensive content	1109 53%	874 55%	875 53%	782 52%	418 51%	640 53%	481 54%	421 54%	280 55%	316 58%	790 54%	548 54%	510 54%	354 56%	344 57%	1068 54%q	40 34%	901 54%	970 54%	1068 54%
Maintains standards of decency	866 41%	680 43%	672 41%	600 40%	324 39%	477 39%	369 42%	312 40%	208 41%	231 42%	599 41%	427 42%	381 41%	268 42%	259 43%	824 42%	41 35%	671 40%	755 42%	824 42%
Protects certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	809 38%	639 40%	649 39%	583 39%	351 43%	476 39%	360 41%	310 40%	224 44%	237 43%	588 40%	395 39%	372 40%	284 45%	259 43%	778 39%	31 27%	649 39%	726 40%	778 39%
Limits access to negative things/ concerning material	718 34%	563 35%	570 35%	541 36%	293 36%	419 35%	298 34%	304 39%	197 39%	206 38%	524 36%	352 35%	360 38%	249 39%	225 37%	695 35%q	23 19%	582 35%	649 36%	695 35%
Protects the general public	488 23%	382 24%	387 23%	349 23%	189 23%	277 23%	220 25%	187 24%	116 23%	149 27%	355 24%	236 23%	218 23%	155 24%	157 26%	469 24%	19 16%	391 24%	435 24%	469 24%
Establishes a level playing field with traditional broadcast content	483 23%	379 24%	392 24%	336 23%	198 24%	296 24%	229 26%	184 24%	140 27%	155 28%	351 24%	242 24%	219 23%	170 27%	168 28%	466 23%	17 15%	408 25%	433 24%	466 23%
No advantages	10 *	10 1%	9 1%	5 *	1 *	7 1%	4 1%	2 *	2 *	6 1%	8 1%	6 1%	2 *	3 *	7 1%	9 *	1 1%	8 *	8 *	9 *
Prevents crime/criminal activity	5 *	4 *	5 *	2 *	1 *	1 *	2 *	- -	- -	* *	2 *	2 *	- -	1 *	3 1%	5 *	- -	5 *	4 *	5 *
Other	6 *	5 *	5 *	3 *	1 *	5 *	2 *	- -	1 *	3 1%	5 *	2 *	1 *	1 *	3 1%	6 *	- -	6 *	6 *	6 *
Don't know	341 16%	249 16%	269 16%	229 15%	135 16%	178 15%	110 12%	100 13%	64 12%	75 14%	230 16%	141 14%	140 15%	91 14%	89 15%	292 15%	49 41%q	208 13%	263 15%	292 15%
Net: Any advantage	1746 83%	1335 84%	1367 83%	1256 84%	687 83%	1023 84%	770 87%	670 87%	445 87%	464 85%	1228 84%	859 85%	797 85%	541 85%	508 84%	1678 85%q	68 58%	1439 87%	1527 85%	1678 85%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 146

Q21a What do you personally consider to be the main advantages of regulating on-line and on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand?
Base: All respondents

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
Protects children/young people	1251	672	265	95	1038	459	792	290	214	41	240	608	397	1005	326	342	563	220	783	723
	60%	61%c	59%c	*44%*	64%c	*62%*	*58%*	*59%*	70%g	*58%*	*60%*	*59%*	*60%*	*59%*	*59%*	*59%*	*60%*	*61%*	*60%*	*62%*
Limits offensive content	1109	615	215	93	902	397	711	245	200	33	207	562	335	897	269	284	514	197	712	663
	53%	56%bc	*48%*	*44%*	56%bc	*54%*	*52%*	*50%*	66%g	*47%*	*52%*	*54%*	*51%*	*53%*	*49%*	*49%*	*55%*	*55%*	*55%*	57%no
Maintains standards of decency	866	452	189	81	687	306	560	164	172	34	159	433	271	704	219	229	399	146	545	510
	41%	*41%*	*42%*	*38%*	*43%*	*42%*	*41%*	*33%*	56%g	*48%*	*40%*	*42%*	*41%*	*42%*	*40%*	*39%*	*43%*	*41%*	*42%*	*44%*
Protects certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	809	434	178	80	637	299	510	187	137	31	164	395	244	640	215	231	365	147	512	464
	38%	*40%*	*39%*	*37%*	*39%*	*41%*	*37%*	*38%*	*45%*	*44%*	*41%*	*38%*	*37%*	*38%*	*39%*	*39%*	*39%*	*41%*	*39%*	*40%*
Limits access to negative things/ concerning material	718	394	155	71	562	295	423	188	143	25	126	339	251	590	182	198	316	114	431	414
	34%	*36%*	*34%*	*33%*	*35%*	40%f	*31%*	*38%*	*47%*	*35%*	*31%*	*33%*	*38%*	*35%*	*33%*	*34%*	*34%*	*32%*	*33%*	*35%*
Protects the general public	488	259	104	45	387	195	292	127	90	17	91	236	154	391	128	140	230	79	309	275
	23%	*24%*	*23%*	*21%*	*24%*	*27%*	*21%*	*26%*	*29%*	*25%*	*23%*	*23%*	*24%*	*23%*	*23%*	*24%*	*24%*	*22%*	*24%*	*23%*
Establishes a level playing field with traditional broadcast content	483	277	77	55	381	174	309	114	91	17	85	247	151	398	126	136	213	91	304	293
	23%	25%b	*17%*	*26%*	24%b	*24%*	*23%*	*23%*	*30%*	*24%*	*21%*	*24%*	*23%*	*24%*	*23%*	*23%*	*23%*	*25%*	*23%*	*25%*
No advantages	10	6	2	1	9	*	10	-	*	-	5	6	-	6	2	2	4	3	7	7
	*	*1%*	*1%*	*	*1%*	*	*1%*	-	*	-	*1%*	*1%*	-	*	*	*	*	*1%*	*1%*	*1%*
Prevents crime/criminal activity	5	2	*	*	4	-	5	-	-	-	1	4	*	4	-	-	5	-	5	2
	*	*	*	*	*	-	*	-	-	-	*	*	*	*	-	-	*1%*	-	*	*
Other	6	4	1	-	6	-	6	-	-	-	4	2	1	3	4	4	2	1	3	2
	*	*	*	-	*	-	*	-	-	-	*1%*	*	*	*	*1%*	*1%*	*	*	*	*
Don't know	341	131	89	24	229	101	240	74	16	19	74	170	97	267	117	120	143	48	190	149
	16%	*12%*	20%acd	*11%*	*14%*	*14%*	*18%*	15%h	*5%*	*27%*	*19%*	*16%*	*15%*	*16%*	21%pqrs	21%qrs	*15%*	*13%*	*15%*	*13%*
Net: Any advantage	1746	956	359	189	1372	635	1112	416	288	52	317	862	559	1421	427	460	790	307	1097	1013
	83%	87%b	*80%*	88%b	*85%*	86%f	*81%*	*85%*	94%g	*73%*	*79%*	*83%*	*85%*	*84%*	*78%*	*79%*	84%no	85%no	85%no	87%no

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 146

Q21a What do you personally consider to be the main advantages of regulating on-line and on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand?
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	2102	328	1662	112	258	70	270	58	67	852	360
Base	2102	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	1150	221	878	70	170	53	180	42	47	483	196
Protects children/young people	1251 60%	125 41%	1077 64%ac	50 47%	105 43%	20 33%	114 45%g	10 21%	29 45%	620 72%i	181 51%
Limits offensive content	1109 53%	130 43%	924 55%a	55 52%	113 46%e	17 29%	119 47%g	10 21%	34 52%	579 68%i	121 34%
Maintains standards of decency	866 41%	99 33%	722 43%a	45 42%	83 34%	16 27%	87 34%	12 26%	26 40%	470 55%i	64 18%
Protects certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	809 38%	105 35%	668 39%	36 34%	91 37%	14 24%	97 38%g	8 18%	39 60%	438 51%i	86 24%
Limits access to negative things/ concerning material	718 34%	104 34%	585 35%	29 27%	89 36%	15 25%	96 37%g	8 16%	32 49%	424 49%i	53 15%
Protects the general public	488 23%	41 14%	417 25%a	29 27%a	31 13%	11 18%	35 14%	6 13%	9 13%	305 36%i	32 9%
Establishes a level playing field with traditional broadcast content	483 23%	81 27%c	395 23%c	7 7%	71 29%	10 17%	76 30%g	5 11%	18 28%	271 32%i	58 16%
No advantages	10 *	* *	10 1%	- -	* *	- -	* *	- -	- -	1 *	9 3%i
Prevents crime/criminal activity	5 *	3 1%b	2 *	- -	3 1%	- -	3 1%	- -	- -	1 *	1 *
Other	6 *	1 *	6 *	- -	- -	1 1%	- -	1 2%	- -	3 *	2 *
Don't know	341 16%	29 9%	286 17%a	27 25%a	13 5%	15 26%e	13 5%	16 32%g	2 4%	39 5%	75 21%i
Net: Any advantage	1746 83%	275 90%bc	1392 82%	79 75%	231 95%e	44 74%	242 95%g	33 68%	63 96%	815 95%i	267 76%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base

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Absolutes/col percents

Table 147

Q21b And what do you personally consider to be the main disadvantages of regulating on-line and on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand?
Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	2102	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	2102	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	1150	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
Restricts freedom of expression	779	443	337	158	142	172	163	65	79	300	335	144	133	202	49	58	167	133	16	21	209	291	129	150	500	279
	37%	42%b	*32%*	40%g	*32%*	41%g	41%g	*28%*	*37%*	*36%*	41%dgk	*33%*	*36%*	48%l	*38%*	*44%*	35%r	33%r	*16%*	*26%*	40%y	*39%*	*34%*	*33%*	40%y	*33%*
Limits choice	738	452	286	181	166	127	139	68	57	347	266	125	177	177	52	46	171	88	16	11	182	251	138	168	432	306
	35%	43%b	*27%*	45%efghjk	38%k	*30%*	*35%*	*29%*	*27%*	41%eghjk	*32%*	*28%*	*48%*	*42%*	*40%*	*35%*	36%qrs	*22%*	*15%*	*14%*	*35%*	*34%*	*36%*	*36%*	*34%*	*36%*
Limits creativity	493	310	183	118	127	101	75	49	23	244	177	72	129	120	40	21	115	57	9	2	135	186	79	93	321	172
	23%	30%b	*17%*	29%hjk	29%hjk	24%hk	*19%*	21%h	*11%*	29%hjk	22%h	*16%*	35%o	28%o	*31%*	*16%*	24%qrs	14%s	*9%*	*3%*	*26%*	*25%*	*21%*	*20%*	*25%*	*20%*
Gives an unfair advantage to unregulated services	369	206	163	93	73	58	62	39	44	165	120	83	78	69	23	34	87	50	16	10	101	121	73	73	223	146
	18%	*20%*	*16%*	23%defj	*16%*	*14%*	*15%*	*17%*	*21%*	20%	*15%*	*19%*	*21%*	*16%*	*18%*	*26%*	*18%*	*13%*	*16%*	*12%*	*19%*	*16%*	*19%*	*16%*	*18%*	*17%*
Imposes a financial burden	366	186	180	100	100	68	54	24	20	200	123	43	100	63	8	16	100	60	15	4	87	154	60	66	240	126
	17%	*18%*	*17%*	25%efghjk	23%fghjk	16%k	*14%*	*10%*	*9%*	24%efghjk	*15%*	*10%*	27%mno	*15%*	*6%*	*12%*	21%q	*15%*	*15%*	*5%*	*17%*	21%wy	*16%*	*14%*	*19%*	*15%*
No disadvantages	29	13	15	-	-	2	12	4	10	-	15	14	-	5	1	8	-	10	3	2	14	10	5	1	23	5
	1%	*1%*	*1%*	-	-	*1%*	3%cdi	2%d	5%cdeij	-	2%cdi	3%cdei	-	*1%*	*	6%lm	-	2%p	3%p	3%p	3%wy	*1%*	*1%*	*	*2%*	*1%*
It is censorship	2	1	1	-	*	-	-	1	*	*	-	2	*	-	1	*	-	-	1	-	*	2	-	-	2	-
	*	*	*	-	*	-	-	*1%*	*	*	-	*	*	-	*	*	-	-	*1%*	-	*	*	-	-	*	-
Governemnt interference / Nanny state etc.	1	1	*	1	-	-	-	-	*	1	-	*	1	-	-	-	-	-	-	*	1	*	-	-	1	-
	*	*	*	*	-	-	-	-	*	*	-	*	*	-	-	-	-	-	-	*	*	*	-	-	*	-
Other	18	10	8	-	5	7	2	*	4	5	9	4	*	8	*	1	4	1	-	3	2	9	3	4	11	7
	1%	*1%*	*1%*	-	*1%*	2%c	*	*	2%c	*1%*	*1%*	*1%*	*	*2%*	*	*1%*	*1%*	*	-	4%q	*	*1%*	*1%*	*1%*	*1%*	*1%*
Don't know	620	240	380	81	130	129	122	83	77	210	250	159	72	100	33	34	138	150	49	42	132	210	122	156	342	278
	29%	*23%*	36%b	*20%*	29%c	31%c	31%c	36%ci	36%ci	*25%*	31%c	36%ci	*20%*	*24%*	*26%*	*26%*	*29%*	38%p	49%p	53%p	*25%*	*28%*	*32%*	34%dx	*27%*	33%dx
Net: any disadvantage	1453	798	655	319	312	290	265	145	123	630	555	268	296	317	97	88	334	238	48	35	377	519	254	303	896	557
	69%	76%b	*62%*	80%defghjk	71%hk	*69%*	*66%*	*63%*	*59%*	75%fghjk	*68%*	*61%*	80%o	*75%*	*74%*	*67%*	71%qrs	*60%*	*48%*	*44%*	*72%*	*70%*	*67%*	*66%*	*71%*	*66%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base

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Absolutes/col percents

Table 147

Q21b And what do you personally consider to be the main disadvantages of regulating on-line and on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand?
Base: All respondents

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	2102	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	1150	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
Restricts freedom of expression	779	465	312	492	267	12	27	79	67	62	58	76	107	101	65	640	55	10	74	172	120	349
	37%	*37%*	*38%*	*39%*	*34%*	*39%*	*32%*	*38%*	*40%*	*37%*	*31%*	*33%*	*39%*	*37%*	*39%*	*37%*	*44%*	*25%*	*39%*	*38%*	*34%*	*37%*
Limits choice	738	444	291	444	273	11	23	83	65	72	56	75	99	92	65	631	40	13	55	171	129	331
	35%	*35%*	*36%*	*35%*	*35%*	*34%*	*28%*	*40%*	*39%*	*43%*	*30%*	*33%*	*37%*	*34%*	*39%*	*36%*	*32%*	*30%*	*29%*	*37%*	*36%*	*35%*
Limits creativity	493	312	178	288	186	10	21	59	32	35	35	57	67	76	46	428	29	7	29	112	70	246
	23%	*25%*	*22%*	*23%*	*24%*	*32%*	*26%*	*28%*	*19%*	*21%*	*19%*	*25%*	*25%*	*28%*	*28%*	*25%*	*23%*	*18%*	*15%*	*24%*	*20%*	*26%*
Gives an unfair advantage to unregulated services	369	217	148	215	143	7	18	43	31	25	33	35	41	43	42	311	24	8	25	92	58	161
	18%	*17%*	*18%*	*17%*	*18%*	*21%*	*22%*	*21%*	*19%*	*15%*	*18%*	*15%*	*15%*	*16%*	25%klm	*18%*	*19%*	*19%*	*13%*	*20%*	*16%*	*17%*
Imposes a financial burden	366	243	121	209	135	14	13	34	25	19	35	41	62	52	32	313	22	10	21	72	54	187
	17%	*19%*	*15%*	*16%*	*17%*	*46%*	*16%*	*16%*	*15%*	*12%*	*19%*	*18%*	23%	*19%*	*19%*	*18%*	*18%*	*24%*	*11%*	*16%*	*15%*	*20%*
No disadvantages	29	4	24	28	*	-	1	1	-	12	*	6	-	3	1	24	1	-	4	2	12	10
	1%	*	3%a	2%d	*	-	*1%*	*1%*	-	7%ghjlmn	*	*3%*	-	*1%*	*1%*	*1%*	*1%*	-	*2%*	*	3%au	*1%*
It is censorship	2	*	2	2	*	-	-	-	1	-	-	-	-	*	-	1	-	-	1	1	-	*
	*	*	*	*	*	-	-	-	*1%*	-	-	-	-	*	-	*	-	-	*	*	-	*
Governemnt interference / Nanny state etc.	1	-	1	1	-	-	-	-	1	-	*	-	-	-	-	1	-	-	-	1	*	-
	*	-	*	*	-	-	-	-	*	-	*	-	-	-	-	*	-	-	-	*	*	-
Other	18	12	6	14	4	-	5	-	-	7	-	3	-	2	*	17	1	-	-	5	7	5
	1%	*1%*	*1%*	*1%*	*1%*	-	6%ghjlmn	-	-	4%ghjl	-	*1%*	-	*1%*	*	*1%*	*1%*	-	-	*1%*	*2%*	*1%*
Don't know	620	356	260	361	242	6	24	56	49	40	61	74	81	80	33	498	41	13	68	128	101	269
	29%	*28%*	*32%*	*28%*	*31%*	*20%*	*28%*	*27%*	*29%*	*24%*	32%n	32%n	*30%*	30%n	*20%*	*28%*	*33%*	*32%*	*36%*	*28%*	*29%*	*29%*
Net: any disadvantage	1453	914	535	882	532	25	59	151	118	114	126	149	189	187	132	1226	83	28	116	328	241	658
	69%	72%b	*65%*	*69%*	*69%*	*80%*	*71%*	*73%*	*71%*	*69%*	*67%*	*65%*	*70%*	*69%*	80%klm	*70%*	*66%*	*68%*	*62%*	*72%*	*68%*	*70%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 147

Q21b And what do you personally consider to be the main disadvantages of regulating on-line and on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand?
Base: All respondents

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	2102	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	2102	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	1150	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
Restricts freedom of expression	779 37%	595 37%	652 40%	580 39%	323 39%	512 42%d	314 35%	289 37%	198 39%	210 38%	603 41%	366 36%	360 38%	242 38%	232 38%	755 38%p	24 20%	646 39%	711 39%	755 38%
Limits choice	738 35%	555 35%	606 37%	535 36%	340 41%ac	497 41%	330 37%	295 38%	206 40%	193 35%	564 38%	361 36%	353 38%	240 38%	213 35%	717 36%p	22 18%	628 38%	666 37%	717 36%
Limits creativity	493 23%	361 23%	422 26%	376 25%	239 29%a	354 29%d	222 25%	202 26%	147 29%	128 23%	397 27%	246 24%	249 26%	174 27%	135 22%	482 24%p	11 10%	440 27%	458 25%	482 24%
Gives an unfair advantage to unregulated services	369 18%	290 18%	292 18%	282 19%	154 19%	230 19%	173 19%	155 20%	104 20%	112 21%	261 18%	190 19%	177 19%	116 18%	121 20%	362 18%p	6 5%	329 20%	341 19%	362 18%
Imposes a financial burden	366 17%	278 17%	311 19%	276 19%	176 21%	260 21%	156 18%	174 23%d	103 20%	94 17%	282 19%	175 17%	198 21%	125 20%	102 17%	353 18%	13 11%	308 19%	336 19%	353 18%
No disadvantages	29 1%	19 1%d	21 1%d	22 1%d	1 *	8 1%	11 1%	2 *	3 1%	9 2%g	20 1%	13 1%	9 1%	20 3%kl	10 2%	29 1%	- -	17 1%	24 1%	29 1%
It is censorship	2 *	1 *	2 *	1 *	- -	1 *	* *	1 *	1 *	- -	2 *	* *	1 *	1 *	- -	2 *	- -	2 *	1 *	2 *
Governemnt interference / Nanny state etc.	1 *	1 *	1 *	1 *	- -	1 *	1 *	1 *	1 *	- -	1 *	1 *	1 *	1 *	- -	1 *	- -	1 *	1 *	1 *
Other	18 1%	12 1%	17 1%	14 1%	12 1%	14 1%	2 *	7 1%	1 *	7 1%	15 1%	2 *	8 1%	2 *	10 2%km	18 1%	- -	11 1%	18 1%	18 1%
Don't know	620 29%	472 30%	472 29%	406 27%	205 25%	278 23%	248 28%d	179 23%	118 23%	148 27%	390 27%	297 30%	239 25%	157 25%	166 27%	545 27%	74 63%o	437 26%	464 26%	545 27%
Net: any disadvantage	1453 69%	1107 69%	1156 70%	1063 71%	617 75%ab	926 76%d	626 71%	591 77%d	391 76%	391 71%	1060 72%	697 69%	693 74%	458 72%	430 71%	1410 71%p	44 37%	1205 73%	1316 73%	1410 71%

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base

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Absolutes/col percents

Table 147

Q21b And what do you personally consider to be the main disadvantages of regulating on-line and on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand?
Base: All respondents

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
Restricts freedom of expression	779	469	142	40	681	224	555	130	108	21	150	396	230	627	215	226	347	133	480	419
	37%	*43%bc*	*32%c*	*19%*	*42%bc*	*30%*	*41%e*	*27%*	*35%*	*30%*	*37%*	*38%*	*35%*	*37%*	*39%*	*39%*	*37%*	*37%*	*37%*	*36%*
Limits choice	738	442	132	82	579	228	511	150	101	21	137	364	234	598	183	197	338	122	460	397
	35%	*40%b*	*29%*	*38%*	*36%*	*31%*	*37%e*	*31%*	*33%*	*29%*	*34%*	*35%*	*36%*	*35%*	*33%*	*34%*	*36%*	*34%*	*35%*	*34%*
Limits creativity	493	293	102	48	400	156	337	103	68	14	99	232	161	393	126	137	206	83	289	268
	23%	*27%*	*23%*	*23%*	*25%*	*21%*	*25%*	*21%*	*22%*	*20%*	*25%*	*22%*	*25%*	*23%*	*23%*	*23%*	*22%*	*23%*	*22%*	*23%*
Gives an unfair advantage to unregulated services	369	202	79	47	285	111	257	77	50	5	77	185	107	291	78	88	155	75	230	212
	18%	*18%*	*18%*	*22%*	*18%*	*15%*	*19%*	*16%*	*16%*	*8%*	*19%*	*18%*	*16%*	*17%*	*14%*	*15%*	*16%*	*21%gh*	*18%*	*18%*
Imposes a financial burden	366	217	62	54	276	128	238	84	58	8	60	192	109	301	98	105	171	55	226	199
	17%	*20%b*	*14%*	*25%bd*	*17%*	*17%*	*17%*	*17%*	*19%*	*11%*	*15%*	*19%*	*17%*	*18%*	*18%*	*18%*	*18%*	*15%*	*17%*	*17%*
No disadvantages	29	13	1	*	21	8	20	7	2	1	8	12	8	21	6	6	16	6	21	21
	1%	*1%*	*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*2%*	*2%*	*2%*
It is censorship	2	1	-	-	2	*	2	-	*	-	1	1	-	1	1	1	1	-	1	*
	*	*	-	-	*	*	*	-	*	-	*	*	-	*	*	*	*	-	*	*
Governemnt interference / Nanny state etc.	1	-	*	-	1	-	1	-	-	-	-	1	-	1	-	-	-	1	1	1
	*	-	*	-	*	-	*	-	-	-	-	*	-	*	-	-	-	*	*	*
Other	18	14	1	4	14	7	11	7	7	-	5	5	8	13	9	9	4	1	5	2
	1%	*1%*	*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	-	*1%*	*1%*	*1%*	*1%*	*2%rs*	*1%s*	*	*	*	*
Don't know	620	252	162	54	451	240	380	163	87	28	124	302	194	496	165	173	262	115	378	359
	29%	*23%*	*36%acd*	*25%*	*28%d*	*33%*	*28%*	*33%*	*29%*	*40%*	*31%*	*29%*	*30%*	*29%*	*30%*	*30%*	*28%*	*32%*	*29%*	*31%*
Net: any disadvantage	1453	831	288	160	1143	487	966	321	215	42	268	723	454	1177	377	406	659	239	898	792
	69%	*76%bd*	*64%*	*75%b*	*71%*	*66%*	*71%*	*65%*	*71%*	*59%*	*67%*	*70%*	*69%*	*69%*	*69%*	*69%*	*70%*	*66%*	*69%*	*68%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 147

Q21b And what do you personally consider to be the main disadvantages of regulating on-line and on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand?
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	2102	328	1662	112	258	70	270	58	67	852	360
Base	2102	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	1150	221	878	70	170	53	180	42	47	483	196
Restricts freedom of expression	779	75	678	27	65	9	70	4	20	250	225
	37%	*25%*	40%ac	*25%*	*27%*	*16%*	27%g	*9%*	*30%*	*29%*	64%h
Limits choice	738	127	577	35	113	14	116	11	30	242	218
	35%	42%b	*34%*	*33%*	46%e	*23%*	46%g	*22%*	*46%*	*28%*	62%h
Limits creativity	493	87	391	16	74	12	79	8	26	147	169
	23%	29%c	*23%*	*15%*	*30%*	*21%*	*31%*	*16%*	*40%*	*17%*	48%h
Gives an unfair advantage to unregulated services	369	79	272	17	71	8	74	6	29	156	78
	18%	26%b	*16%*	*16%*	29%e	*14%*	29%g	*12%*	*44%*	*18%*	*22%*
Imposes a financial burden	366	72	273	21	59	13	61	11	22	162	81
	17%	24%b	*16%*	*20%*	*24%*	*22%*	*24%*	*23%*	*34%*	*19%*	*23%*
No disadvantages	29	-	29	-	-	-	-	-	-	24	1
	1%	-	*2%*	-	-	-	-	-	-	3%i	*
It is censorship	2	1	*	1	1	-	1	-	-	-	1
	*	*	*	1%b	*	-	*	-	-	-	*
Governemnt interference / Nanny state etc.	1	-	1	-	-	-	-	-	-	-	1
	*	-	*	-	-	-	-	-	-	-	*
Other	18	8	10	-	8	-	8	-	*	7	2
	1%	2%b	*1%*	-	*3%*	-	*3%*	-	*1%*	*1%*	*1%*
Don't know	620	48	535	37	24	25	28	20	4	238	53
	29%	*16%*	32%a	35%a	*10%*	42%d	*11%*	42%f	*5%*	28%i	*15%*
Net: any disadvantage	1453	255	1129	69	221	34	227	28	62	595	299
	69%	84%bc	*67%*	*65%*	90%e	*58%*	89%g	*58%*	*95%*	*69%*	85%h

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base

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Absolutes/col percents

Table 148

Q22 - TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV) - As far as you know, are each of the following services regulated?
Base: All aware of each service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**2088**	995	1093	396	476	410	341	242	223	872	751	465	365	362	130	138	507	389	112	85	582	753	341	412	1335	753
Base	**2061**	1025	1036	389	419	418	393	231	210	809	811	441	349	415	131*	131*	460	396	101*	79*	523	722	373	443	1245	816
Effective Base	**1144**	520	634	315	250	222	182	103	120	552	402	219	231	185	50	76	320	221	56	44	356	390	190	224	737	414
Yes - is regulated	**1151**	611	540	253	231	249	235	110	72	484	485	182	217	281	64	48	266	203	46	24	330	401	206	214	731	420
	56%	60%b	*52%*	65%dghk	55%hk	60%ghk	60%ghk	*48%*	*34%*	60%ghk	60%ghk	*41%*	62%o	68%no	*49%*	*37%*	58%s	51%s	*46%*	*31%*	63%uwy	*56%*	*55%*	*48%*	59%wy	*51%*
No - is not regulated	**111**	63	48	25	28	7	18	12	20	53	26	32	27	15	7	15	26	11	5	6	27	38	26	20	65	46
	5%	*6%*	*5%*	6%ej	7%ej	*2%*	*5%*	*5%*	10%ej	7%ej	*3%*	7%ej	*8%*	*3%*	*5%*	11%m	*6%*	*3%*	*5%*	*7%*	*5%*	*5%*	*7%*	*5%*	*5%*	*6%*
Don't know	**799**	351	448	111	160	162	139	110	117	271	301	227	104	120	60	68	168	182	49	50	166	283	141	209	449	350
	39%	*34%*	43%a	*29%*	38%c	39%c	*35%*	47%cfi	56%cdefij	*34%*	37%c	51%cdefij	*30%*	*29%*	46%lm	52%lm	*36%*	46%p	*49%*	62%pq	*32%*	39%l	*38%*	47%lx	*36%*	43%lx

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base

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Absolutes/col percents

Table 148

Q22 - TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV) - As far as you know, are each of the following services regulated?
Base: All aware of each service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**2088**	1254	824	1301	724	33	98	226	205	150	201	125	205	303	244	1757	148	53	130	529	351	877
Base	**2061**	1249	804	1261	745	31**	79*	205	161	163*	178	225*	271	267	159	1708	125*	42*	187*	445	341	922
Effective Base	**1144**	685	453	707	399	19	61	156	130	79	118	71	124	211	148	974	85	31	73	347	192	467
Yes - is regulated	**1151**	728	420	718	408	12	45	125	93	74	88	114	152	157	98	945	64	25	117	263	162	520
	56%	58%b	*52%*	*57%*	*55%*	*39%*	*56%*	61%l	*58%*	*45%*	*50%*	*50%*	*56%*	59%l	61%l	*55%*	*51%*	*60%*	*63%*	59%t	*48%*	56%t
No - is not regulated	**111**	58	52	63	46	-	4	11	11	7	10	3	23	15	12	96	7	1	8	27	16	53
	5%	*5%*	*6%*	*5%*	*6%*	-	*6%*	*6%*	*7%*	*4%*	*5%*	*1%*	9%k	*5%*	8%k	*6%*	*6%*	*2%*	*4%*	*6%*	*5%*	*6%*
Don't know	**799**	463	332	479	291	19	30	68	57	82	80	109	96	96	49	668	54	16	62	156	162	349
	39%	*37%*	*41%*	*38%*	*39%*	*61%*	*38%*	*33%*	*36%*	51%ghlmn	45%n	48%gn	*35%*	*36%*	*31%*	*39%*	*43%*	*38%*	*33%*	*35%*	48%su	*38%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 148

Q22 - TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV) - As far as you know, are each of the following services regulated?
Base: All aware of each service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**2088**	1634	1681	1503	872	1278	928	781	569	570	1545	1039	959	698	634	1999	89	1827	1829	1999
Base	**2061**	1596	1620	1468	820	1185	886	757	495	548	1440	1006	925	618	606	1943	118*	1626	1763	1943
Effective Base	**1144**	905	933	858	521	729	572	458	409	336	876	582	555	443	370	1124	39	1195	1014	1124
Yes - is regulated	**1151**	896	952	860	497	768	523	481	347	326	883	589	575	406	355	1110	41	997	1043	1110
	56%	*56%*	*59%*	*59%*	*61%*	65%j	*59%*	*64%*	70%jgi	*60%*	*61%*	*59%*	*62%*	66%kn	*59%*	57%p	*35%*	61%q	*59%*	*57%*
No - is not regulated	**111**	71	80	80	41	62	40	50	30	28	75	45	59	35	31	107	4	86	93	107
	5%	*4%*	*5%*	*5%*	*5%*	*5%*	*5%*	*7%*	*6%*	*5%*	*5%*	*4%*	*6%*	*6%*	*5%*	*5%*	*4%*	*5%*	*5%*	*5%*
Don't know	**799**	629	588	528	283	355	322	226	118	194	483	373	291	178	221	727	73	542	628	727
	39%	*39%*	*36%*	*36%*	*34%*	30%h	36%egh	30%h	*24%*	35%h	*34%*	37%lm	*31%*	*29%*	36%lm	*37%*	62%o	*33%*	*36%*	37%q

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base

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Absolutes/col percents

Table 148

Q22 - TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV) - As far as you know, are each of the following services regulated?
Base: All aware of each service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	**2088**	1171	395	211	1635	616	1472	424	263	53	356	1114	610	1724	546	587	901	394	1295	1199
Base	**2061**	1079	441	212	1583	725	1336	483	302	67**	392	1017	644	1661	537	573	926	360	1285	1160
Effective Base	**1144**	752	191	135	908	338	827	247	142	28	197	605	342	944	299	327	464	243	695	663
Yes - is regulated	**1151**	681	206	127	912	427	724	295	176	37	210	556	382	938	281	302	517	213	730	673
	56%	63%bd	*47%*	60%b	58%b	*59%*	*54%*	*61%*	*58%*	*55%*	*54%*	*55%*	*59%*	*56%*	*52%*	*53%*	*56%*	*59%*	*57%*	*58%*
No - is not regulated	**111**	55	21	25	68	24	87	17	9	1	33	52	27	79	22	28	49	16	65	56
	5%	*5%*	*5%*	12%abd	*4%*	*3%*	7%e	*4%*	*3%*	*1%*	8%lm	*5%*	*4%*	*5%*	*4%*	*5%*	*5%*	*5%*	*5%*	*5%*
Don't know	**799**	342	213	60	603	274	525	170	117	30	150	409	235	645	234	243	360	130	490	432
	39%	*32%*	48%acd	*29%*	38%ac	*38%*	*39%*	*35%*	*39%*	*44%*	*38%*	*40%*	*37%*	*39%*	*44%*	*42%*	*39%*	*36%*	*38%*	*37%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 148

Q22 - TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV) - As far as you know, are each of the following services regulated?
Base: All aware of each service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**2088**	325	1652	111	256	69	268	57	67	846	357
Base	**2061**	292	1665	104*	237	55*	248	44*	65*	839	344
Effective Base	**1144**	228	871	69	173	60	183	49	47	481	195
Yes - is regulated	**1151**	205	905	41	177	28	184	21	54	510	210
	56%	70%bc	54%c	*40%*	75%e	*51%*	74%g	*47%*	*83%*	*61%*	*61%*
No - is not regulated	**111**	23	84	4	20	3	21	2	7	42	19
	5%	*8%*	*5%*	*4%*	*8%*	*6%*	*8%*	*5%*	*11%*	*5%*	*5%*
Don't know	**799**	64	677	58	40	24	43	21	4	286	115
	39%	*22%*	41%a	56%ab	*17%*	43%d	*17%*	48%f	*6%*	*34%*	*34%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base

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Absolutes/col percents

Table 149

Q22 - On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix) - As far as you know, are each of the following services regulated?
Base: All aware of each service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**2019**	968	1051	387	467	396	327	236	206	854	723	442	360	351	126	131	494	372	110	75	564	725	331	399	1289	730
Base	**1996**	996	1000	383	416	400	377	227*	193	799	776	420	348	398	127*	122*	451	378	99*	71*	504	701	360	431	1205	790
Effective Base	**1102**	506	604	303	243	217	173	99	109	533	388	205	226	180	48	73	308	211	55	37	346	370	188	214	705	402
Yes - is regulated	**796**	420	376	169	179	193	161	68	26	349	354	94	159	204	40	17	190	150	28	8	220	300	133	144	520	277
	40%	*42%*	*38%*	44%ghk	43%ghk	48%ghk	43%ghk	30%h	*13%*	44%ghk	46%ghk	*22%*	46%o	51%no	32%o	*14%*	42%rs	40%s	*28%*	*12%*	44%wy	43%wy	*37%*	*33%*	43%wy	*35%*
No - is not regulated	**238**	141	96	61	49	32	32	33	31	110	63	64	54	43	17	27	56	21	16	4	65	79	47	46	144	93
	12%	14%b	*10%*	16%efj	*12%*	*8%*	*8%*	*15%*	16%efj	14%ej	*8%*	15%efj	*16%*	*11%*	*13%*	22%m	12%q	*5%*	16%q	*6%*	*13%*	*11%*	*13%*	*11%*	*12%*	*12%*
Don't know	**962**	434	528	153	188	175	184	126	137	340	359	262	135	152	70	78	206	208	56	59	220	322	179	241	541	420
	48%	*44%*	53%a	*40%*	*45%*	*44%*	*49%*	55%ci	71%cdefgj	*43%*	*46%*	62%cdefij	*39%*	*38%*	55%klm	64%klm	*46%*	55%p	*56%*	82%pqr	*44%*	*46%*	*50%*	56%ux	*45%*	53%ux

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base

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Absolutes/col percents

Table 149

Q22 - On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix) - As far as you know, are each of the following services regulated?
Base: All aware of each service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**2019**	1214	796	1254	703	33	94	218	201	143	196	123	200	289	238	1702	143	52	122	513	339	850
Base	**1996**	1207	781	1210	731	31**	79*	197	155	159*	173	223*	262	257	156	1661	122*	41*	172*	431	331	899
Effective Base	**1102**	662	435	683	382	19	55	149	132	73	114	70	121	200	143	936	82	30	69	334	181	452
Yes - is regulated	**796**	532	262	497	284	7	37	73	61	58	66	87	110	105	66	663	42	17	74	171	124	369
	40%	*44%b*	*34%*	*41%*	*39%*	*23%*	*47%*	*37%*	*39%*	*37%*	*38%*	*39%*	*42%*	*41%*	*42%*	*40%*	*35%*	*41%*	*43%*	*40%*	*37%*	*41%*
No - is not regulated	**238**	128	109	136	96	2	11	36	16	11	14	24	29	33	26	201	15	7	15	63	26	111
	12%	*11%*	*14%*	*11%*	*13%*	*7%*	*14%*	*18%l*	*11%*	*7%*	*8%*	*11%*	*11%*	*13%*	*17%l*	*12%*	*13%*	*17%*	*8%*	*15%*	*8%*	*12%*
Don't know	**962**	547	410	577	350	22	31	88	77	89	93	113	123	119	64	797	64	17	84	197	182	419
	48%	*45%*	*52%b*	*48%*	*48%*	*71%*	*39%*	*45%*	*50%*	*56%n*	*54%n*	*50%*	*47%*	*46%*	*41%*	*48%*	*52%*	*42%*	*49%*	*46%*	*55%n*	*47%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 149

Q22 - On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix) - As far as you know, are each of the following services regulated?
Base: All aware of each service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	2019	1579	1631	1464	852	1240	897	767	561	555	1499	1004	943	687	617	1935	84	1770	1776	1935
Base	1996	1538	1569	1434	802	1142	854	749	492	528	1392	972	915	613	584	1882	114*	1575	1712	1882
Effective Base	1102	876	904	834	505	709	557	445	398	329	851	563	540	431	362	1085	37	1155	984	1085
Yes - is regulated	796	607	671	614	369	549	369	365	260	223	630	407	436	298	242	778	18	685	736	778
	40%	*39%*	*43%*	*43%*	*46%i*	*48%*	*43%*	*49%*	*53%ij*	*42%*	*45%*	*42%*	*48%*	*49%kn*	*41%*	*41%p*	*16%*	*44%*	*43%*	*41%*
No - is not regulated	238	179	181	179	91	136	96	104	69	72	157	115	122	80	81	227	10	203	209	227
	12%	*12%*	*12%*	*12%*	*11%*	*12%*	*11%*	*14%*	*14%*	*14%*	*11%*	*12%*	*13%*	*13%*	*14%*	*12%*	*9%*	*13%*	*12%*	*12%*
Don't know	962	753	717	641	342	457	389	280	164	233	605	450	356	234	262	876	86	687	767	876
	48%	*49%d*	*46%*	*45%*	*43%*	*40%h*	*46%egh*	*37%*	*33%*	*44%hi*	*43%*	*46%lm*	*39%*	*38%*	*45%*	*47%*	*75%efg*	*44%*	*45%*	*47%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base

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Absolutes/col percents

Table 149

Q22 - On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix) - As far as you know, are each of the following services regulated?
Base: All aware of each service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	**2019**	1138	375	202	1589	591	1428	403	255	51	334	1084	593	1677	527	566	874	380	1254	1160
Base	**1996**	1049	419	206	1538	692	1303	455	294	65**	373	984	631	1615	517	551	894	347	1241	1129
Effective Base	**1102**	725	183	129	883	325	794	238	137	26	183	589	333	918	288	314	451	232	672	635
Yes - is regulated	**796**	486	128	81	642	296	500	203	127	24	146	386	258	644	199	214	353	152	505	472
	40%	46%b	*31%*	*40%*	42%b	*43%*	*38%*	*45%*	*43%*	*38%*	*39%*	*39%*	*41%*	*40%*	*39%*	*39%*	*40%*	*44%*	*41%*	*42%*
No - is not regulated	**238**	134	40	47	172	86	151	60	35	5	40	116	82	198	46	53	117	41	158	137
	12%	*13%*	*9%*	23%abd	*11%*	*12%*	*12%*	*13%*	*12%*	*7%*	*11%*	*12%*	*13%*	*12%*	*9%*	*10%*	*13%*	*12%*	*13%*	*12%*
Don't know	**962**	428	251	77	724	309	652	192	133	36	187	481	291	773	272	284	424	153	577	521
	48%	*41%*	60%acd	*38%*	47%ac	*45%*	*50%*	*42%*	*45%*	*55%*	*50%*	*49%*	*46%*	*48%*	*53%*	*52%*	*47%*	*44%*	*47%*	*46%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 149

Q22 - On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix) - As far as you know, are each of the following services regulated?
Base: All aware of each service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**2019**	312	1598	109	247	65	259	53	65	819	348
Base	**1996**	282	1612	102*	227	55*	238	44*	63*	810	340
Effective Base	**1102**	213	842	67	165	49	175	38	45	468	188
Yes - is regulated	**796**	135	646	15	110	24	120	14	29	346	161
	40%	48%bc	40%c	*15%*	*49%*	*44%*	51%g	*33%*	*45%*	*43%*	*47%*
No - is not regulated	**238**	65	157	16	55	10	55	9	22	111	35
	12%	23%b	*10%*	*16%*	*24%*	*18%*	*23%*	*21%*	*34%*	*14%*	*10%*
Don't know	**962**	83	809	70	62	21	62	20	13	353	144
	48%	*29%*	50%a	69%ab	*27%*	*37%*	*26%*	46%f	*20%*	*44%*	*42%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base

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Absolutes/col percents

Table 150

Q22 - Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go) - As far as you know, are each of the following services regulated?
Base: All aware of each service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	1937	939	998	376	448	375	314	228	196	824	689	424	352	338	125	124	472	351	103	72	541	696	315	385	1237	700
Base	1922	970	952	378	403	381	361	216*	183	781	742	399	341	389	124*	117*	441	353	92*	66*	477	681	340	424	1158	764
Effective Base	1056	491	573	295	234	206	164	95	102	518	367	194	223	174	48	68	295	199	50	34	333	356	179	208	676	386
Yes - is regulated	883	478	405	176	177	215	179	86	50	353	394	137	161	236	48	32	191	158	38	18	244	323	151	165	568	316
	46%	49%b	*43%*	47%hk	44%hk	56%cdghik	50%hk	*40%*	*27%*	45%hk	53%dghik	*34%*	47%o	61%lno	*39%*	*28%*	*43%*	*45%*	*42%*	*27%*	51%wy	48%w	*44%*	*39%*	49%wy	*41%*
No - is not regulated	168	101	67	51	43	22	17	14	22	94	39	36	50	25	7	18	44	13	7	4	54	48	32	34	102	66
	9%	*10%*	*7%*	13%efj	11%fj	*6%*	*5%*	*7%*	12%fj	12%efj	*5%*	*9%*	15%m	*7%*	*6%*	16%m	10%q	*4%*	*8%*	*5%*	11%u	*7%*	*9%*	*8%*	*9%*	*9%*
Don't know	870	391	479	151	183	145	165	115	111	335	309	226	129	127	69	66	206	182	46	45	179	309	157	225	488	383
	45%	*40%*	50%a	*40%*	*46%*	*38%*	*46%*	53%cej	61%cdefij	*43%*	*42%*	57%cdefij	*38%*	*33%*	56%lm	57%lm	*47%*	*52%*	*51%*	68%p	*37%*	45%t	*46%*	53%tx	*42%*	50%tx

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base

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Absolutes/col percents

Table 150

Q22 - Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go) - As far as you know, are each of the following services regulated?
Base: All aware of each service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**1937**	1178	750	1200	680	28	92	214	187	136	189	114	190	281	233	1636	134	51	116	493	325	818
Base	**1922**	1173	741	1155	715	28**	76*	195	147	154*	171	209*	252	247	156	1607	111*	39*	166*	417	325	864
Effective Base	**1056**	641	409	650	373	16	57	147	120	70	111	64	114	196	139	900	79	30	65	323	175	433
Yes - is regulated	**883**	583	299	544	322	9	38	92	70	64	75	89	114	116	76	734	44	19	86	200	140	395
	46%	*50%b*	*40%*	*47%*	*45%*	*31%*	*50%*	*47%*	*47%*	*42%*	*44%*	*42%*	*45%*	*47%*	*49%*	*46%*	*40%*	*49%*	*52%*	*48%*	*43%*	*46%*
No - is not regulated	**168**	96	70	91	73	2	5	18	12	12	10	25	19	22	18	141	12	2	14	35	22	84
	9%	*8%*	*9%*	*8%*	*10%*	*7%*	*6%*	*9%*	*8%*	*8%*	*6%*	*12%*	*7%*	*9%*	*11%*	*9%*	*10%*	*4%*	*8%*	*8%*	*7%*	*10%*
Don't know	**870**	494	372	520	320	17	33	85	65	78	85	96	119	108	62	731	55	18	66	182	163	386
	45%	*42%*	*50%a*	*45%*	*45%*	*63%*	*43%*	*44%*	*44%*	*51%*	*50%*	*46%*	*47%*	*44%*	*40%*	*46%*	*50%*	*47%*	*40%*	*44%*	*50%*	*45%*

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 150

Q22 - Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go) - As far as you know, are each of the following services regulated?
Base: All aware of each service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**1937**	1520	1557	1407	818	1194	883	741	541	523	1433	991	909	660	578	1858	79	1700	1705	1858
Base	**1922**	1484	1503	1381	776	1107	839	730	475	501	1337	957	887	591	550	1814	108*	1518	1649	1814
Effective Base	**1056**	841	862	803	486	683	551	432	385	307	813	557	523	414	336	1043	34	1114	946	1043
Yes - is regulated	**883**	696	745	688	396	597	427	393	270	236	691	483	480	318	255	860	24	776	809	860
	46%	*47%*	*50%*	*50%*	*51%*	54%l	*51%*	*54%*	57%l	*47%*	*52%*	*50%*	54%n	54%n	*46%*	47%p	*22%*	*51%*	*49%*	*47%*
No - is not regulated	**168**	118	116	121	70	95	64	87	60	55	107	73	96	64	59	161	7	133	147	161
	9%	*8%*	*8%*	*9%*	*9%*	*9%*	*8%*	12%f	13%ef	*11%*	*8%*	*8%*	*11%*	*11%*	*11%*	*9%*	*6%*	*9%*	*9%*	*9%*
Don't know	**870**	670	643	572	311	415	348	250	146	210	538	401	311	209	236	793	77	609	694	793
	45%	*45%*	*43%*	*41%*	*40%*	37%h	42%gh	*34%*	*31%*	42%gh	*40%*	42%lm	*35%*	*35%*	43%lm	*44%*	72%o	*40%*	*42%*	*44%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base

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Absolutes/col percents

Table 150

Q22 - Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go) - As far as you know, are each of the following services regulated?
Base: All aware of each service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	**1937**	1094	353	201	1512	580	1357	399	248	49	321	1029	579	1608	490	525	854	376	1230	1139
Base	**1922**	1015	393	205	1468	683	1239	450	286	64**	358	935	621	1556	487	517	875	346	1221	1105
Effective Base	**1056**	698	170	128	840	320	754	236	133	25	175	558	326	880	265	288	442	230	661	624
Yes - is regulated	**883**	543	143	82	720	329	554	220	148	31	164	436	277	714	204	217	400	180	579	546
	46%	54%bc	*36%*	*40%*	49%b	*48%*	*45%*	*49%*	*52%*	*49%*	*46%*	*47%*	*45%*	*46%*	*42%*	*42%*	*46%*	52%nc	*47%*	49%nc
No - is not regulated	**168**	84	32	41	102	62	107	42	24	3	29	73	66	140	40	45	83	28	110	91
	9%	*8%*	*8%*	20%abd	*7%*	*9%*	*9%*	*9%*	*8%*	*4%*	*8%*	*8%*	*11%*	*9%*	*8%*	*9%*	*9%*	*8%*	*9%*	*8%*
Don't know	**870**	388	218	81	647	292	579	189	115	30	165	426	277	703	244	255	393	138	531	468
	45%	*38%*	55%acd	*40%*	44%a	*43%*	*47%*	*42%*	*40%*	*47%*	*46%*	*46%*	*45%*	*45%*	50%qs	49%qs	*45%*	*40%*	*44%*	*42%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 150

Q22 - Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go) - As far as you know, are each of the following services regulated?
Base: All aware of each service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**1937**	307	1524	106	244	63	256	51	66	789	331
Base	**1922**	276	1545	101*	226	50*	237	39*	64*	784	321
Effective Base	**1056**	214	800	65	165	55	175	44	46	452	180
Yes - is regulated	**883**	145	712	26	123	22	131	14	33	389	165
	46%	53%c	46%c	*26%*	*54%*	*45%*	55%g	*36%*	*52%*	*50%*	*51%*
No - is not regulated	**168**	58	104	6	54	4	54	4	22	69	36
	9%	21%bc	*7%*	*6%*	24%d	*8%*	*23%*	*10%*	*34%*	*9%*	*11%*
Don't know	**870**	73	728	69	49	24	52	21	9	326	120
	45%	*26%*	47%a	68%ab	*22%*	47%d	*22%*	54%f	*14%*	*42%*	*37%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base

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Absolutes/col percents

Table 151

Q22 - Paid Video On-demand content available through your subscription service provider (e.g. film rental on a pay per view basis on Virgin Media, Sky Go, etc.) - As far as you know, are each of
Base: All aware of each service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**1944**	937	1007	371	451	381	317	223	201	822	698	424	351	338	122	126	471	360	101	75	544	699	314	387	1243	701
Base	**1926**	966	961	370	406	383	369	215*	185	776	751	399	342	387	122*	116*	434	365	93*	69*	484	682	340	420	1167	760
Effective Base	**1058**	489	577	292	234	207	167	93	107	513	371	196	220	172	46	71	293	203	50	37	332	356	178	208	676	386
Yes - is regulated	**875**	482	393	169	179	201	192	85	49	348	393	134	165	233	51	33	183	161	34	16	236	321	144	174	557	318
	45%	50%b	*41%*	46%hk	44%hk	53%ghk	52%hk	*40%*	*26%*	45%hk	52%ghik	*33%*	48%o	60%mo	*42%*	*29%*	42%s	44%s	*36%*	*23%*	*49%*	*47%*	*42%*	*42%*	*48%*	*42%*
No - is not regulated	**158**	85	73	44	42	20	15	16	21	86	36	36	40	21	9	15	46	15	6	6	53	44	36	26	96	62
	8%	*9%*	*8%*	12%efj	10%fj	*5%*	*4%*	*7%*	11%fj	11%efj	*5%*	9%j	12%m	*5%*	*8%*	13%m	11%q	*4%*	*7%*	*9%*	11%u	*6%*	*11%*	*6%*	*8%*	*8%*
Don't know	**893**	399	495	157	184	161	161	114	115	341	322	230	136	133	61	68	205	189	53	48	195	318	160	220	513	380
	46%	*41%*	51%g	*42%*	*45%*	*42%*	*44%*	*53%*	62%cdefij	*44%*	*43%*	57%cdefij	*40%*	*34%*	50%m	59%lm	*47%*	*52%*	*57%*	69%p	*40%*	*47%*	*47%*	52%tx	*44%*	50%t

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base

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Absolutes/col percents

Table 151

Q22 - Paid Video On-demand content available through your subscription service provider (e.g. film rental on a pay per view basis on Virgin Media, Sky Go, etc.) - As far as you know, are each of
Base: All aware of each service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**1944**	1182	754	1211	675	30	92	214	187	139	191	118	188	276	233	1638	138	52	116	493	330	815
Base	**1926**	1183	737	1169	705	29**	76*	197	143	158*	171	214*	251	242	153	1605	116*	41*	165*	417	329	859
Effective Base	**1058**	642	410	655	368	17	57	144	123	72	111	66	113	192	141	899	80	30	65	322	178	429
Yes - is regulated	**875**	559	314	549	309	9	38	86	64	68	78	89	115	113	72	723	52	22	79	189	146	388
	45%	*47%*	*43%*	*47%*	*44%*	*29%*	*50%*	*44%*	*45%*	*43%*	*46%*	*42%*	*46%*	*47%*	*47%*	*45%*	*45%*	*53%*	*48%*	*45%*	*44%*	*45%*
No - is not regulated	**158**	99	59	91	64	2	7	22	10	8	12	20	15	26	18	137	7	2	12	39	19	78
	8%	*8%*	*8%*	*8%*	*9%*	*6%*	*9%*	*11%*	*7%*	*5%*	*7%*	*9%*	*6%*	*11%*	*12%*	*9%*	*6%*	*6%*	*7%*	*9%*	*6%*	*9%*
Don't know	**893**	525	363	528	332	19	31	89	69	82	81	104	122	103	63	745	57	17	75	189	163	392
	46%	*44%*	*49%*	*45%*	*47%*	*64%*	*41%*	*45%*	*48%*	*52%*	*48%*	*49%*	*48%*	*43%*	*42%*	*46%*	*49%*	*41%*	*45%*	*45%*	*50%*	*46%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 151

Q22 - Paid Video On-demand content available through your subscription service provider (e.g. film rental on a pay per view basis on Virgin Media, Sky Go, etc.) - As far as you know, are each of

Base: All aware of each service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	1944	1535	1566	1414	827	1192	882	743	542	543	1437	990	912	663	596	1866	78	1708	1710	1866
Base	1926	1497	1512	1380	784	1103	836	726	470	518	1341	954	883	588	565	1817	109*	1520	1650	1817
Effective Base	1058	849	865	804	488	679	546	429	387	322	813	553	520	416	349	1044	34	1118	945	1044
Yes - is regulated	875	700	732	668	403	580	420	383	267	244	677	477	468	314	261	852	23	759	803	852
	45%	*47%*	*48%*	*48%*	*51%*	*53%*	*50%*	*53%*	57%l	*47%*	*50%*	*50%*	53%n	53%n	*46%*	47%p	*21%*	*50%*	*49%*	*47%*
No - is not regulated	158	115	120	119	62	99	60	79	53	51	110	69	88	59	56	149	9	124	137	149
	8%	*8%*	*8%*	*9%*	*8%*	*9%*	*7%*	11%l	11%l	*10%*	*8%*	*7%*	*10%*	*10%*	*10%*	*8%*	*9%*	*8%*	*8%*	*8%*
Don't know	893	682	660	593	319	424	355	263	151	222	554	408	326	215	249	816	77	636	711	816
	46%	*46%*	*44%*	*43%*	*41%*	38%h	43%gh	*36%*	*32%*	43%h	*41%*	*43%*	*37%*	*37%*	44%lm	*45%*	71%o	*42%*	*43%*	*45%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s

* small base

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Absolutes/col percents

Table 151

Q22 - Paid Video On-demand content available through your subscription service provider (e.g. film rental on a pay per view basis on Virgin Media, Sky Go, etc.) - As far as you know, are each of
Base: All aware of each service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	**1944**	1099	351	195	1523	576	1368	394	251	49	324	1045	568	1613	497	533	850	379	1229	1138
Base	**1926**	1018	389	197	1478	682	1245	449	290	63**	362	949	609	1557	490	521	875	346	1221	1107
Effective Base	**1058**	696	169	124	844	316	761	231	134	25	178	567	316	879	270	294	437	231	657	620
Yes - is regulated	**875**	536	131	83	701	322	553	211	152	30	164	426	278	705	198	213	406	175	581	547
	45%	53%bcd	*34%*	*42%*	47%b	*47%*	*44%*	*47%*	*53%*	*47%*	*45%*	*45%*	*46%*	*45%*	*40%*	*41%*	*46%*	51%no	48%n	49%no
No - is not regulated	**158**	82	30	38	108	61	97	49	17	4	22	81	55	136	39	43	76	23	99	81
	8%	*8%*	*8%*	20%abd	*7%*	*9%*	*8%*	*11%*	*6%*	*6%*	*6%*	*9%*	*9%*	*9%*	*8%*	*8%*	*9%*	*7%*	*8%*	*7%*
Don't know	**893**	401	227	75	668	298	595	189	121	29	175	441	275	716	253	265	393	148	541	479
	46%	*39%*	59%acd	*38%*	45%b	*44%*	*48%*	*42%*	*42%*	*46%*	*48%*	*46%*	*45%*	*46%*	52%qrs	51%q	*45%*	*43%*	*44%*	*43%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 151

Q22 - Paid Video On-demand content available through your subscription service provider (e.g. film rental on a pay per view basis on Virgin Media, Sky Go, etc.) - As far as you know, are each of
Base: All aware of each service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**1944**	302	1536	106	242	60	254	48	64	799	329
Base	**1926**	271	1555	100*	224	47*	235	36*	63*	797	318
Effective Base	**1058**	208	806	65	161	53	172	42	45	456	179
Yes - is regulated	**875**	135	716	24	114	21	121	14	32	386	162
	45%	50%c	46%c	*24%*	*51%*	*45%*	*51%*	*38%*	*52%*	*48%*	*51%*
No - is not regulated	**158**	55	92	11	49	6	51	4	18	77	25
	8%	20%b	*6%*	*11%*	*22%*	*12%*	*22%*	*10%*	*29%*	*10%*	*8%*
Don't know	**893**	82	747	64	61	20	63	19	12	335	131
	46%	*30%*	48%a	64%ab	*27%*	43%d	*27%*	52%f	*19%*	*42%*	*41%*

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Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base

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Absolutes/col percents

Table 152

Q22 - Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.) - As far as you know, are each of the following
Base: All aware of each service

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**1889**	910	979	391	455	372	290	207	174	846	662	381	358	329	113	110	488	333	94	64	524	678	319	368	1202	687
Base	**1872**	955	917	386	411	376	337	201*	163*	796	713	363	355	382	116*	103*	441	331	85*	60*	461	660	349	403	1120	752
Effective Base	**1025**	470	570	313	235	198	151	84	93	532	347	173	222	165	42	60	311	188	45	33	334	344	178	194	661	372
Yes - is regulated	**769**	433	336	191	176	161	135	60	46	367	296	106	177	187	37	31	189	109	23	15	214	267	142	146	481	288
	41%	45%b	*37%*	49%ghjk	43%ghk	43%ghk	40%k	*30%*	*28%*	46%ghk	42%hk	*29%*	50%no	49%o	*32%*	*30%*	43%qr	*33%*	*27%*	*26%*	47%wy	*40%*	*41%*	*36%*	*43%*	*38%*
No - is not regulated	**282**	155	126	76	62	49	49	22	25	137	97	47	65	63	11	16	72	34	12	9	78	111	46	47	189	93
	15%	*16%*	*14%*	20%ej	*15%*	*13%*	*14%*	*11%*	*15%*	*17%*	*14%*	*13%*	*18%*	*17%*	*9%*	*15%*	*16%*	*10%*	*14%*	*15%*	*17%*	*17%*	*13%*	*12%*	17%j	*12%*
Don't know	**822**	367	454	119	173	166	153	118	92	292	319	210	112	131	68	56	180	189	50	36	168	281	161	211	450	372
	44%	*38%*	50%a	*31%*	42%c	44%c	45%c	59%cdefij	56%cdij	*37%*	45%cl	58%cdefij	*32%*	*34%*	59%lm	55%lm	*41%*	57%p	59%p	59%p	*37%*	*43%*	46%t	52%ux	*40%*	49%tx

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Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base

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Absolutes/col percents

Table 152

Q22 - Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.) - As far as you know, are each of the following
Base: All aware of each service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**1889**	1156	723	1168	663	28	88	206	188	136	186	112	184	276	232	1608	126	47	108	482	322	804
Base	**1872**	1152	712	1131	693	23**	69*	191	142	155*	177	211*	243	243	150	1581	104*	31*	156*	403	332	847
Effective Base	**1025**	625	394	630	359	20	58	138	136	70	107	63	109	190	148	882	78	37	58	327	174	420
Yes - is regulated	**769**	484	282	454	299	5	26	77	70	55	74	70	95	104	64	635	40	16	77	173	129	333
	41%	*42%*	*40%*	*40%*	*43%*	*20%*	*38%*	*40%*	*49%kl*	*36%*	*42%*	*33%*	*39%*	*43%*	*42%*	*40%*	*39%*	*52%*	*50%*	*43%*	*39%*	*39%*
No - is not regulated	**282**	175	105	172	105	3	13	30	14	24	17	39	40	44	28	249	14	4	15	58	41	150
	15%	*15%*	*15%*	*15%*	*15%*	*13%*	*19%*	*16%*	*10%*	*16%*	*9%*	*18%*	*16%*	*18%hj*	*18%hj*	*16%*	*13%*	*14%*	*10%*	*14%*	*12%*	*18%*
Don't know	**822**	494	325	506	290	16	30	84	58	76	86	102	108	95	59	697	50	11	64	172	162	364
	44%	*43%*	*46%*	*45%*	*42%*	*68%*	*43%*	*44%*	*41%*	*49%*	*49%*	*48%*	*44%*	*39%*	*39%*	*44%*	*48%*	*35%*	*41%*	*43%*	*49%*	*43%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 152

Q22 - Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.) - As far as you know, are each of the following
Base: All aware of each service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	1889	1481	1524	1382	823	1193	850	748	548	527	1414	946	907	662	582	1817	72	1668	1680	1817
Base	1872	1435	1466	1340	768	1109	805	723	477	495	1320	909	869	586	546	1773	99*	1490	1628	1773
Effective Base	1025	817	844	791	498	676	524	433	387	314	797	525	522	416	342	1012	32	1083	925	1012
Yes - is regulated	769	590	636	577	330	538	349	346	245	210	604	387	401	282	230	752	17	659	719	752
	41%	41%	43%	43%	43%	49%	43%	48%	51%fi	42%	46%	43%	46%	48%	42%	42%p	17%	44%	44%	42%
No - is not regulated	282	196	232	226	129	184	110	147	93	81	215	130	175	103	84	278	4	240	261	278
	15%	14%	16%	17%	17%	17%	14%	20%f	19%f	16%	16%	14%	20%k	18%	15%	16%	4%	16%	16%	16%
Don't know	822	649	598	537	309	387	346	230	139	205	501	392	293	201	231	743	78	590	649	743
	44%	45%c	41%	40%	40%	35%	43%egh	32%	29%	41%egh	38%	43%lm	34%	34%	42%lm	42%	79%q	40%	40%	42%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base

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Absolutes/col percents

Table 152

Q22 - Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.) - As far as you know, are each of the following

Base: All aware of each service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	1889	1102	325	197	1486	577	1312	397	248	50	301	1002	579	1581	482	521	819	359	1178	1090
Base	1872	1011	361	198	1444	680	1193	449	285	67**	330	926	608	1535	482	515	841	326	1167	1046
Effective Base	1025	709	154	127	816	312	733	230	132	26	164	534	327	860	263	289	417	219	625	595
Yes - is regulated	769	451	127	83	620	261	508	165	110	26	143	381	238	619	202	218	316	145	462	435
	41%	45%b	*35%*	*42%*	*43%*	*38%*	*43%*	*37%*	*38%*	*39%*	*43%*	*41%*	*39%*	*40%*	*42%*	*42%*	*38%*	*45%*	*40%*	*42%*
No - is not regulated	282	184	40	41	217	117	165	92	49	11	45	115	122	237	68	76	147	35	181	155
	15%	18%b	*11%*	21%b	*15%*	*17%*	*14%*	*21%*	*17%*	*16%*	*14%*	*12%*	20%k	*15%*	*14%*	*15%*	17%q	*11%*	*16%*	*15%*
Don't know	822	377	194	74	608	301	520	192	126	30	142	430	248	679	213	221	378	146	524	456
	44%	*37%*	54%acd	*37%*	*42%*	*44%*	*44%*	*43%*	*44%*	*45%*	*43%*	*46%*	*41%*	*44%*	*44%*	*43%*	*45%*	*45%*	*45%*	*44%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s

** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 152

Q22 - Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.) - As far as you know, are each of the following
Base: All aware of each service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**1889**	308	1480	101	245	63	256	52	63	769	324
Base	**1872**	282	1493	98*	232	50*	242	39*	62*	771	317
Effective Base	**1025**	212	771	62	163	56	173	45	44	429	176
Yes - is regulated	**769**	140	592	37	118	22	128	12	37	329	167
	41%	50%b	*40%*	*38%*	*51%*	*43%*	53%g	*30%*	*60%*	*43%*	53%i
No - is not regulated	**282**	66	204	12	60	6	57	9	21	142	41
	15%	23%bc	*14%*	*12%*	26%e	*13%*	*24%*	*23%*	*33%*	*18%*	*13%*
Don't know	**822**	76	697	49	54	22	58	18	4	300	109
	44%	*27%*	47%a	50%a	*23%*	44%d	*24%*	47%f	*7%*	*39%*	*34%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base

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Absolutes/col percents

Table 153

Q22 - Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com) - As far as you know, are each of the following services regulated?
Base: All aware of each service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**1598**	784	814	358	399	311	241	157	132	757	552	289	333	281	87	83	424	271	70	49	438	584	270	306	1022	576
Base	**1600**	821	779	352	372	317	279	152*	129*	724	595	281	331	320	88*	82*	393	275	65*	47**	392	581	295	333	972	628
Effective Base	**866**	410	462	284	201	166	123	66	67	466	287	132	202	142	35	43	266	147	32	25	274	298	150	162	559	312
Yes - is regulated	**326**	195	130	83	87	61	66	19	10	170	127	29	86	89	17	4	84	37	2	6	86	129	60	51	215	111
	20%	24%b	*17%*	24%ghk	23%hk	19%hk	24%hk	*13%*	*8%*	23%ghk	21%hk	*10%*	26%o	28%o	*19%*	*5%*	21%l	*14%*	*4%*	*14%*	*22%*	*22%*	*20%*	*15%*	*22%*	*18%*
No - is not regulated	**366**	220	145	111	84	64	60	22	25	195	124	47	102	86	15	18	93	38	8	7	106	121	70	69	227	139
	23%	27%b	*19%*	31%defghijk	*23%*	*20%*	*22%*	*15%*	*19%*	27%gk	*21%*	*17%*	*31%*	*27%*	*17%*	*22%*	24%o	*14%*	*12%*	*14%*	*27%*	*21%*	*24%*	*21%*	*23%*	*22%*
Don't know	**909**	405	504	158	201	192	153	111	94	359	345	205	143	145	56	60	216	199	54	34	200	331	164	213	531	378
	57%	*49%*	65%a	*45%*	*54%*	61%cl	*55%*	73%cdfij	73%cdfij	*50%*	58%cl	73%cdefij	*43%*	*45%*	64%klm	73%klm	*55%*	73%p	84%p	*72%*	*51%*	*57%*	*56%*	64%lx	*55%*	60%x

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 153

Q22 - Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com) - As far as you know, are each of the following services regulated?
Base: All aware of each service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	1598	999	591	971	577	25	79	181	166	121	153	91	159	227	198	1375	101	40	82	426	274	675
Base	1600	996	597	945	615	20**	62*	172	125	137*	143*	178*	221*	208	125	1372	80*	26*	122*	359	280	733
Effective Base	866	542	318	531	306	18	48	122	120	64	87	54	94	152	131	753	68	35	43	285	148	354
Yes - is regulated	326	231	94	196	127	1	16	34	26	31	28	33	45	43	30	285	10	5	25	75	59	151
	20%	*23%a*	*16%*	*21%*	*21%*	*3%*	*25%*	*20%*	*21%*	*23%*	*19%*	*18%*	*20%*	*21%*	*24%*	*21%*	*13%*	*19%*	*20%*	*21%*	*21%*	*21%*
No - is not regulated	366	234	131	208	146	5	16	41	31	16	28	55	53	46	33	320	21	9	16	88	45	187
	23%	*23%*	*22%*	*22%*	*24%*	*24%*	*25%*	*24%*	*25%*	*12%*	*20%*	*31%*	*24%*	*22%*	*27%*	*23%*	*26%*	*34%*	*13%*	*25%*	*16%*	*26%*
Don't know	909	531	372	541	342	15	31	97	68	89	87	90	123	119	62	767	48	12	82	196	177	394
	57%	*53%*	*62%a*	*57%*	*56%*	*73%*	*50%*	*56%*	*54%*	*65%a*	*61%*	*51%*	*56%*	*57%*	*49%*	*56%*	*61%*	*47%*	*67%*	*54%*	*63%*	*54%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 153

Q22 - Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com) - As far as you know, are each of the following services regulated?
Base: All aware of each service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	1598	1242	1294	1180	719	1030	718	671	484	466	1207	790	803	584	507	1539	59	1411	1425	1539
Base	1600	1213	1263	1164	681	967	687	656	429	438	1139	765	781	525	479	1520	81**	1270	1396	1520
Effective Base	866	688	703	658	423	578	440	379	334	279	670	444	450	357	298	845	29	912	776	845
Yes - is regulated	326	248	283	254	139	242	149	174	111	91	264	174	190	124	101	321	4	278	312	321
	20%	*20%*	*22%*	*22%*	*20%*	*25%*	*22%*	*27%*	*26%*	*21%*	*23%*	*23%*	*24%*	*24%*	*21%*	*21%*	*5%*	*22%*	*22%*	*21%*
No - is not regulated	366	263	296	285	175	249	167	175	139	107	280	178	211	153	112	357	9	324	338	357
	23%	*22%*	*23%*	*24%*	*26%*	*26%*	*24%*	*27%*	32%efi	*24%*	*25%*	*23%*	*27%*	*29%*	*23%*	*23%*	*11%*	*26%*	*24%*	*23%*
Don't know	909	701	684	625	368	475	371	306	179	240	595	413	379	247	266	841	68	667	747	841
	57%	*58%*	*54%*	*54%*	*54%*	49%h	54%gh	*47%*	*42%*	55%gh	*52%*	*54%*	*49%*	*47%*	56%m	*55%*	*84%*	*53%*	*53%*	*55%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 153

Q22 - Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com) - As far as you know, are each of the following services regulated?
Base: All aware of each service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	**1598**	947	277	171	1244	488	1110	341	207	41	246	844	502	1346	414	449	681	306	987	910
Base	**1600**	869	313	178	1227	580	1021	393	241	48**	279	785	529	1314	422	453	710	273	983	887
Effective Base	**866**	610	130	110	675	267	613	199	105	28	136	441	288	729	222	245	342	209	528	492
Yes - is regulated	**326**	195	55	43	246	121	204	76	54	9	53	160	108	268	77	85	144	68	212	198
	20%	*22%*	*17%*	*24%*	*20%*	*21%*	*20%*	*19%*	*22%*	*19%*	*19%*	*20%*	*20%*	*20%*	*18%*	*19%*	*20%*	*25%*	*22%*	*22%*
No - is not regulated	**366**	235	55	46	285	138	227	94	57	15	67	156	142	298	87	94	174	48	221	198
	23%	*27%ab*	*17%*	*26%*	*23%*	*24%*	*22%*	*24%*	*24%*	*31%*	*24%*	*20%*	*27%k*	*23%*	*21%*	*21%*	*24%*	*17%*	*22%*	*22%*
Don't know	**909**	439	204	88	696	320	589	223	130	24	159	469	279	748	258	274	393	157	550	490
	57%	*51%*	*65%ac*	*50%*	*57%ab*	*55%*	*58%*	*57%*	*54%*	*49%*	*57%*	*60%*	*53%*	*57%*	*61%*	*61%*	*55%*	*58%*	*56%*	*55%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 153

Q22 - Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com) - As far as you know, are each of the following services regulated?
Base: All aware of each service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**1598**	286	1219	93	228	58	242	44	60	637	283
Base	**1600**	268	1245	88*	219	49*	231	36*	60*	650	278
Effective Base	**866**	192	633	56	151	43	162	31	42	352	155
Yes - is regulated	**326**	89	223	14	73	16	77	11	24	138	69
	20%	33%bc	*18%*	*16%*	*33%*	*33%*	*33%*	*31%*	*40%*	*21%*	*25%*
No - is not regulated	**366**	90	260	15	81	9	84	6	25	157	83
	23%	34%bc	*21%*	*17%*	37%d	*19%*	36%g	*17%*	*42%*	*24%*	*30%*
Don't know	**909**	89	762	59	65	24	70	19	11	355	127
	57%	*33%*	61%a	67%a	*30%*	48%d	*30%*	52%f	*18%*	*55%*	*45%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base

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Absolutes/col percents

Table 154

Q22 - YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional) - As far as you know, are each of the following services regulated?
Base: All aware of each service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**1994**	956	1038	389	473	392	315	226	199	862	707	425	364	343	122	127	498	364	104	72	555	719	327	393	1274	720
Base	**1979**	995	985	388	432	399	364	210	187	820	763	396	359	397	115*	124*	461	366	95*	63*	496	695	357	432	1191	789
Effective Base	**1100**	508	601	304	244	214	166	101	107	534	378	206	224	176	51	70	311	207	51	37	350	377	182	212	715	394
Yes - is regulated	**417**	258	159	123	117	75	61	25	16	240	136	41	126	101	17	14	114	35	8	2	96	138	98	86	234	184
	21%	26%b	*16%*	32%efghjk	27%efghjk	19%hk	*17%*	*12%*	*8%*	29%efghjk	18%hk	*10%*	35%mno	25%o	*15%*	*11%*	25%qrs	*10%*	*8%*	*3%*	*19%*	*20%*	27%ux	*20%*	*20%*	*23%*
No - is not regulated	**701**	354	347	137	131	157	135	80	61	268	292	141	111	162	40	41	157	129	40	20	219	257	104	121	476	225
	35%	*36%*	*35%*	*35%*	*30%*	39%d	*37%*	*38%*	*33%*	*33%*	38%d	*36%*	*31%*	41%l	*35%*	*33%*	*34%*	*35%*	*42%*	*32%*	44%uvwy	37%wy	*29%*	*28%*	40%wy	*29%*
Don't know	**861**	382	479	127	184	167	168	104	110	311	335	214	122	133	57	69	189	202	47	41	181	300	155	225	481	380
	43%	*38%*	49%a	*33%*	43%c	42%c	46%c	50%ci	59%cdefil	*38%*	44%c	54%cdeij	*34%*	*34%*	50%lm	56%lm	*41%*	55%p	*49%*	65%p	*36%*	*43%*	*43%*	52%ux	*40%*	48%x

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base

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Absolutes/col percents

Table 154

Q22 - YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional) - As far as you know, are each of the following services regulated?
Base: All aware of each service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**1994**	1204	780	1237	697	31	94	217	199	140	192	119	198	287	240	1686	137	51	120	510	332	844
Base	**1979**	1199	772	1193	733	29**	79*	200	156	157*	171	215*	263	257	161	1659	110*	40**	171*	435	328	896
Effective Base	**1100**	667	426	683	382	18	55	147	134	72	112	71	119	196	143	940	85	29	66	333	178	457
Yes - is regulated	**417**	258	159	221	186	5	13	42	34	38	47	43	45	54	39	357	18	7	35	90	86	182
	21%	*22%*	*21%*	*19%*	*25%c*	*17%*	*17%*	*21%*	*22%*	*24%*	*28%*	*20%*	*17%*	*21%*	*24%*	*22%*	*16%*	*17%*	*21%*	*21%*	*26%*	*20%*
No - is not regulated	**701**	432	267	436	247	12	37	75	50	39	48	72	100	97	64	582	43	22	54	162	87	333
	35%	*36%*	*35%*	*37%*	*34%*	*40%*	*47%ij*	*38%*	*32%*	*25%*	*28%*	*34%*	*38%*	*38%*	*40%*	*35%*	*39%*	*55%*	*32%*	*37%t*	*27%*	*37%t*
Don't know	**861**	508	347	536	300	13	29	82	72	80	75	100	118	106	58	720	49	11	81	183	155	381
	43%	*42%*	*45%*	*45%*	*41%*	*44%*	*37%*	*41%*	*46%*	*51%ef*	*44%*	*46%*	*45%*	*41%*	*36%*	*43%*	*45%*	*28%*	*47%*	*42%*	*47%*	*43%*

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 154

Q22 - YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional) - As far as you know, are each of the following services regulated?
Base: All aware of each service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	1994	1558	1616	1451	849	1242	883	770	562	552	1489	987	942	686	608	1918	76	1746	1780	1918
Base	1979	1510	1564	1423	793	1165	836	754	498	526	1397	945	910	618	578	1884	95*	1569	1735	1884
Effective Base	1100	878	895	829	514	702	547	450	391	327	841	568	547	426	357	1071	37	1125	986	1071
Yes - is regulated	417	299	343	322	185	303	182	214	139	104	331	201	242	157	112	413	4	359	407	413
	21%	*20%*	*22%*	*23%*	*23%*	26%l	*22%*	28%l	28%l	*20%*	*24%*	*21%*	27%kn	25%n	*19%*	22%p	*5%*	*23%*	*23%*	*22%*
No - is not regulated	701	539	572	519	283	443	301	280	208	203	519	347	347	244	217	682	19	594	625	682
	35%	*36%*	*37%*	*36%*	*36%*	*38%*	*36%*	*37%*	*42%*	*39%*	*37%*	*37%*	*38%*	*39%*	*38%*	36%p	*20%*	*38%*	*36%*	*36%*
Don't know	861	672	649	582	325	419	353	260	151	219	547	396	322	217	248	789	72	615	702	789
	43%	*44%*	*41%*	*41%*	*41%*	*36%*	42%egh	*34%*	*30%*	42%gh	*39%*	42%lm	*35%*	*35%*	43%lm	*42%*	75%o	*39%*	*40%*	*42%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base

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Absolutes/col percents

Table 154

Q22 - YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional) - As far as you know, are each of the following services regulated?
Base: All aware of each service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	**1994**	1133	362	194	1580	597	1397	412	255	48	330	1069	587	1656	526	564	851	379	1230	1135
Base	**1979**	1047	413	200	1546	699	1281	471	295	55*	367	984	620	1604	522	555	880	337	1216	1093
Effective Base	**1100**	727	176	123	871	336	778	241	137	34	181	576	343	918	290	315	437	256	668	638
Yes - is regulated	**417**	249	76	64	314	157	260	103	61	11	71	200	141	341	105	116	180	68	248	238
	21%	*24%*	*19%*	32%bd	*20%*	*22%*	*20%*	*22%*	*21%*	*20%*	*19%*	*20%*	*23%*	*21%*	*20%*	*21%*	*20%*	*20%*	*20%*	*22%*
No - is not regulated	**701**	417	119	56	584	246	456	179	103	19	132	339	228	567	178	188	314	123	437	392
	35%	40%bcd	*29%*	*28%*	38%bcd	*35%*	*36%*	*38%*	*35%*	*34%*	*36%*	*34%*	*37%*	*35%*	*34%*	*34%*	*36%*	*36%*	*36%*	*36%*
Don't know	**861**	380	217	80	648	296	565	189	131	25	164	444	251	696	239	251	385	146	531	463
	43%	*36%*	53%acd	*40%*	42%d	*42%*	*44%*	*40%*	*45%*	*46%*	*45%*	*45%*	*41%*	*43%*	*46%*	*45%*	*44%*	*43%*	*44%*	*42%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
* small base

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Absolutes/col percents

Table 154

Q22 - YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional) - As far as you know, are each of the following services regulated?
Base: All aware of each service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**1994**	313	1572	109	246	67	260	53	64	811	350
Base	**1979**	292	1584	104*	235	57*	247	45*	62*	818	345
Effective Base	**1100**	209	837	68	160	51	172	38	45	455	189
Yes - is regulated	**417**	94	309	14	75	19	81	13	22	153	95
	21%	32%bc	*20%*	*14%*	*32%*	*32%*	*33%*	*29%*	*35%*	*19%*	28%h
No - is not regulated	**701**	120	545	36	104	15	110	9	31	333	122
	35%	*41%*	*34%*	*35%*	44%e	*27%*	45%g	*20%*	*50%*	*41%*	*35%*
Don't know	**861**	78	730	53	55	23	55	23	10	332	128
	43%	*27%*	46%a	51%a	*23%*	41%d	*22%*	51%f	*15%*	*41%*	*37%*

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Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base

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Absolutes/col percents

Table 155

Q22 - Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.) - As far as you know, are each of the following services regulated?
Base: All aware of each service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**1965**	938	1027	395	474	381	307	219	189	869	688	408	367	333	122	116	502	355	97	73	544	712	320	389	1256	709
Base	**1943**	964	979	394	430	391	356	194	177*	824	748	372	362	384	108*	110*	462	364	87*	67*	490	679	352	422	1169	775
Effective Base	**1088**	505	587	310	245	202	161	109	98	541	361	207	227	167	63	63	315	198	47	35	330	375	175	222	698	396
Yes - is regulated	**399**	236	163	106	109	69	63	25	27	215	132	52	114	96	11	15	101	36	14	12	96	122	93	87	219	180
	21%	24%b	*17%*	27%efghjk	25%ghjk	*18%*	*18%*	*13%*	*15%*	26%efghjk	*18%*	*14%*	32%no	25%n	*10%*	*13%*	22%q	*10%*	*16%*	*18%*	*20%*	*18%*	26%ux	*21%*	*19%*	*23%*
No - is not regulated	**679**	356	323	142	135	145	131	73	52	277	276	126	116	156	45	38	162	120	28	14	193	266	107	112	459	219
	35%	*37%*	*33%*	*36%*	*31%*	*37%*	*37%*	*38%*	*29%*	*34%*	*37%*	*34%*	*32%*	*41%*	*42%*	*35%*	*35%*	*33%*	*32%*	*20%*	39%wxy	39%wxy	*30%*	*27%*	39%wxy	*28%*
Don't know	**866**	372	494	145	186	177	163	96	98	332	340	194	132	132	51	57	199	208	45	41	200	290	152	223	491	375
	45%	*39%*	50%a	*37%*	*43%*	*45%*	*46%*	50%c	55%cdl	*40%*	45%c	52%cl	*37%*	*34%*	*47%*	52%lm	*43%*	57%p	*52%*	61%p	*41%*	*43%*	*43%*	53%ux	*42%*	48%ux

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base

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Absolutes/col percents

Table 155

Q22 - Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.) - As far as you know, are each of the following services regulated?
Base: All aware of each service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**1965**	1186	769	1210	694	32	92	209	192	138	191	111	196	285	240	1654	141	51	119	493	329	832
Base	**1943**	1174	761	1164	725	30**	78*	187	148	157*	171	195*	260	256	161	1612	118*	40**	174*	412	329	871
Effective Base	**1088**	664	417	661	390	18	53	147	124	72	111	68	117	195	142	932	82	29	65	323	178	459
Yes - is regulated	**399**	256	140	217	175	2	13	38	36	35	35	44	37	52	42	332	19	5	43	87	70	175
	21%	*22%*	*18%*	*19%*	*24%c*	*8%*	*16%*	*20%*	*25%*	*22%*	*20%*	*22%*	*14%*	*20%*	*26%*	*21%*	*16%*	*12%*	*25%*	*21%*	*21%*	*20%*
No - is not regulated	**679**	422	256	421	239	12	31	69	49	40	52	62	100	97	58	558	36	22	63	149	92	318
	35%	*36%*	*34%*	*36%*	*33%*	*40%*	*40%*	*37%*	*33%*	*25%*	*30%*	*32%*	*39%*	*38%*	*36%*	*35%*	*31%*	*54%*	*36%*	*36%*	*28%*	*36%u*
Don't know	**866**	495	366	527	311	15	34	80	62	82	85	89	123	107	61	722	63	14	68	176	167	379
	45%	*42%*	*48%*	*45%*	*43%*	*52%*	*43%*	*43%*	*42%*	*52%u*	*49%*	*46%*	*47%*	*42%*	*38%*	*45%*	*53%*	*34%*	*39%*	*43%*	*51%*	*44%*

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Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 155

Q22 - Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.) - As far as you know, are each of the following services regulated?
Base: All aware of each service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**1965**	1534	1591	1430	845	1223	880	759	556	538	1466	981	929	677	594	1888	77	1724	1748	1888
Base	**1943**	1488	1537	1416	796	1134	836	742	489	520	1369	940	902	606	570	1846	97*	1543	1695	1846
Effective Base	**1088**	854	886	805	501	707	535	438	387	315	838	557	529	419	344	1060	37	1129	973	1060
Yes - is regulated	**399**	287	326	309	176	278	187	205	137	100	312	203	235	153	105	391	8	335	384	391
	21%	*19%*	*21%*	*22%*	*22%*	*25%*	*22%*	28%i	28%i	*19%*	*23%*	*22%*	26%n	25%n	*18%*	*21%*	*9%*	*22%*	*23%*	*21%*
No - is not regulated	**679**	525	564	512	290	433	294	266	195	191	513	343	333	232	208	664	15	589	607	664
	35%	*35%*	*37%*	*36%*	*36%*	*38%*	*35%*	*36%*	*40%*	*37%*	*37%*	*37%*	*37%*	*38%*	*36%*	36%p	*15%*	*38%*	*36%*	*36%*
Don't know	**866**	677	647	594	330	423	355	271	157	229	543	394	335	221	257	792	74	619	705	792
	45%	*45%*	*42%*	*42%*	*41%*	*37%*	42%h	*37%*	*32%*	44%egh	*40%*	*42%*	*37%*	*37%*	45%lm	*43%*	76%qt	*40%*	*42%*	*43%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base

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Absolutes/col percents

Table 155

Q22 - Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.) - As far as you know, are each of the following services regulated?
Base: All aware of each service

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	**1965**	1124	357	197	1548	586	1379	406	249	49	324	1049	584	1633	510	547	848	372	1220	1128
Base	**1943**	1042	409	201	1497	682	1262	469	279	55*	363	954	618	1572	511	543	864	329	1193	1079
Effective Base	**1088**	713	171	125	863	336	763	234	143	35	175	579	337	913	277	301	443	249	671	643
Yes - is regulated	**399**	235	76	62	287	149	250	97	57	12	77	191	128	319	101	111	182	56	238	226
	21%	*23%*	*19%*	31%bd	*19%*	*22%*	*20%*	*21%*	*20%*	*21%*	*21%*	*20%*	*21%*	*20%*	*20%*	*21%*	*21%*	*17%*	*20%*	*21%*
No - is not regulated	**679**	419	113	57	561	243	436	173	109	20	128	314	236	550	170	178	302	129	430	388
	35%	40%bc	*28%*	*28%*	37%ad	*36%*	*35%*	*37%*	*39%*	*36%*	*35%*	*33%*	*38%*	*35%*	*33%*	*33%*	*35%*	*39%*	*36%*	*36%*
Don't know	**866**	387	220	82	649	289	576	199	113	24	158	449	254	703	239	254	381	144	524	465
	45%	*37%*	54%acd	*41%*	43%ad	*42%*	*46%*	*42%*	*41%*	*43%*	*43%*	*47%*	*41%*	*45%*	*47%*	*47%*	*44%*	*44%*	*44%*	*43%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
* small base

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Absolutes/col percents

Table 155

Q22 - Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.) - As far as you know, are each of the following services regulated?
Base: All aware of each service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**1965**	313	1550	102	249	64	262	51	65	798	345
Base	**1943**	287	1560	97*	233	53*	245	42*	63*	802	336
Effective Base	**1088**	209	831	63	163	48	174	37	45	446	187
Yes - is regulated	**399**	95	291	12	79	17	83	12	30	157	86
	21%	33%bc	*19%*	*13%*	*34%*	*31%*	*34%*	*28%*	*48%*	*20%*	*26%*
No - is not regulated	**679**	110	540	28	98	12	103	8	26	315	127
	35%	*39%*	*35%*	*29%*	42%d	*23%*	42%g	*18%*	*41%*	*39%*	*38%*
Don't know	**866**	81	728	57	57	24	59	22	7	330	122
	45%	*28%*	47%a	58%a	*24%*	46%d	*24%*	54%g	*11%*	*41%*	*36%*

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Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base

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Absolutes/col percents

Table 156

Q22 - Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.) - As far as you know, are each of the following services regulated?
Base: All aware of each service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**1856**	896	960	377	443	370	287	207	172	820	657	379	350	322	116	108	470	335	91	64	528	662	300	366	1190	666
Base	**1817**	910	907	372	402	365	330	193*	155*	774	695	348	343	358	107*	102*	431	337	86*	53*	469	639	323	387	1108	710
Effective Base	**1029**	477	559	296	229	205	150	92	93	511	351	183	217	165	48	59	296	190	44	34	338	346	169	197	670	365
Yes - is regulated	**683**	379	304	170	164	143	123	52	31	334	266	83	161	164	31	23	173	102	21	8	193	252	119	120	444	238
	38%	42%b	*34%*	46%ghk	41%ghk	39%ghk	37%hk	*27%*	*20%*	43%ghk	38%ghk	*24%*	47%no	46%no	*29%*	*23%*	40%qrs	*30%*	*24%*	*15%*	41%wy	39%w	*37%*	*31%*	40%wy	*34%*
No - is not regulated	**223**	142	81	49	48	44	46	18	19	97	89	36	54	64	10	14	43	25	8	4	72	69	39	43	141	82
	12%	16%b	*9%*	*13%*	*12%*	*12%*	*14%*	*9%*	*12%*	*13%*	*13%*	*10%*	*16%*	*18%*	*9%*	*14%*	*10%*	*7%*	*9%*	*8%*	*15%*	*11%*	*12%*	*11%*	*13%*	*12%*
Don't know	**912**	389	522	153	191	179	161	123	105	344	340	228	129	130	66	64	215	210	57	41	204	319	165	225	522	390
	50%	*43%*	58%a	*41%*	*47%*	*49%*	*49%*	64%cdefij	68%cdefij	*44%*	49%c	66%cdefij	*37%*	*36%*	62%lm	63%lm	*50%*	62%p	67%p	76%p	*43%*	*50%*	*51%*	58%lx	*47%*	55%lx

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base

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Absolutes/col percents

Table 156

Q22 - Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.) - As far as you know, are each of the following services regulated?
Base: All aware of each service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**1856**	1129	718	1148	652	29	81	205	180	133	179	111	184	269	227	1569	127	48	112	466	312	791
Base	**1817**	1117	693	1100	667	28**	62*	186	130	154*	161	201*	247	240	146	1527	101*	39**	151*	378	315	834
Effective Base	**1029**	631	392	641	355	16	55	142	136	69	103	65	110	185	145	874	81	28	63	326	167	425
Yes - is regulated	**683**	437	242	426	241	3	26	70	53	47	59	67	96	102	61	580	32	14	56	149	105	326
	38%	*39%*	*35%*	*39%*	*36%*	*12%*	*42%*	*37%*	*41%*	*30%*	*36%*	*33%*	*39%*	*43%*	*42%*	*38%*	*32%*	*37%*	*37%*	*39%*	*33%*	*39%*
No - is not regulated	**223**	150	72	127	93	3	5	30	12	12	16	29	23	29	24	181	13	7	22	48	28	105
	12%	*13%*	*10%*	*12%*	*14%*	*10%*	*9%*	*16%*	*9%*	*8%*	*10%*	*14%*	*9%*	*12%*	*17%*	*12%*	*13%*	*17%*	*14%*	*13%*	*9%*	*13%*
Don't know	**912**	530	379	547	333	21	30	86	65	95	87	105	128	109	60	765	55	18	74	181	182	403
	50%	*47%*	*55%u*	*50%*	*50%*	*78%*	*49%*	*46%*	*50%*	*62%gmn*	*54%*	*52%*	*52%*	*45%*	*41%*	*50%*	*55%*	*45%*	*49%*	*48%*	*58%tu*	*48%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 156

Q22 - Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.) - As far as you know, are each of the following services regulated?
Base: All aware of each service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**1856**	1453	1503	1364	804	1163	834	736	542	515	1389	929	901	656	564	1788	68	1637	1648	1788
Base	**1817**	1396	1439	1316	749	1066	777	711	465	485	1284	875	858	576	533	1734	84*	1454	1581	1734
Effective Base	**1029**	824	841	788	490	670	523	427	393	308	795	538	523	415	333	1004	32	1077	916	1004
Yes - is regulated	**683**	526	575	526	316	486	309	330	236	202	548	347	395	265	216	672	11	597	650	672
	38%	*38%*	*40%*	*40%*	*42%*	46%fi	*40%*	46%f	51%fi	*42%*	*43%*	*40%*	46%k	*46%*	*40%*	39%p	*13%*	*41%*	*41%*	*39%*
No - is not regulated	**223**	153	178	171	86	144	86	105	77	58	162	99	117	83	64	215	8	193	195	215
	12%	*11%*	*12%*	*13%*	*12%*	*14%*	*11%*	*15%*	17%fi	*12%*	*13%*	*11%*	*14%*	*14%*	*12%*	*12%*	*9%*	*13%*	*12%*	*12%*
Don't know	**912**	717	685	619	346	437	382	276	152	225	573	428	347	228	253	846	65	664	735	846
	50%	*51%*	*48%*	*47%*	*46%*	41%h	49%egh	*39%*	*33%*	46%gh	*45%*	49%lm	*40%*	*40%*	48%lm	*49%*	78%o	*46%*	*47%*	*49%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base

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Absolutes/col percents

Table 156

Q22 - Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.) - As far as you know, are each of the following services regulated?
Base: All aware of each service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	**1856**	1078	321	186	1465	559	1297	383	238	47	296	998	554	1552	477	513	809	353	1162	1068
Base	**1817**	994	353	186	1413	647	1170	430	273	54*	324	907	578	1485	474	504	820	311	1131	1013
Effective Base	**1029**	692	156	119	815	315	728	228	126	33	161	544	324	867	263	286	417	242	636	600
Yes - is regulated	**683**	431	94	63	562	247	436	157	116	20	115	330	235	565	189	202	299	124	423	400
	38%	43%b	*27%*	*34%*	40%b	*38%*	*37%*	*37%*	*43%*	*38%*	*35%*	*36%*	*41%*	*38%*	*40%*	*40%*	*36%*	*40%*	*37%*	*39%*
No - is not regulated	**223**	135	42	36	169	93	130	65	38	9	42	104	77	181	49	52	106	32	138	117
	12%	*14%*	*12%*	20%d	*12%*	*14%*	*11%*	*15%*	*14%*	*17%*	*13%*	*11%*	*13%*	*12%*	*10%*	*10%*	*13%*	*10%*	*12%*	*12%*
Don't know	**912**	428	217	86	682	308	604	208	118	25	168	473	266	738	236	250	415	154	570	496
	50%	*43%*	61%acd	*46%*	48%b	*48%*	*52%*	*48%*	*43%*	*46%*	*52%*	*52%*	*46%*	*50%*	*50%*	*50%*	*51%*	*50%*	*50%*	*49%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
* small base

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Absolutes/col percents

Table 156

Q22 - Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.) - As far as you know, are each of the following services regulated?
Base: All aware of each service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**1856**	297	1456	103	240	57	250	47	65	761	322
Base	**1817**	268	1451	98*	223	45*	233	36*	63*	754	311
Effective Base	**1029**	203	779	63	159	50	168	41	45	431	177
Yes - is regulated	**683**	115	544	23	98	17	107	8	30	288	145
	38%	43%c	37%c	*24%*	*44%*	*38%*	46%g	*23%*	*48%*	*38%*	*47%*
No - is not regulated	**223**	62	147	14	56	6	56	5	23	101	43
	12%	23%b	*10%*	*14%*	*25%*	*13%*	*24%*	*15%*	*36%*	*13%*	*14%*
Don't know	**912**	91	760	61	69	22	69	22	10	365	122
	50%	*34%*	52%a	62%a	*31%*	49%d	*30%*	62%f	*16%*	48%	*39%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base

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Absolutes/col percents

Table 157

Q22 - Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.) - As far as you know, are each of the following services regulated?
Base: All aware of each service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**1895**	915	980	376	451	372	296	215	185	827	668	400	350	322	123	120	477	346	92	65	538	686	304	367	1224	671
Base	**1854**	928	926	374	405	363	336	205*	171*	780	699	376	343	358	118*	109*	437	341	87*	62*	478	654	330	392	1133	722
Effective Base	**1040**	486	559	294	232	204	153	97	96	513	353	191	216	164	53	66	298	193	44	31	332	359	171	195	681	366
Yes - is regulated	**790**	407	384	179	169	163	154	73	52	348	317	125	154	188	37	28	195	130	35	24	237	291	126	135	529	262
	43%	*44%*	*41%*	48%ghk	*42%*	45%hk	46%hk	*36%*	*31%*	45%hk	45%hk	*33%*	45%o	52%no	*32%*	*26%*	*45%*	*38%*	*41%*	*39%*	50%wy	45%wy	*38%*	*35%*	47%wy	*36%*
No - is not regulated	**202**	134	68	44	57	31	32	18	19	102	63	37	61	47	12	15	41	17	7	4	58	68	39	37	126	76
	11%	14%b	*7%*	*12%*	*14%*	*8%*	*10%*	*9%*	*11%*	*13%*	*9%*	*10%*	*18%*	*13%*	*10%*	*14%*	*9%*	*5%*	*8%*	*6%*	*12%*	*10%*	*12%*	*10%*	*11%*	*11%*
Don't know	**862**	387	474	151	179	169	149	114	100	330	318	213	129	124	69	66	201	195	44	34	183	294	164	219	478	384
	46%	*42%*	51%b	*40%*	*44%*	*47%*	*44%*	55%ci	58%cdfij	*42%*	*46%*	57%cdefij	*38%*	*35%*	59%lm	60%lm	*46%*	57%p	*51%*	*56%*	*38%*	*45%*	50%t	56%ux	*42%*	53%ux

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base

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Absolutes/col percents

Table 157

Q22 - Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.) - As far as you know, are each of the following services regulated?
Base: All aware of each service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**1895**	1151	735	1172	666	29	88	206	184	143	186	110	191	270	230	1608	132	48	107	478	329	801
Base	**1854**	1132	714	1119	684	27**	69*	185	136	160*	165	201*	256	240	148	1560	107*	39**	148*	390	324	845
Effective Base	**1040**	640	394	646	361	16	58	141	134	74	107	64	114	185	145	891	82	28	58	329	176	428
Yes - is regulated	**790**	507	283	495	282	4	26	76	64	64	68	67	102	110	77	655	39	21	75	166	132	357
	43%	*45%*	*40%*	*44%*	*41%*	*16%*	*37%*	*41%*	*47%*	*40%*	*41%*	*34%*	*40%*	*46%*	52%h	*42%*	*37%*	*54%*	*51%*	*43%*	*41%*	*42%*
No - is not regulated	**202**	136	66	111	85	2	10	27	15	6	15	32	25	21	16	165	13	4	19	51	21	93
	11%	*12%*	*9%*	*10%*	*12%*	*9%*	14%l	15%l	*11%*	*4%*	*9%*	16%l	*10%*	*9%*	*11%*	*11%*	*12%*	*11%*	*13%*	13%l	*6%*	*11%*
Don't know	**862**	490	365	513	317	20	34	82	57	90	82	102	130	109	56	740	54	14	54	173	172	396
	46%	*43%*	51%g	*46%*	*46%*	*75%*	*49%*	*44%*	*42%*	56%hn	*50%*	*51%*	51%gl	*45%*	*38%*	*47%*	*51%*	*35%*	*36%*	*44%*	*53%*	*47%*

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 157

Q22 - Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.) - As far as you know, are each of the following services regulated?
Base: All aware of each service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**1895**	1478	1537	1388	804	1190	842	744	543	528	1421	938	908	660	584	1821	74	1664	1682	1821
Base	**1854**	1416	1465	1338	745	1089	786	718	469	500	1310	883	866	583	551	1766	89*	1474	1616	1766
Effective Base	**1040**	829	851	792	486	682	525	429	389	311	804	540	519	414	340	1011	36	1075	925	1011
Yes - is regulated	**790**	603	678	595	338	549	345	342	239	217	636	386	417	270	241	771	19	683	735	771
	43%	*43%*	*46%*	*44%*	*45%*	50%fl	*44%*	*48%*	51%fi	*43%*	*49%*	*44%*	*48%*	*46%*	*44%*	44%p	*22%*	*46%*	*45%*	*44%*
No - is not regulated	**202**	144	143	148	85	117	88	96	83	56	133	99	109	91	59	195	7	172	177	195
	11%	*10%*	*10%*	*11%*	*11%*	*11%*	*11%*	*13%*	18%efl	*11%*	*10%*	*11%*	*13%*	16%jkn	*11%*	*11%*	*8%*	*12%*	*11%*	*11%*
Don't know	**862**	669	645	595	321	423	353	279	146	227	541	398	340	222	251	799	62	619	704	799
	46%	*47%*	*44%*	*44%*	*43%*	39%h	45%eh	39%h	*31%*	45%h	*41%*	45%m	*39%*	*38%*	46%m	*45%*	70%d	*42%*	*44%*	*45%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base

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Absolutes/col percents

Table 157

Q22 - Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.) - As far as you know, are each of the following services regulated?
Base: All aware of each service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	**1895**	1089	332	190	1496	567	1328	394	239	48	308	1012	568	1580	498	536	819	357	1176	1081
Base	**1854**	997	367	192	1436	655	1199	441	273	55*	337	917	593	1510	492	525	834	312	1145	1029
Effective Base	**1040**	695	159	122	824	320	732	236	125	34	167	540	333	872	270	295	421	243	639	603
Yes - is regulated	**790**	479	129	74	655	280	510	181	127	28	136	386	265	650	209	221	351	148	499	463
	43%	48%bc	*35%*	*38%*	46%b	*43%*	*43%*	*41%*	*47%*	*51%*	*41%*	*42%*	*45%*	*43%*	*42%*	*42%*	*42%*	*47%*	*44%*	*45%*
No - is not regulated	**202**	120	37	41	137	78	125	61	29	4	44	88	69	158	49	56	94	24	118	104
	11%	*12%*	*10%*	21%abd	*10%*	*12%*	*10%*	*14%*	*11%*	*8%*	*13%*	*10%*	*12%*	*10%*	*10%*	*11%*	*11%*	*8%*	*10%*	*10%*
Don't know	**862**	399	201	78	645	297	564	200	116	22	156	443	259	702	234	247	389	140	528	462
	46%	*40%*	55%acd	*41%*	*45%*	*45%*	*47%*	*45%*	*43%*	*41%*	*46%*	*48%*	*44%*	*46%*	*48%*	*47%*	*47%*	*45%*	*46%*	*45%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
* small base

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Absolutes/col percents

Table 157

Q22 - Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.) - As far as you know, are each of the following services regulated?
Base: All aware of each service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**1895**	308	1488	99	247	61	258	50	65	773	333
Base	**1854**	278	1483	94*	230	47*	240	37*	63*	769	319
Effective Base	**1040**	210	788	60	163	54	172	43	45	435	180
Yes - is regulated	**790**	142	620	29	122	20	131	11	29	356	146
	43%	51%bc	*42%*	*31%*	*53%*	*41%*	54%g	*29%*	*47%*	*46%*	*46%*
No - is not regulated	**202**	51	146	5	45	6	45	6	18	81	48
	11%	18%bc	*10%*	*6%*	*20%*	*12%*	*19%*	*16%*	*29%*	*11%*	*15%*
Don't know	**862**	85	717	60	63	22	65	20	16	333	125
	46%	*31%*	48%a	64%ab	*27%*	47%d	*27%*	54%f	*25%*	*43%*	*39%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base

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Absolutes/col percents

Table 158

Q22 - Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.) - As far as you know, are each of the following services regulated?
Base: All aware of each service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**772**	411	361	216	250	167	87	31	21	466	254	52	233	145	17	16	233	109	14	5	206	270	138	158	476	296
Base	**727**	393	334	210	211	175*	89*	25**	17**	421	264	42**	215	151*	13**	14**	206	113*	13**	3**	174	241	144*	168*	415	312
Effective Base	**461**	265	198	181	127	87	58	14	16	298	143	27	158	87	14	12	140	57	4	5	160	151	81	89	301	170
Yes - is regulated	**232**	144	88	69	74	60	23	4	2	143	83	6	79	60	4	2	64	23	1	-	56	83	56	37	139	93
	32%	37%b	*26%*	*33%*	*35%*	*34%*	*26%*	*18%*	*12%*	*34%*	*31%*	*15%*	*37%*	*40%*	*29%*	*14%*	*31%*	*21%*	*6%*	-	*32%*	35%w	39%w	*22%*	34%w	*30%*
No - is not regulated	**142**	99	43	41	42	28	25	4	2	83	53	6	55	41	2	1	28	12	2	*	39	45	25	34	83	59
	20%	25%b	*13%*	*20%*	*20%*	*16%*	*28%*	*16%*	*12%*	*20%*	*20%*	*14%*	*25%*	*27%*	*18%*	*11%*	*14%*	*11%*	*14%*	*18%*	*22%*	*19%*	*17%*	*20%*	*20%*	*19%*
Don't know	**352**	149	203	100	95	87	42	17	13	195	128	29	82	50	7	11	113	78	10	2	80	113	63	97	192	160
	49%	*38%*	61%a	*47%*	*45%*	*50%*	*46%*	*66%*	*76%*	*46%*	*48%*	*70%*	*38%*	*33%*	*53%*	*75%*	*55%*	*69%*	*80%*	*82%*	*46%*	*47%*	*44%*	*58%*	*46%*	*51%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 158

Q22 - Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.) - As far as you know, are each of the following services regulated?
Base: All aware of each service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**772**	516	253	444	304	13	33	89	79	55	83	41	78	113	107	678	45	19	30	201	138	339
Base	**727**	486	236	406	301	10**	32**	75*	56*	51*	73*	68**	114*	105*	66*	639	34*	13**	40**	162	124*	353
Effective Base	**461**	313	146	272	173	12	17	73	63	31	54	27	44	89	73	403	33	16	19	144	85	192
Yes - is regulated	**232**	168	64	134	91	1	18	21	13	18	27	15	38	37	22	209	11	5	7	51	45	112
	32%	*35%*	*27%*	*33%*	*30%*	*14%*	*56%*	*28%*	*23%*	*36%*	*37%*	*23%*	*33%*	*35%*	*34%*	*33%*	*32%*	*40%*	*17%*	*32%*	*37%*	*32%*
No - is not regulated	**142**	105	37	89	52	1	4	17	9	7	11	23	23	19	15	128	7	3	4	30	19	80
	20%	*22%*	*16%*	*22%*	*17%*	*13%*	*12%*	*23%*	*16%*	*14%*	*15%*	*35%*	*20%*	*18%*	*22%*	*20%*	*20%*	*22%*	*11%*	*18%*	*15%*	*23%*
Don't know	**352**	213	136	184	158	7	10	37	34	26	35	29	53	49	29	302	16	5	29	81	60	161
	49%	*44%*	*57%a*	*45%*	*53%*	*73%*	*32%*	*49%*	*61%*	*50%*	*47%*	*43%*	*47%*	*47%*	*44%*	*47%*	*48%*	*38%*	*72%*	*50%*	*49%*	*46%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 158

Q22 - Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.) - As far as you know, are each of the following services regulated?
Base: All aware of each service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**772**	635	675	683	772	553	404	418	317	244	638	429	502	372	260	756	16	719	735	756
Base	**727**	585	626	643	727	493	362	389	276	228	576	383	471	327	243	705	22**	625	683	705
Effective Base	**461**	392	415	419	461	353	286	253	227	145	396	304	302	240	157	467	6	537	454	467
Yes - is regulated	**232**	190	216	217	232	195	119	150	108	87	209	125	175	125	90	222	10	209	221	222
	32%	*33%*	*34%*	*34%*	*32%*	*40%*	*33%*	*38%*	*39%*	*38%*	*36%*	*33%*	*37%*	*38%*	*37%*	*31%*	*48%*	*33%*	*32%*	*31%*
No - is not regulated	**142**	108	109	114	142	93	73	77	65	50	105	75	90	69	53	141	1	129	135	141
	20%	*19%*	*17%*	*18%*	*20%*	*19%*	*20%*	*20%*	*23%*	*22%*	*18%*	*19%*	*19%*	*21%*	*22%*	*20%*	*4%*	*21%*	*20%*	*20%*
Don't know	**352**	286	301	311	352	205	170	163	103	91	262	183	206	132	99	342	10	287	327	342
	49%	*49%*	*48%*	*48%*	*49%*	*42%*	*47%h*	*42%*	*37%*	*40%*	*46%*	*48%*	*44%*	*40%*	*41%*	*49%*	*48%*	*46%*	*48%*	*49%*

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 158

Q22 - Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.) - As far as you know, are each of the following services regulated?
Base: All aware of each service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	772	544	80	83	639	310	462	217	135	27	80	391	296	687	166	182	372	145	517	481
Base	727	488	80*	86*	594	343	384	238	145*	32**	91*	333	297	629	162*	176*	354	128	482	430
Effective Base	461	373	40	55	384	190	280	132	82	18	37	231	205	436	86	96	219	113	324	340
Yes - is regulated	232	177	22	32	197	110	122	83	41	9	19	117	94	212	40	46	115	48	163	147
	32%	*36%*	*27%*	*37%*	*33%*	*32%*	*32%*	*35%*	*28%*	*29%*	*21%*	*35%*	*32%*	*34%*	*25%*	*26%*	*32%*	*38%*	*34%*	*34%*
No - is not regulated	142	100	10	26	99	76	66	56	37	5	28	55	60	114	40	41	64	21	85	83
	20%	*20%*	*13%*	*30%d*	*17%*	*22%*	*17%*	*24%*	*25%*	*17%*	*30%k*	*16%*	*20%*	*18%*	*24%*	*23%*	*18%*	*16%*	*18%*	*19%*
Don't know	352	211	48	29	298	156	196	99	68	17	44	161	143	303	82	90	175	59	234	201
	49%	*43%*	*60%ac*	*33%*	*50%c*	*46%*	*51%*	*42%*	*47%*	*54%*	*48%*	*48%*	*48%*	*48%*	*51%*	*51%*	*49%*	*46%*	*49%*	*47%*

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Absolutes/col percents

Table 158

Q22 - Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.) - As far as you know, are each of the following services regulated?
Base: All aware of each service

		Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
	Total	Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**772**	154	580	38	120	34	129	25	27	319	129
Base	**727**	131	563	33**	105*	26*	113	18**	23*	310	114*
Effective Base	**461**	123	327	29	94	31	102	23	24	186	79
Yes - is regulated	**232**	58	168	6	49	9	54	4	10	97	47
	32%	44%b	*30%*	*20%*	*46%*	*36%*	*48%*	*22%*	*44%*	*31%*	*41%*
No - is not regulated	**142**	40	97	5	36	4	37	3	10	70	24
	20%	31%b	*17%*	*15%*	*34%*	*17%*	*32%*	*20%*	*44%*	*23%*	*21%*
Don't know	**352**	33	298	21	21	12	23	10	3	142	43
	49%	*25%*	53%a	*65%*	*20%*	46%d	*20%*	*58%*	*11%*	*46%*	*38%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 159
Q22 Summary - Yes - Regulated
Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	2102	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	2102	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	1150	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)	1151	611	540	253	231	249	235	110	72	484	485	182	217	281	64	48	266	203	46	24	330	401	206	214	731	420
	55%	58%b	*51%*	63%dghk	52%hk	59%ghk	59%hk	*48%*	*34%*	58%hk	59%ghk	*41%*	59%o	67%no	*49%*	*37%*	56%s	51%s	*46%*	*31%*	63%uvwy	*54%*	*54%*	*47%*	58%wy	*50%*
On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)	796	420	376	169	179	193	161	68	26	349	354	94	159	204	40	17	190	150	28	8	220	300	133	144	520	277
	38%	*40%*	*36%*	42%ghk	41%ghk	46%ghk	40%hk	29%h	*12%*	41%ghk	43%ghk	21%h	43%o	48%no	31%o	*13%*	40%s	38%s	27%s	*11%*	42%wy	41%wy	*35%*	*31%*	41%wy	*33%*
Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/ Sky Go)	883	478	405	176	177	215	179	86	50	353	394	137	161	236	48	32	191	158	38	18	244	323	151	165	568	316
	42%	45%b	*39%*	44%hk	40%hk	51%dghik	45%hk	37%h	*24%*	42%hk	48%dhk	*31%*	44%o	56%no	*37%*	*25%*	41%s	40%s	*38%*	*22%*	47%wy	*44%*	*40%*	*36%*	45%wy	*38%*
Paid Video On-demand content available through your subscription service provider (e.g. film rental on a pay per view basis on Virgin Media, Sky Go, etc.)	875	482	393	169	179	201	192	85	49	348	393	134	165	233	51	33	183	161	34	16	236	321	144	174	557	318
	42%	46%b	*37%*	42%hk	41%hk	48%hk	48%hk	37%h	*23%*	41%hk	48%ghik	*30%*	45%o	55%no	*39%*	*25%*	39%s	40%s	*34%*	*20%*	45%w	*43%*	*38%*	*38%*	44%w	*38%*
Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.)	769	433	336	191	176	161	135	60	46	367	296	106	177	187	37	31	189	109	23	15	214	267	142	146	481	288
	37%	41%b	*32%*	48%efghjk	40%ghk	38%ghk	34%hk	*26%*	*22%*	44%fghjk	36%hk	*24%*	48%no	44%no	*29%*	*24%*	40%qrs	*27%*	*23%*	*19%*	41%w	*36%*	*37%*	*32%*	*38%*	*34%*
Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)	326	195	130	83	87	61	66	19	10	170	127	29	86	89	17	4	84	37	2	6	86	129	60	51	215	111
	15%	19%b	*12%*	21%ghk	20%ghk	14%hk	16%hk	*8%*	*5%*	20%ghk	15%hk	*7%*	23%o	21%o	13%o	*3%*	18%q	*9%*	*2%*	*8%*	*16%*	17%w	*16%*	*11%*	17%w	*13%*
YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)	417	258	159	123	117	75	61	25	16	240	136	41	126	101	17	14	114	35	8	2	96	138	98	86	234	184
	20%	25%b	*15%*	31%efghjk	27%efghjk	18%hk	15%h	*11%*	*8%*	29%efghjk	17%hk	*9%*	34%mno	24%o	*13%*	*11%*	24%qrs	*9%*	*8%*	*3%*	*18%*	*19%*	26%tx	*19%*	*19%*	*22%*
Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)	399	236	163	106	109	69	63	25	27	215	132	52	114	96	11	15	101	36	14	12	96	122	93	87	219	180
	19%	22%b	*15%*	27%efghjk	25%efghjk	*16%*	*16%*	*11%*	*13%*	26%efghjk	*16%*	*12%*	31%no	23%no	*9%*	*11%*	21%q	*9%*	*13%*	*16%*	*18%*	*17%*	24%ux	*19%*	*17%*	*21%*
Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)	683	379	304	170	164	143	123	52	31	334	266	83	161	164	31	23	173	102	21	8	193	252	119	120	444	238
	32%	36%b	*29%*	43%efghjk	37%ghk	34%ghk	31%hk	*22%*	*15%*	40%fghjk	32%ghk	*19%*	44%no	39%o	*24%*	*18%*	37%qrs	26%s	*20%*	*10%*	37%wy	34%w	*31%*	*26%*	35%wy	*28%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base

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Absolutes/col percents

Table 159
Q22 Summary - Yes - Regulated
Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	**2102**	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)	**790**	407	384	179	169	163	154	73	52	348	317	125	154	188	37	28	195	130	35	24	237	291	126	135	529	262
	38%	*39%*	*36%*	45%ghk	38%hk	39%hk	39%hk	*31%*	*25%*	41%hk	39%hk	*28%*	42%o	45%no	*29%*	*22%*	41%q	*33%*	*35%*	*30%*	45%wy	39%wy	*33%*	*29%*	42%wy	*31%*
Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)	**232**	144	88	69	74	60	23	4	2	143	83	6	79	60	4	2	64	23	1	-	56	83	56	37	139	93
	11%	14%b	*8%*	17%fghjk	17%fghjk	14%fghk	6%hk	*2%*	*1%*	17%fghjk	10%ghk	*1%*	21%no	14%no	*3%*	*1%*	13%qrs	*6%*	*1%*	-	*11%*	*11%*	15%w	*8%*	*11%*	*11%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base

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Absolutes/col percents

Table 159
Q22 Summary - Yes - Regulated
Base: All respondents

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	2102	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	1150	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)	1151	728	420	718	408	12	45	125	93	74	88	114	152	157	98	945	64	25	117	263	162	520
	55%	57%b	*51%*	*57%*	*53%*	*39%*	*54%*	60%gl	*56%*	*44%*	*47%*	*50%*	*56%*	58%l	59%l	*54%*	*51%*	*60%*	*63%*	57%t	*46%*	55%u
On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)	796	532	262	497	284	7	37	73	61	58	66	87	110	105	66	663	42	17	74	171	124	369
	38%	42%b	*32%*	*39%*	*37%*	*23%*	*44%*	*35%*	*37%*	*35%*	*35%*	*38%*	*41%*	*39%*	*40%*	*38%*	*34%*	*40%*	*39%*	*37%*	*35%*	*39%*
Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/ Sky Go)	883	583	299	544	322	9	38	92	70	64	75	89	114	116	76	734	44	19	86	200	140	395
	42%	46%b	*36%*	*43%*	*42%*	*28%*	*46%*	*44%*	*42%*	*39%*	*40%*	*39%*	*42%*	*43%*	*45%*	*42%*	*35%*	*46%*	*46%*	*44%*	*39%*	*42%*
Paid Video On-demand content available through your subscription service provider (e.g. film rental on a pay per view basis on Virgin Media, Sky Go, etc.)	875	559	314	549	309	9	38	86	64	68	78	89	115	113	72	723	52	22	79	189	146	388
	42%	*44%*	*38%*	*43%*	*40%*	*28%*	*46%*	*41%*	*38%*	*41%*	*42%*	*39%*	*42%*	*42%*	*43%*	*41%*	*41%*	*52%*	*42%*	*41%*	*41%*	*41%*
Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.)	769	484	282	454	299	5	26	77	70	55	74	70	95	104	64	635	40	16	77	173	129	333
	37%	*38%*	*34%*	*36%*	*39%*	*15%*	*32%*	*37%*	*42%*	*33%*	*40%*	*31%*	*35%*	*38%*	*38%*	*36%*	*32%*	*39%*	*41%*	*38%*	*37%*	*36%*
Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)	326	231	94	196	127	1	16	34	26	31	28	33	45	43	30	285	10	5	25	75	59	151
	15%	18%b	*12%*	*15%*	*16%*	*2%*	*19%*	*16%*	*16%*	*19%*	*15%*	*14%*	*17%*	*16%*	*18%*	*16%*	*8%*	*12%*	*13%*	*16%*	*17%*	*16%*
YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)	417	258	159	221	186	5	13	42	34	38	47	43	45	54	39	357	18	7	35	90	86	182
	20%	*20%*	*19%*	*17%*	24%c	*16%*	*16%*	*20%*	*21%*	*23%*	*25%*	*19%*	*17%*	*20%*	*23%*	*20%*	*14%*	*16%*	*19%*	*20%*	*24%*	*19%*
Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)	399	256	140	217	175	2	13	38	36	35	35	44	37	52	42	332	19	5	43	87	70	175
	19%	*20%*	*17%*	*17%*	23%c	*8%*	*15%*	*18%*	*22%*	*21%*	*19%*	*19%*	*14%*	*19%*	25%l	*19%*	*15%*	*11%*	*23%*	*19%*	*20%*	*19%*
Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)	683	437	242	426	241	3	26	70	53	47	59	67	96	102	61	580	32	14	56	149	105	326
	32%	*34%*	*29%*	*33%*	*31%*	*11%*	*31%*	*33%*	*32%*	*28%*	*31%*	*29%*	*35%*	*38%*	*37%*	*33%*	*26%*	*35%*	*30%*	*33%*	*30%*	*35%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 159
Q22 Summary - Yes - Regulated
Base: All respondents

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	**2102**	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)	**790**	507	283	495	282	4	26	76	64	64	68	67	102	110	77	655	39	21	75	166	132	357
	38%	*40%*	*35%*	*39%*	*36%*	*15%*	*31%*	*36%*	*39%*	*38%*	*36%*	*29%*	*38%*	*41%*	46%jk	*37%*	*31%*	*51%*	*40%*	*36%*	*37%*	*38%*
Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)	**232**	168	64	134	91	1	18	21	13	18	27	15	38	37	22	209	11	5	7	51	45	112
	11%	13%b	*8%*	*11%*	*12%*	*4%*	21%ghk	*10%*	*8%*	*11%*	*15%*	*7%*	*14%*	*14%*	*13%*	12%s	*9%*	*13%*	*4%*	*11%*	*13%*	*12%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 159
Q22 Summary - Yes - Regulated
Base: All respondents

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	2102	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	2102	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	1150	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)	1151	896	952	860	497	768	523	481	347	326	883	589	575	406	355	1110	41	997	1043	1110
	55%	*56%*	*58%*	*58%*	*60%*	*63%*	*59%*	*62%*	68%fl	*60%*	*60%*	*59%*	*61%*	*64%*	*59%*	56%p	*35%*	60%q	*58%*	*56%*
On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)	796	607	671	614	369	549	369	365	260	223	630	407	436	298	242	778	18	685	736	778
	38%	*38%*	*41%*	*41%*	45%a	*45%*	*42%*	*47%*	51%fl	*41%*	*43%*	*40%*	46%kn	47%kn	*40%*	39%p	*15%*	*41%*	*41%*	*39%*
Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/ Sky Go)	883	696	745	688	396	597	427	393	270	236	691	483	480	318	255	860	24	776	809	860
	42%	*44%*	*45%*	*46%*	*48%*	*49%*	*48%*	51%fl	53%fl	*43%*	*47%*	*48%*	51%n	50%n	*42%*	43%p	*20%*	*47%*	*45%*	*43%*
Paid Video On-demand content available through your subscription service provider (e.g. film rental on a pay per view basis on Virgin Media, Sky Go, etc.)	875	700	732	668	403	580	420	383	267	244	677	477	468	314	261	852	23	759	803	852
	42%	*44%*	*44%*	*45%*	*49%*	*48%*	*47%*	*50%*	52%fl	*45%*	*46%*	*47%*	50%n	*49%*	*43%*	43%p	*19%*	*46%*	*44%*	*43%*
Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.)	769	590	636	577	330	538	349	346	245	210	604	387	401	282	230	752	17	659	719	752
	37%	*37%*	*39%*	*39%*	*40%*	*44%*	*39%*	*45%*	48%fl	*38%*	*41%*	*38%*	*43%*	*44%*	*38%*	38%p	*14%*	*40%*	*40%*	*38%*
Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)	326	248	283	254	139	242	149	174	111	91	264	174	190	124	101	321	4	278	312	321
	15%	*16%*	*17%*	*17%*	*17%*	*20%*	*17%*	23%fl	*22%*	*17%*	*18%*	*17%*	*20%*	*20%*	*17%*	16%p	*3%*	*17%*	*17%*	*16%*
YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)	417	299	343	322	185	303	182	214	139	104	331	201	242	157	112	413	4	359	407	413
	20%	*19%*	*21%*	*22%*	*22%*	25%l	*21%*	28%fl	27%fl	*19%*	*23%*	*20%*	26%kn	25%n	*18%*	21%p	*4%*	*22%*	*23%*	*21%*
Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)	399	287	326	309	176	278	187	205	137	100	312	203	235	153	105	391	8	335	384	391
	19%	*18%*	*20%*	*21%*	*21%*	*23%*	*21%*	26%fl	27%fl	*18%*	*21%*	*20%*	25%n	24%n	*17%*	20%p	*7%*	*20%*	*21%*	*20%*
Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)	683	526	575	526	316	486	309	330	236	202	548	347	395	265	216	672	11	597	650	672
	32%	*33%*	*35%*	*35%*	38%a	*40%*	*35%*	43%fl	46%fl	*37%*	*37%*	*35%*	42%k	42%k	*36%*	34%p	*9%*	*36%*	*36%*	*34%*

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 159
Q22 Summary - Yes - Regulated
Base: All respondents

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**2102**	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)	**790**	603	678	595	338	549	345	342	239	217	636	386	417	270	241	771	19	683	735	771
	38%	*38%*	*41%*	*40%*	*41%*	**45%d**	*39%*	*44%*	**47%d**	*40%*	*43%*	*38%*	**44%jk**	*42%*	*40%*	**39%p**	*16%*	*41%*	*41%*	*39%*
Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)	**232**	190	216	217	232	195	119	150	108	87	209	125	175	125	90	222	10	209	221	222
	11%	*12%*	*13%*	*15%*	**26%abc**	*16%*	*13%*	**19%d**	**21%ef**	*16%*	*14%*	*12%*	**19%jk**	**20%jk**	*15%*	*11%*	*9%*	*13%*	*12%*	*11%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 159
Q22 Summary - Yes - Regulated
Base: All respondents

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)	1151 *55%*	681 62%bd	206 *46%*	127 59%b	912 56%b	427 *58%*	724 *53%*	295 *60%*	176 *58%*	37 *53%*	210 *53%*	556 *54%*	382 *58%*	938 *55%*	281 *51%*	302 *52%*	517 *55%*	213 *59%*	730 *56%*	673 *57%*
On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)	796 *38%*	486 44%b	128 *28%*	81 *38%*	642 40%b	296 *40%*	500 *37%*	203 *41%*	127 *42%*	24 *35%*	146 *37%*	386 *37%*	258 *39%*	644 *38%*	199 *36%*	214 *37%*	353 *38%*	152 *42%*	505 *39%*	472 *40%*
Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/ Sky Go)	883 *42%*	543 50%bcd	143 *32%*	82 *38%*	720 45%b	329 *45%*	554 *41%*	220 *45%*	148 *49%*	31 *44%*	164 *41%*	436 *42%*	277 *42%*	714 *42%*	204 *37%*	217 *37%*	400 *43%*	180 50%no	579 45%no	546 47%no
Paid Video On-demand content available through your subscription service provider (e.g. film rental on a pay per view basis on Virgin Media, Sky Go, etc.)	875 *42%*	536 49%bcd	131 *29%*	83 *39%*	701 43%b	322 *44%*	553 *40%*	211 *43%*	152 *50%*	30 *42%*	164 *41%*	426 *41%*	278 *42%*	705 *42%*	198 *36%*	213 *36%*	406 43%n	175 49%no	581 45%no	547 47%no
Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.)	769 *37%*	451 41%b	127 *28%*	83 39%b	620 38%b	261 *36%*	508 *37%*	165 *34%*	110 *36%*	26 *37%*	143 *36%*	381 *37%*	238 *36%*	619 *37%*	202 *37%*	218 *37%*	316 *34%*	145 *40%*	462 *36%*	435 *37%*
Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)	326 *15%*	195 *18%*	55 *12%*	43 20%b	246 *15%*	121 *16%*	204 *15%*	76 *15%*	54 *18%*	9 *13%*	53 *13%*	160 *15%*	108 *16%*	268 *16%*	77 *14%*	85 *15%*	144 *15%*	68 *19%*	212 *16%*	198 *17%*
YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)	417 *20%*	249 *23%*	76 *17%*	64 30%bd	314 *19%*	157 *21%*	260 *19%*	103 *21%*	61 *20%*	11 *16%*	71 *18%*	200 *19%*	141 *21%*	341 *20%*	105 *19%*	116 *20%*	180 *19%*	68 *19%*	248 *19%*	238 *20%*
Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)	399 *19%*	235 *21%*	76 *17%*	62 29%bd	287 *18%*	149 *20%*	250 *18%*	97 *20%*	57 *19%*	12 *17%*	77 *19%*	191 *18%*	128 *19%*	319 *19%*	101 *18%*	111 *19%*	182 *19%*	56 *16%*	238 *18%*	226 *19%*
Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)	683 *32%*	431 39%bc	94 *21%*	63 *30%*	562 35%b	247 *34%*	436 *32%*	157 *32%*	116 *38%*	20 *29%*	115 *29%*	330 *32%*	235 *36%*	565 *33%*	189 *35%*	202 *34%*	299 *32%*	124 *35%*	423 *33%*	400 *34%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 159
Q22 Summary - Yes - Regulated
Base: All respondents

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	**2102**	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)	**790**	479	129	74	655	280	510	181	127	28	136	386	265	650	209	221	351	148	499	463
	38%	44%bc	*29%*	*34%*	41%b	*38%*	*37%*	*37%*	*42%*	*40%*	*34%*	*37%*	*40%*	*38%*	*38%*	*38%*	*37%*	*41%*	*39%*	*40%*
Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)	**232**	177	22	32	197	110	122	83	41	9	19	117	94	212	40	46	115	48	163	147
	11%	16%bd	*5%*	15%b	12%b	15%j	*9%*	*17%*	*13%*	*13%*	*5%*	11%j	14%j	13%j	*7%*	*8%*	12%no	13%no	13%no	13%no

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 159

Q22 Summary - Yes - Regulated
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	2102	328	1662	112	258	70	270	58	67	852	360
Base	2102	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	1150	221	878	70	170	53	180	42	47	483	196
TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)	1151	205	905	41	177	28	184	21	54	510	210
	55%	67%bc	53%c	*39%*	72%e	*47%*	72%g	*44%*	*83%*	*60%*	*59%*
On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)	796	135	646	15	110	24	120	14	29	346	161
	38%	44%c	38%c	*15%*	*45%*	*41%*	47%g	*30%*	*44%*	*40%*	*46%*
Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/ Sky Go)	883	145	712	26	123	22	131	14	33	389	165
	42%	48%c	42%c	*25%*	*50%*	*38%*	51%g	*29%*	*51%*	*45%*	*47%*
Paid Video On-demand content available through your subscription service provider (e.g. film rental on a pay per view basis on Virgin Media, Sky Go, etc.)	875	135	716	24	114	21	121	14	32	386	162
	42%	44%c	42%c	*23%*	*46%*	*36%*	47%g	*29%*	*50%*	*45%*	*46%*
Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.)	769	140	592	37	118	22	128	12	37	329	167
	37%	46%b	*35%*	*35%*	*48%*	*36%*	50%g	*25%*	*57%*	*38%*	47%h
Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)	326	89	223	14	73	16	77	11	24	138	69
	15%	29%bc	*13%*	*13%*	*30%*	*27%*	*30%*	*23%*	*37%*	*16%*	*19%*
YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)	417	94	309	14	75	19	81	13	22	153	95
	20%	31%bc	*18%*	*14%*	*31%*	*32%*	*32%*	*27%*	*33%*	*18%*	27%h
Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)	399	95	291	12	79	17	83	12	30	157	86
	19%	31%bc	*17%*	*12%*	*32%*	*28%*	*33%*	*24%*	*46%*	*18%*	*25%*
Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)	683	115	544	23	98	17	107	8	30	288	145
	32%	38%c	*32%*	*22%*	*40%*	*29%*	42%g	*17%*	*46%*	*34%*	*41%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base

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Absolutes/col percents

Table 159
Q22 Summary - Yes - Regulated
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**2102**	303	1692	106*	244	59*	255	48*	65*	857	353
Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)	**790**	142	620	29	122	20	131	11	29	356	146
	38%	47%bc	*37%*	*27%*	50%e	*33%*	51%g	*22%*	*45%*	*42%*	*41%*
Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)	**232**	58	168	6	49	9	54	4	10	97	47
	11%	19%bc	*10%*	*6%*	*20%*	*16%*	*21%*	*8%*	*16%*	*11%*	*13%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base

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Absolutes/col percents

Table 160

Q23 - Who do you think is responsible for regulating TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)?
Base: all who are aware of regulation for each service

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**1272**	644	628	264	294	259	212	143	100	558	471	243	239	253	84	68	319	218	59	32	376	466	204	226	842	430
Base	**1151**	611	540	253	231	249	235	110*	72*	484	485	182	217	281	64*	48*	266	203	46*	24**	330	401	206	214	731	420
Effective Base	**744**	357	397	224	169	138	110	79	69	390	247	145	160	128	49	49	233	124	31	20	243	251	113	145	491	255
The TV channels themselves/ The provider of the content (e.g. iPlayer, LoveFilm, YouTube etc.) (i.e. the service making it available to users)	**675**	333	342	154	130	141	145	56	50	284	285	106	107	157	33	36	177	128	22	15	200	245	99	131	445	230
	59%	*54%*	*63%k*	*61%*	*56%*	*56%*	*61%*	*51%*	*69%g*	*59%*	*59%*	*58%*	*49%*	*56%*	*52%*	*74%lmn*	*66%*	*63%*	*49%*	*60%*	*61%w*	*61%w*	*48%*	*61%w*	*61%w*	*55%*
Ofcom/Office of Communications	**375**	199	177	71	75	74	91	39	25	146	165	64	58	100	25	16	88	65	14	10	93	164	53	65	257	118
	33%	*33%*	*33%*	*28%*	*32%*	*30%*	*39%*	*35%*	*35%*	*30%*	*34%*	*35%*	*27%*	*36%*	*38%*	*33%*	*33%*	*32%*	*31%*	*40%*	*28%*	*41%vwy*	*26%*	*30%*	*35%*	*28%*
ASA/Advertising Standards Authority	**360**	195	165	61	64	74	96	42	23	125	169	65	62	96	21	16	63	74	21	7	103	143	61	53	246	114
	31%	*32%*	*31%*	*24%*	*28%*	*30%*	*41%cdi*	*39%ci*	*32%*	*26%*	*35%ci*	*36%ci*	*28%*	*34%*	*33%*	*34%*	*24%*	*36%p*	*46%p*	*28%*	*31%*	*36%wy*	*30%*	*25%*	*34%w*	*27%*
BSC/Broadcasting Standards Commission	**320**	157	163	49	54	67	86	50	14	102	154	64	38	87	23	10	64	67	28	4	99	124	47	50	223	97
	28%	*26%*	*30%*	*19%*	*23%*	*27%*	*37%cdhi*	*46%cdehij*	*19%*	*21%*	*32%chi*	*35%cdhi*	*17%*	*31%l*	*35%l*	*21%*	*24%*	*33%*	*60%pq*	*16%*	*30%*	*31%y*	*23%*	*23%*	*31%y*	*23%*
BBC	**280**	159	121	71	60	53	41	34	20	131	95	54	66	56	25	12	65	38	10	8	87	91	46	56	178	102
	24%	*26%*	*22%*	*28%dj*	*26%*	*21%*	*18%*	*31%dj*	*27%*	*27%dj*	*20%*	*30%dj*	*31%m*	*20%*	*39%lm*	*25%*	*24%*	*19%*	*21%*	*32%*	*26%*	*23%*	*22%*	*26%*	*24%*	*24%*
BBFC/British Board of Film Classification	**234**	147	87	46	39	47	64	26	12	84	111	39	42	79	16	10	42	32	10	2	54	98	46	35	152	81
	20%	*24%b*	*16%*	*18%*	*17%*	*19%*	*27%di*	*24%*	*17%*	*17%*	*23%*	*21%*	*19%*	*28%*	*25%*	*21%*	*16%*	*16%*	*23%*	*9%*	*16%*	*25%i*	*22%*	*17%*	*21%*	*19%*
The programme maker or producer	**220**	112	108	65	45	44	40	14	12	110	84	26	53	42	9	8	57	42	5	4	70	80	31	38	150	69
	19%	*18%*	*20%*	*26%gjk*	*19%*	*18%*	*17%*	*13%*	*16%*	*23%gk*	*17%*	*14%*	*24%m*	*15%*	*14%*	*17%*	*21%*	*21%*	*11%*	*15%*	*21%*	*20%*	*15%*	*18%*	*21%*	*17%*
The internet service provider (ISP) (e.g. Talk Talk, BT Broadband etc.)	**188**	92	96	58	21	38	41	14	17	79	79	31	38	40	5	9	41	39	8	7	59	61	37	31	120	68
	16%	*15%*	*18%*	*23%dgi*	*9%*	*15%*	*17%d*	*12%*	*23%d*	*16%d*	*16%d*	*17%d*	*17%*	*14%*	*8%*	*20%*	*15%*	*19%*	*18%*	*30%*	*18%*	*15%*	*18%*	*15%*	*16%*	*16%*
ATVOD - Authority for Television On Demand	**187**	94	93	39	32	29	51	24	14	71	79	37	28	43	16	7	43	36	7	6	53	57	36	41	110	77
	16%	*15%*	*17%*	*15%*	*14%*	*11%*	*22%e*	*21%e*	*19%*	*15%*	*16%*	*20%e*	*13%*	*15%*	*25%lm*	*15%*	*16%*	*18%*	*16%*	*25%*	*16%*	*14%*	*18%*	*19%*	*15%*	*18%*
Self regulated i.e. the Service providers themselves	**178**	108	70	43	31	26	42	23	15	73	68	37	40	40	18	10	33	28	5	5	60	60	29	29	120	58
	15%	*18%*	*13%*	*17%*	*13%*	*10%*	*18%*	*21%e*	*20%e*	*15%*	*14%*	*21%e*	*19%*	*14%*	*28%lm*	*21%*	*12%*	*14%*	*11%*	*19%*	*18%*	*15%*	*14%*	*14%*	*16%*	*14%*
The Government (including Northern Ireland Assembly/ Scottish Executive/Welsh Executive)	**173**	93	80	49	32	36	33	16	8	81	69	23	33	45	10	5	48	24	6	3	48	63	25	37	111	63
	15%	*15%*	*15%*	*19%*	*14%*	*14%*	*14%*	*14%*	*10%*	*17%*	*14%*	*13%*	*15%*	*16%*	*15%*	*10%*	*18%*	*12%*	*13%*	*11%*	*15%*	*16%*	*12%*	*17%*	*15%*	*15%*
MediaWatch/National Viewers and Listeners Association	**160**	80	81	40	30	29	38	16	8	70	67	23	26	42	7	5	44	25	9	3	38	60	28	36	97	63
	14%	*13%*	*15%*	*16%*	*13%*	*12%*	*16%*	*14%*	*11%*	*14%*	*14%*	*13%*	*12%*	*15%*	*10%*	*10%*	*16%*	*12%*	*19%*	*12%*	*11%*	*15%*	*13%*	*17%*	*13%*	*15%*
BBC Trust	**149**	92	57	30	31	26	39	15	7	61	65	23	27	46	12	7	34	19	4	1	44	57	22	26	101	48
	13%	*15%*	*11%*	*12%*	*14%*	*11%*	*17%*	*14%*	*10%*	*13%*	*13%*	*13%*	*12%*	*16%*	*19%*	*14%*	*13%*	*10%*	*8%*	*2%*	*13%*	*14%*	*11%*	*12%*	*14%*	*11%*
The police	**83**	53	30	25	16	14	20	4	5	41	33	9	24	21	3	4	17	12	1	*	28	30	13	13	58	26
	7%	*9%*	*6%*	*10%*	*7%*	*6%*	*8%*	*4%*	*7%*	*9%*	*7%*	*5%*	*11%*	*8%*	*5%*	*9%*	*6%*	*6%*	*2%*	*2%*	*8%*	*7%*	*6%*	*6%*	*8%*	*6%*
Other	**5**	1	3	-	1	-	1	-	3	1	1	3	*	1	-	-	1	-	-	3	-	*	4	-	*	4
	*	*	*1%*	-	*	-	*	-	*4%defij*	*	*	*2%*	*	*	-	-	*	-	-	*12%*	-	*	*2%tux*	-	*	*1%x*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 160

Q23 - Who do you think is responsible for regulating TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)?
Base: all who are aware of regulation for each service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	**1151**	611	540	253	231	249	235	110*	72*	484	485	182	217	281	64*	48*	266	203	46*	24**	330	401	206	214	731	420
Don't know	**115**	56	59	20	23	38	20	5	9	43	58	14	20	28	3	5	24	30	2	3	33	32	38	13	64	51
	10%	*9%*	*11%*	*8%*	*10%*	*15%cglk*	*9%*	*5%*	*12%*	*9%*	*12%*	*8%*	*9%*	*10%*	*5%*	*11%*	*9%*	*15%*	*5%*	*14%*	*10%*	*8%*	*18%uvwx*	*6%*	*9%*	*12%*
Net: Ofcom/ ATVOD	**459**	244	214	88	88	85	113	51	34	176	198	85	71	120	34	19	105	78	17	14	120	183	74	81	303	156
	40%	*40%*	*40%*	*35%*	*38%*	*34%*	*48%cel*	*46%*	*47%*	*36%*	*41%*	*47%cel*	*33%*	*43%*	*54%l*	*40%*	*39%*	*39%*	*36%*	*60%*	*36%*	*46%tv*	*36%*	*38%*	*41%*	*37%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base; ** very small base (under 30) ineligible for sig testing

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Table 160

Q23 - Who do you think is responsible for regulating TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)?
Base: all who are aware of regulation for each service

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	1272	794	474	800	440	17	59	154	128	84	116	64	119	189	164	1077	83	34	78	341	200	536
Base	1151	728	420	718	408	12**	45*	125	93*	74*	88*	114*	152*	157	98	945	64*	25**	117*	263	162	520
Effective Base	744	464	278	449	273	14	42	128	98	62	91	39	74	149	114	673	51	26	39	267	151	302
The TV channels themselves/ The provider of the content (e.g. iPlayer, LoveFilm, YouTube etc.) (i.e. the service making it available to users)	675	415	259	423	239	7	31	84	57	50	52	56	78	87	56	551	36	12	76	172	102	277
	59%	57%	62%	59%	59%	56%	70%	67%klm	61%	67%	59%	49%	52%	55%	57%	58%	56%	48%	65%	65%u	63%	53%
Ofcom/Office of Communications	375	229	146	232	140	1	12	39	32	29	28	35	51	56	29	312	15	8	40	83	57	172
	33%	31%	35%	32%	34%	7%	27%	31%	35%	39%	32%	31%	34%	35%	30%	33%	24%	30%	34%	32%	35%	33%
ASA/Advertising Standards Authority	360	227	133	234	120	4	17	40	31	24	23	30	46	51	32	294	15	11	41	88	47	158
	31%	31%	32%	33%	29%	34%	38%	32%	33%	32%	26%	27%	30%	32%	32%	31%	23%	44%	35%	34%	29%	30%
BSC/Broadcasting Standards Commission	320	194	127	209	107	2	13	32	26	29	23	26	44	33	26	253	20	11	37	72	53	128
	28%	27%	30%	29%	26%	16%	29%	26%	28%	40%m	26%	23%	29%	21%	26%	27%	31%	42%	32%	27%	33%	25%
BBC	280	162	117	181	93	2	9	30	29	28	19	27	36	31	30	240	19	3	18	68	47	125
	24%	22%	28%	25%	23%	13%	20%	24%	31%m	37%jm	22%	24%	24%	20%	31%m	25%	30%	12%	15%	26%	29%	24%
BBFC/British Board of Film Classification	234	144	90	143	84	2	10	25	16	20	17	25	28	28	18	187	13	7	27	51	36	100
	20%	20%	21%	20%	21%	13%	22%	20%	17%	27%	19%	22%	19%	18%	19%	20%	20%	28%	23%	19%	22%	19%
The programme maker or producer	220	147	73	134	81	1	10	26	23	22	20	14	18	32	28	193	13	3	10	58	42	93
	19%	20%	17%	19%	20%	6%	22%	20%	24%l	29%kl	23%	13%	12%	21%	29%kl	20%	21%	12%	9%	22%	26%u	18%
The internet service provider (ISP) (e.g. Talk Talk, BT Broadband etc.)	188	119	68	110	74	1	9	17	19	18	14	14	19	30	21	161	10	2	15	45	32	84
	16%	16%	16%	15%	18%	7%	21%	14%	20%	25%	16%	13%	13%	19%	21%	17%	16%	6%	13%	17%	20%	16%
ATVOD - Authority for Television On Demand	187	104	83	117	67	1	7	26	12	21	7	16	23	23	21	156	11	2	17	45	28	83
	16%	14%	20%	16%	16%	11%	15%	21%j	13%	28%hjm	8%	14%	15%	15%	22%	17%	18%	8%	15%	17%	17%	16%
Self regulated i.e. the Service providers themselves	178	110	68	116	59	-	4	15	13	13	19	18	23	25	20	150	12	2	14	33	32	86
	15%	15%	16%	16%	14%	-	9%	12%	14%	17%	22%	16%	15%	16%	21%	16%	19%	7%	12%	12%	20%u	17%
The Government (including Northern Ireland Assembly/ Scottish Executive/Welsh Executive)	173	106	67	99	71	*	12	19	19	17	12	9	19	23	12	144	17	3	9	50	30	64
	15%	15%	16%	14%	17%	3%	28%klm	16%	20%	23%k	14%	8%	13%	15%	13%	15%	27%or	11%	8%	19%u	18%	12%
MediaWatch/National Viewers and Listeners Association	160	100	61	103	55	-	7	17	13	15	14	14	19	18	11	127	9	3	21	37	29	61
	14%	14%	15%	14%	14%	-	17%	13%	14%	20%	16%	12%	12%	11%	11%	13%	14%	12%	18%	14%	18%	12%
BBC Trust	149	104	45	109	39	1	4	18	13	20	9	9	16	13	12	115	9	3	22	35	29	51
	13%	14%	11%	15%d	10%	7%	10%	14%	14%	27%gjklmn	11%	8%	11%	8%	13%	12%	14%	11%	19%	13%	18%u	10%
The police	83	61	22	60	23	-	3	5	5	12	6	3	11	16	13	73	5	1	3	13	17	43
	7%	8%	5%	8%	6%	-	6%	4%	6%	16%ghk	7%	3%	7%	10%g	13%gk	8%	8%	6%	3%	5%	11%s	8%
Other	5	1	3	3	2	-	*	-	-	-	-	3	1	-	1	5	-	-	-	*	-	4
	*	*	1%	*	*	-	1%	-	-	-	-	2%	*	-	1%	1%	-	-	-	*	-	1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Table 160

Q23 - Who do you think is responsible for regulating TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)?
Base: all who are aware of regulation for each service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	**1151**	728	420	718	408	12**	45*	125	93*	74*	88*	114*	152*	157	98	945	64*	25**	117*	263	162	520
Don't know	**115**	81	33	74	34	3	4	10	10	6	8	18	24	12	5	96	7	3	9	24	14	59
	10%	*11%*	*8%*	*10%*	*8%*	*25%*	*9%*	*8%*	*11%*	*8%*	*9%*	*16%*	*16%*	*8%*	*5%*	*10%*	*11%*	*12%*	*8%*	*9%*	*8%*	*11%*
Net: Ofcom/ ATVOD	**459**	273	185	285	168	2	13	49	36	37	32	46	63	63	41	380	20	9	49	98	69	213
	40%	*38%*	*44%*	*40%*	*41%*	*17%*	*29%*	*39%*	*38%*	*50%*	*37%*	*40%*	*42%*	*41%*	*42%*	*40%*	*32%*	*37%*	*42%*	*37%*	*43%*	*41%*

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 160

Q23 - Who do you think is responsible for regulating TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)?
Base: all who are aware of regulation for each service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	1272	1019	1063	949	565	866	606	524	414	372	1006	662	636	483	405	1238	34	1171	1168	1238
Base	1151	896	952	860	497	768	523	481	347	326	883	589	575	406	355	1110	41**	997	1043	1110
Effective Base	744	624	620	569	365	503	426	312	300	249	590	399	388	314	273	738	15	811	690	738
The TV channels themselves/ The provider of the content (e.g. iPlayer, LoveFilm, YouTube etc.) (i.e. the service making it available to users)	675 59%	537 60%	573 60%	508 59%	284 57%	466 61%	309 59%	290 60%	202 58%	193 59%	540 61%	360 61%	356 62%	235 58%	207 58%	660 59%	15 37%	597 60%	626 60%	660 59%
Ofcom/Office of Communications	375 33%	295 33%	325 34%	277 32%	164 33%	256 33%	175 33%	139 29%	112 32%	106 32%	305 35%	196 33%	175 30%	134 33%	115 32%	361 33%	14 34%	330 33%	340 33%	361 33%
ASA/Advertising Standards Authority	360 31%	294 33%	300 32%	273 32%	140 28%	227 30%	177 34%h	136 28%	93 27%	109 33%	273 31%	199 34%	175 30%	112 28%	118 33%	348 31%	12 30%	314 31%	320 31%	348 31%
BSC/Broadcasting Standards Commission	320 28%	272 30%	275 29%	238 28%	139 28%	211 27%	152 29%	126 26%	95 27%	99 30%	248 28%	172 29%	155 27%	110 27%	107 30%	316 28%	5 12%	282 28%	292 28%	316 28%
BBC	280 24%	217 24%	229 24%	206 24%	132 27%	198 26%	115 22%	124 26%	98 28%	105 32%j	222 25%	125 21%	149 26%	114 28%k	109 31%k	269 24%	10 26%	236 24%	253 24%	269 24%
BBFC/British Board of Film Classification	234 20%	187 21%	209 22%	190 22%	102 20%	163 21%	113 22%	97 20%	65 19%	60 18%	189 21%	129 22%	121 21%	74 18%	67 19%	229 21%	5 11%	212 21%	217 21%	229 21%
The programme maker or producer	220 19%	179 20%	180 19%	168 20%	105 21%	154 20%	118 23%	104 22%	82 24%	68 21%	173 20%	125 21%	126 22%	90 22%	72 20%	217 20%	3 8%	204 20%	206 20%	217 20%
The internet service provider (ISP) (e.g. Talk Talk, BT Broadband etc.)	188 16%	155 17%	152 16%	146 17%	86 17%	131 17%	100 19%	83 17%	67 19%	63 19%	145 16%	104 18%	100 17%	73 18%	67 19%	183 17%	5 11%	168 17%	171 16%	183 17%
ATVOD - Authority for Television On Demand	187 16%	157 17%	159 17%	137 16%	72 14%	126 16%	89 17%	74 15%	47 14%	64 19%	146 17%	100 17%	96 17%	55 14%	70 20%m	184 17%	3 7%	169 17%	166 16%	184 17%
Self regulated i.e. the Service providers themselves	178 15%	149 17%	158 17%	131 15%	75 15%	126 16%	89 17%	70 15%	60 17%	61 19%	140 16%	105 18%	89 15%	65 16%	64 18%	175 16%	3 8%	165 17%	162 16%	175 16%
The Government (including Northern Ireland Assembly/ Scottish Executive/Welsh Executive)	173 15%	131 15%	155 16%	138 16%	76 15%	134 17%	84 16%	81 17%	60 17%	44 14%	150 17%	91 16%	96 17%	72 18%	49 14%	171 15%	2 6%	161 16%	164 16%	171 15%
MediaWatch/National Viewers and Listeners Association	160 14%	122 14%	138 14%	118 14%	66 13%	107 14%	79 15%	67 14%	50 14%	48 15%	129 15%	86 15%	85 15%	59 15%	52 15%	158 14%	2 5%	145 15%	148 14%	158 14%
BBC Trust	149 13%	114 13%	122 13%	114 13%	65 13%	103 13%	67 13%	64 13%	49 14%	49 15%	119 14%	73 12%	79 14%	55 13%	50 14%	148 13%	1 3%	136 14%	140 13%	148 13%
The police	83 7%	71 8%	74 8%	67 8%	34 7%	62 8%	48 9%	41 8%	31 9%	26 8%	70 8%	53 9%	50 9%	32 8%	28 8%	83 8%	- -	76 8%	83 8%	83 8%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 160

Q23 - Who do you think is responsible for regulating TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)?
Base: all who are aware of regulation for each service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**1151**	896	952	860	497	768	523	481	347	326	883	589	575	406	355	1110	41**	997	1043	1110
Other	**5**	5	4	1	*	1	2	1	*	1	1	2	1	*	4	5	-	5	5	5
	*	*1%*	*	*	*	*	*	*	*	*	*	*	*	*	*1%*	*	-	*	*	*
Don't know	**115**	85	92	86	42	73	45	52	25	32	81	51	61	38	38	103	13	85	96	103
	10%	*10%*	*10%*	*10%*	*8%*	*9%*	*9%*	*11%*	*7%*	*10%*	*9%*	*9%*	*11%*	*9%*	*11%*	*9%*	*32%*	*9%*	*9%*	*9%*
Net: Ofcom/ ATVOD	**459**	363	392	337	198	303	215	169	136	134	363	240	213	160	147	443	16	407	409	443
	40%	*41%*	*41%*	*39%*	*40%*	*39%*	*41%*	*35%*	*39%*	*41%*	*41%*	*41%*	*37%*	*39%*	*41%*	*40%*	*40%*	*41%*	*39%*	*40%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
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Absolutes/col percents

Table 160

Q23 - Who do you think is responsible for regulating TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)?
Base: all who are aware of regulation for each service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	1272	787	206	129	1031	392	880	275	165	34	208	666	393	1059	318	346	557	247	804	762
Base	1151	681	206*	127*	912	427	724	295	176*	37**	210	556	382	938	281	302	517	213	730	673
Effective Base	744	557	94	88	608	229	533	164	99	27	117	395	235	627	188	208	309	165	468	476
The TV channels themselves/ The provider of the content (e.g. iPlayer, LoveFilm, YouTube etc.) (i.e. the service making it available to users)	675 59%	401 59%c	121 59%	57 45%	562 62%c	235 55%	440 61%	166 56%	107 61%	18 49%	113 54%	328 59%	233 61%	561 60%	163 58%	173 57%	308 59%	120 56%	428 59%	406 60%
Ofcom/Office of Communications	375 33%	240 35%c	53 26%	21 17%	321 35%c	120 28%	255 35%	86 29%	50 28%	8 21%	80 38%	178 32%	117 31%	295 31%	99 35%	102 34%	162 31%	72 34%	234 32%	213 32%
ASA/Advertising Standards Authority	360 31%	219 32%	59 28%	37 29%	296 32%	126 30%	234 32%	89 30%	55 31%	8 22%	64 30%	182 33%	112 29%	295 31%	85 30%	91 30%	163 32%	79 37%	243 33%	230 34%
BSC/Broadcasting Standards Commission	320 28%	204 30%	46 22%	31 24%	274 30%	115 27%	205 28%	82 28%	47 27%	10 27%	60 29%	155 28%	105 28%	260 28%	61 22%	67 22%	168 32%no	59 28%	227 31%no	209 31%no
BBC	280 24%	169 25%	45 22%	34 27%	205 23%	95 22%	185 25%	71 24%	32 18%	13 35%	56 26%	135 24%	88 23%	224 24%	88 31%pqrs	97 32%pqrs	113 22%	47 22%	160 22%	145 22%
BBFC/British Board of Film Classification	234 20%	165 24%	33 16%	20 16%	203 22%	80 19%	154 21%	59 20%	29 17%	4 11%	50 24%	108 19%	75 20%	183 20%	40 14%	43 14%	121 23%no	40 19%	161 22%no	137 20%
The programme maker or producer	220 19%	139 20%	38 18%	28 22%	165 18%	80 19%	139 19%	59 20%	33 19%	5 13%	32 15%	102 18%	85 22%	188 20%	52 19%	55 18%	114 22%	35 17%	149 20%	141 21%
The internet service provider (ISP) (e.g. Talk Talk, BT Broadband etc.)	188 16%	114 17%	31 15%	38 30%abd	134 15%	69 16%	119 16%	49 17%	32 18%	4 11%	27 13%	88 16%	73 19%	160 17%	39 14%	45 15%	85 16%	35 16%	120 16%	125 19%
ATVOD - Authority for Television On Demand	187 16%	98 14%	36 17%	19 15%	156 17%	63 15%	125 17%	45 15%	26 15%	7 19%	34 16%	91 16%	61 16%	152 16%	42 15%	44 15%	94 18%	34 16%	128 17%	110 16%
Self regulated i.e. the Service providers themselves	178 15%	107 16%	40 19%	25 19%	136 15%	64 15%	114 16%	46 16%	24 14%	5 14%	35 17%	88 16%	54 14%	143 15%	43 15%	43 14%	86 17%	38 18%	124 17%	120 18%
The Government (including Northern Ireland Assembly/ Scottish Executive/Welsh Executive)	173 15%	126 18%	24 12%	17 13%	147 16%	46 11%	127 17%e	30 10%	17 10%	7 19%	36 17%	70 13%	66 17%	136 14%	41 14%	44 15%	74 14%	35 16%	109 15%	100 15%
MediaWatch/National Viewers and Listeners Association	160 14%	106 16%	17 8%	11 9%	142 16%	43 10%	118 16%e	32 11%	15 8%	3 8%	31 15%	75 13%	54 14%	129 14%	34 12%	36 12%	79 15%	31 15%	110 15%	97 14%
BBC Trust	149 13%	111 16%b	17 8%	21 17%	122 13%	54 13%	95 13%	36 12%	28 16%	4 10%	27 13%	74 13%	48 13%	122 13%	38 13%	40 13%	66 13%	30 14%	96 13%	88 13%
The police	83 7%	57 8%	16 8%	25 20%abd	54 6%	36 8%	48 7%	26 9%	21 12%	1 4%	13 6%	32 6%	36 10%	69 7%	18 6%	21 7%	40 8%	18 8%	58 8%	54 8%
Other	5 *	* *	1 *	- -	4 *	1 *	4 1%	1 *	- -	- -	1 *	4 1%	- -	4 *	- -	- -	4 1%	* *	5 1%	2 *

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Absolutes/col percents

Table 160

Q23 - Who do you think is responsible for regulating TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)?
Base: all who are aware of regulation for each service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	**1151**	681	206*	127*	912	427	724	295	176*	37**	210	556	382	938	281	302	517	213	730	673
Don't know	**115**	59	21	10	94	54	62	38	18	7	23	59	32	92	31	34	50	20	70	58
	10%	*9%*	*10%*	*8%*	*10%*	*13%*	*9%*	*13%*	*10%*	*19%*	*11%*	*11%*	*8%*	*10%*	*11%*	*11%*	*10%*	*9%*	*10%*	*9%*
Net: Ofcom/ ATVOD	**459**	275	74	30	389	153	305	107	68	13	93	215	149	364	115	119	205	87	292	260
	40%	*40%c*	*36%*	*24%*	*43%c*	*36%*	*42%*	*36%*	*39%*	*36%*	*44%*	*39%*	*39%*	*39%*	*41%*	*39%*	*40%*	*41%*	*40%*	*39%*

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Absolutes/col percents

Table 160

Q23 - Who do you think is responsible for regulating TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)?
Base: all who are aware of regulation for each service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	1272	230	990	52	194	36	201	29	52	565	228
Base	1151	205	905	41*	177	28*	184	21**	54*	510	210
Effective Base	744	170	548	42	140	32	147	25	36	371	117
The TV channels themselves/ The provider of the content (e.g. iPlayer, LoveFilm, YouTube etc.) (i.e. the service making it available to users)	675 59%	109 53%	542 60%	23 57%	99 56%e	10 35%	105 57%	5 22%	31 57%	322 63%	114 54%
Ofcom/Office of Communications	375 33%	41 20%	319 35%a	15 35%a	34 19%	8 28%	38 21%	4 17%	11 20%	182 36%	72 34%
ASA/Advertising Standards Authority	360 31%	43 21%	302 33%a	15 36%a	40 23%	3 9%	42 23%	1 6%	16 29%	186 37%d	54 26%
BSC/Broadcasting Standards Commission	320 28%	49 24%	261 29%	10 25%	41 23%	8 28%	45 25%	3 17%	14 25%	164 32%d	47 22%
BBC	280 24%	60 29%	207 23%	13 31%	52 30%	8 27%	57 31%	3 16%	19 35%	133 26%	52 25%
BBFC/British Board of Film Classification	234 20%	44 22%	178 20%	12 28%	36 20%	8 29%	40 22%	4 21%	16 29%	109 21%	41 20%
The programme maker or producer	220 19%	58 29%b	154 17%	7 17%	54 31%	4 16%	56 30%	3 13%	12 22%	116 23%d	23 11%
The internet service provider (ISP) (e.g. Talk Talk, BT Broadband etc.)	188 16%	52 26%b	127 14%	9 21%	46 26%	7 24%	49 27%	3 14%	18 33%	103 20%d	23 11%
ATVOD - Authority for Television On Demand	187 16%	27 13%	147 16%	12 30%ab	26 15%	1 4%	27 15%	* 2%	11 20%	97 19%	28 13%
Self regulated i.e. the Service providers themselves	178 15%	42 20%	130 14%	7 16%	38 21%	4 15%	40 22%	2 10%	14 26%	97 19%	30 14%
The Government (including Northern Ireland Assembly/ Scottish Executive/Welsh Executive)	173 15%	31 15%	136 15%	7 16%	30 17%	1 4%	31 17%	- -	6 11%	80 16%	34 16%
MediaWatch/National Viewers and Listeners Association	160 14%	26 12%	128 14%	7 16%	22 13%	3 11%	23 13%	2 10%	11 20%	78 15%	22 10%
BBC Trust	149 13%	32 16%	113 12%	4 10%	29 16%	3 10%	30 16%	2 11%	17 32%	70 14%	25 12%
The police	83 7%	32 16%b	47 5%	4 10%	28 16%	4 13%	30 16%	2 11%	15 28%	48 9%	14 7%
Other	5 *	3 1%b	2 *	- -	3 2%	- -	3 2%	- -	- -	- -	1 1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 160

Q23 - Who do you think is responsible for regulating TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)?
Base: all who are aware of regulation for each service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**1151**	205	905	41*	177	28*	184	21**	54*	510	210
Don't know	**115**	9	101	6	5	4	6	3	2	33	24
	10%	*4%*	*11%a*	*14%a*	*3%*	*15%d*	*3%*	*12%*	*4%*	*6%*	*12%*
Net: Ofcom/ ATVOD	**459**	57	384	18	49	8	53	4	16	218	88
	40%	*28%*	*42%a*	*44%a*	*27%*	*29%*	*29%*	*17%*	*30%*	*43%*	*42%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 161

Q23 - Who do you think is responsible for regulating On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)?
Base: all who are aware of regulation for each service

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	848	420	428	177	214	194	149	80	34	391	343	114	166	184	47	23	225	159	33	11	251	322	126	149	573	275
Base	796	420	376	169	179	193*	161*	68*	26**	349	354	94*	159	204*	40**	17**	190	150*	28**	8**	220	300	133*	144*	520	277
Effective Base	465	220	253	151	110	96	75	40	20	252	171	59	102	89	25	14	154	86	15	6	167	157	67	87	313	153
The TV channels themselves/ The provider of the content (e.g. iPlayer, LoveFilm, YouTube etc.) (i.e. the service making it available to users)	341	168	172	87	74	72	64	32	11	161	136	43	63	80	18	7	98	56	14	4	97	142	41	61	238	102
	43%	*40%*	*46%*	52%ej	*41%*	*37%*	*40%*	*47%*	*42%*	*46%*	*39%*	*46%*	*40%*	*39%*	*44%*	*41%*	52%q	*37%*	*52%*	*43%*	*44%*	47%w	*31%*	*43%*	46%w	*37%*
Ofcom/Office of Communications	185	104	80	32	39	43	45	17	8	71	88	26	35	56	7	6	36	32	10	2	54	68	29	33	123	62
	23%	*25%*	*21%*	*19%*	*22%*	*22%*	*28%*	*25%*	*33%*	*20%*	*25%*	*27%*	*22%*	*27%*	*17%*	*37%*	*19%*	*21%*	*37%*	*24%*	*25%*	*23%*	*22%*	*23%*	*24%*	*22%*
BBFC/British Board of Film Classification	147	77	70	20	31	31	36	24	6	50	66	30	27	36	10	5	24	30	14	1	46	52	18	32	98	49
	18%	*18%*	*19%*	*12%*	*17%*	*16%*	22%c	35%cdeij	*22%*	*14%*	*19%*	32%cdeij	*17%*	*18%*	*25%*	*26%*	*13%*	*20%*	*51%*	*14%*	*21%*	*17%*	*13%*	*22%*	*19%*	*18%*
The programme maker or producer	134	69	64	47	24	26	28	7	2	71	54	8	33	31	3	2	38	23	3	-	50	42	19	23	92	41
	17%	*16%*	*17%*	28%degjk	*14%*	*14%*	*17%*	*10%*	*7%*	20%k	*15%*	*9%*	*21%*	*15%*	*8%*	*10%*	*20%*	*15%*	*12%*	-	23%u	*14%*	*14%*	*16%*	*18%*	*15%*
BSC/Broadcasting Standards Commission	115	67	49	19	24	27	26	15	5	43	53	20	22	32	10	3	21	22	5	1	34	36	17	28	70	45
	15%	*16%*	*13%*	*11%*	*13%*	*14%*	*16%*	*22%*	*18%*	*12%*	*15%*	*21%*	*14%*	*16%*	*25%*	*19%*	*11%*	*14%*	*18%*	*16%*	*16%*	*12%*	*13%*	*20%*	*14%*	*16%*
ASA/Advertising Standards Authority	110	57	53	28	19	21	26	11	3	48	48	14	22	29	4	2	26	18	7	1	26	47	14	22	73	37
	14%	*14%*	*14%*	*17%*	*11%*	*11%*	*16%*	*17%*	*11%*	*14%*	*13%*	*15%*	*14%*	*14%*	*11%*	*10%*	*14%*	*12%*	*26%*	*13%*	*12%*	*16%*	*11%*	*16%*	*14%*	*13%*
The internet service provider (ISP) (e.g. Talk Talk, BT Broadband etc.)	109	52	57	34	24	19	21	8	3	58	40	11	27	19	5	2	32	20	4	1	33	43	13	20	76	34
	14%	*12%*	*15%*	20%ej	*14%*	*10%*	*13%*	*12%*	*12%*	*17%*	*11%*	*12%*	*17%*	*10%*	*12%*	*10%*	*17%*	*13%*	*13%*	*15%*	*15%*	*14%*	*10%*	*14%*	*15%*	*12%*
Self regulated i.e. the Service providers themselves	103	60	43	27	27	19	23	4	3	54	42	7	30	26	3	2	25	16	1	1	34	41	16	12	75	29
	13%	*14%*	*11%*	*16%*	*15%*	*10%*	*14%*	*7%*	*10%*	*16%*	*12%*	*7%*	*19%*	*13%*	*9%*	*9%*	*13%*	*11%*	*4%*	*11%*	*15%*	*14%*	*12%*	*9%*	*14%*	*10%*
ATVOD - Authority for Television On Demand	96	51	45	29	16	21	16	10	4	45	37	14	17	27	5	2	27	10	6	2	25	34	17	21	59	38
	12%	*12%*	*12%*	17%d	*9%*	*11%*	*10%*	*15%*	*16%*	*13%*	*11%*	*15%*	*11%*	*13%*	*12%*	*12%*	*14%*	*7%*	*20%*	*24%*	*11%*	*11%*	*13%*	*15%*	*11%*	*14%*
MediaWatch/National Viewers and Listeners Association	90	44	45	25	16	16	22	9	2	42	38	11	16	23	3	2	25	15	6	-	24	36	12	18	60	30
	11%	*11%*	*12%*	*15%*	*9%*	*8%*	*14%*	*13%*	*7%*	*12%*	*11%*	*11%*	*10%*	*11%*	*8%*	*11%*	*13%*	*10%*	*21%*	-	*11%*	*12%*	*9%*	*13%*	*11%*	*11%*
The Government (including Northern Ireland Assembly/ Scottish Executive/Welsh Executive)	90	54	35	21	21	18	19	8	2	42	37	10	21	28	3	2	21	10	5	-	22	31	10	26	53	37
	11%	*13%*	*9%*	*13%*	*12%*	*9%*	*12%*	*12%*	*9%*	*12%*	*11%*	*11%*	*13%*	*14%*	*8%*	*13%*	*11%*	*6%*	*17%*	-	*10%*	*10%*	*8%*	18%x	*10%*	*13%*
The police	58	40	18	15	12	11	12	2	4	28	23	7	20	13	2	4	8	10	*	-	25	22	5	6	47	11
	7%	*9%*	*5%*	*9%*	*7%*	*6%*	*8%*	*4%*	*17%*	*8%*	*7%*	*7%*	*12%*	*7%*	*5%*	*26%*	*4%*	*7%*	*1%*	-	11%y	*7%*	*4%*	*4%*	9%y	*4%*
BBC	43	29	14	14	16	8	3	1	*	30	11	2	19	8	1	*	11	3	-	-	14	17	10	2	31	12
	5%	*7%*	*4%*	9%ij	9%ij	*4%*	*2%*	*2%*	*2%*	9%ij	*3%*	*2%*	12%m	*4%*	*3%*	*3%*	*6%*	*2%*	-	-	*7%*	*6%*	*7%*	*1%*	*6%*	*4%*
BBC Trust	28	17	11	11	10	7	-	-	*	20	7	*	10	6	-	*	10	1	-	-	10	9	6	3	19	9
	3%	*4%*	*3%*	6%ij	5%ij	*4%*	-	-	*2%*	6%ij	*2%*	*	*7%*	*3%*	-	*3%*	5%q	*1%*	-	-	*4%*	*3%*	*5%*	*2%*	*4%*	*3%*
Other	2	1	1	-	*	2	-	-	-	*	2	-	-	1	-	-	*	1	-	-	2	-	*	-	2	*
	*	*	*	-	*	*1%*	-	-	-	*	*1%*	-	-	*1%*	-	-	*	*	-	-	*1%*	-	*	-	*	*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base; ** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 161

Q23 - Who do you think is responsible for regulating On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)?
Base: all who are aware of regulation for each service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	**796**	420	376	169	179	193*	161*	68*	26**	349	354	94*	159	204*	40**	17**	190	150*	28**	8**	220	300	133*	144*	520	277
Don't know	**156**	77	79	23	40	52	28	9	4	63	80	13	27	41	6	3	35	39	3	1	40	53	40	23	93	63
	20%	*18%*	*21%*	*14%*	*22%*	*27%c*	*18%*	*14%*	*14%*	*18%*	*23%c*	*14%*	*17%*	*20%*	*15%*	*16%*	*19%*	*26%*	*11%*	*11%*	*18%*	*18%*	*30%tuwx*	*16%*	*18%*	*23%*
Net: Ofcom/ ATVOD	**236**	134	102	48	46	56	55	21	10	94	111	31	45	74	9	7	50	38	12	3	67	84	41	44	151	85
	30%	*32%*	*27%*	*28%*	*26%*	*29%*	*34%*	*31%*	*38%*	*27%*	*31%*	*33%*	*28%*	*36%*	*23%*	*40%*	*26%*	*25%*	*42%*	*35%*	*30%*	*28%*	*31%*	*31%*	*29%*	*31%*

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 161

Q23 - Who do you think is responsible for regulating On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)?
Base: all who are aware of regulation for each service

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	848	565	280	534	295	10	46	94	84	61	82	45	84	120	108	724	51	23	50	224	143	357
Base	796	532	262	497	284	7**	37**	73*	61*	58*	66*	87**	110*	105*	66*	663	42**	17**	74**	171	124*	369
Effective Base	465	309	155	274	181	7	27	84	64	31	58	28	50	96	71	419	29	21	23	169	84	195
The TV channels themselves/ The provider of the content (e.g. iPlayer, LoveFilm, YouTube etc.) (i.e. the service making it available to users)	341	228	110	214	122	1	21	27	23	34	26	30	46	44	26	277	17	4	42	72	60	146
	43%	43%	42%	43%	43%	14%	57%	38%	38%	58%	40%	35%	42%	42%	39%	42%	40%	25%	57%	42%	48%	40%
Ofcom/Office of Communications	185	122	61	111	72	*	9	13	18	15	13	15	20	27	18	149	7	8	20	41	28	81
	23%	23%	23%	22%	25%	5%	25%	18%	30%	25%	20%	17%	19%	26%	27%	23%	17%	47%	27%	24%	23%	22%
BBFC/British Board of Film Classification	147	97	49	91	52	2	9	9	13	7	13	16	22	14	13	117	6	3	21	31	21	65
	18%	18%	19%	18%	18%	23%	24%	13%	21%	12%	20%	18%	20%	14%	20%	18%	13%	20%	29%	18%	17%	18%
The programme maker or producer	134	92	41	81	49	*	7	11	16	18	6	8	17	22	15	120	6	3	5	34	24	62
	17%	17%	16%	16%	17%	6%	18%	15%	27%j	31%j	10%	9%	16%	21%	22%	18%	15%	15%	6%	20%	19%	17%
BSC/Broadcasting Standards Commission	115	67	48	63	50	2	7	9	12	5	7	5	18	11	14	89	7	3	16	28	12	48
	15%	13%	18%	13%	18%	23%	19%	12%	20%	9%	10%	6%	17%	11%	20%	13%	18%	20%	22%	16%	10%	13%
ASA/Advertising Standards Authority	110	66	42	65	41	2	5	10	12	8	3	11	14	17	10	90	8	5	8	27	11	52
	14%	12%	16%	13%	15%	27%	13%	14%	19%j	14%	5%	13%	13%	16%j	15%	14%	18%	28%	10%	16%	9%	14%
The internet service provider (ISP) (e.g. Talk Talk, BT Broadband etc.)	109	75	35	61	47	-	6	10	12	15	5	13	12	14	14	102	3	1	3	28	20	53
	14%	14%	13%	12%	17%	-	17%	14%	20%	26%j	8%	15%	11%	13%	22%j	15%	7%	7%	5%	17%	17%	14%
Self regulated i.e. the Service providers themselves	103	76	27	70	34	-	7	10	8	12	8	6	11	14	16	91	8	2	3	24	20	47
	13%	14%	10%	14%	12%	-	19%	14%	12%	21%	12%	7%	10%	13%	24%j	14%	19%	9%	4%	14%	16%	13%
ATVOD - Authority for Television On Demand	96	58	38	57	36	1	6	11	9	4	6	5	9	14	16	80	7	3	7	25	10	44
	12%	11%	15%	12%	13%	9%	15%	15%	15%	7%	9%	6%	9%	13%	24%ij	12%	16%	17%	9%	15%	8%	12%
MediaWatch/National Viewers and Listeners Association	90	52	38	52	38	-	5	8	6	9	6	11	9	13	10	77	3	1	9	19	15	43
	11%	10%	14%	10%	13%	-	13%	11%	10%	15%	9%	13%	8%	13%	15%	12%	6%	9%	12%	11%	12%	12%
The Government (including Northern Ireland Assembly/ Scottish Executive/Welsh Executive)	90	60	29	37	52	*	9	7	13	12	3	5	4	15	8	77	10	*	3	29	16	32
	11%	11%	11%	7%	18%c	5%	24%	10%	22%gjl	21%jl	5%	6%	3%	15%j	12%	12%	23%	3%	3%	17%ul	13%	9%
The police	58	45	13	37	18	-	2	4	4	11	2	5	5	12	9	56	2	-	-	11	13	32
	7%	8%	5%	7%	6%	-	7%	5%	7%	18%j	3%	6%	5%	12%	14%j	8%	5%	-	-	6%	10%	9%
BBC	43	32	11	26	16	-	2	4	5	2	2	2	3	11	9	40	3	-	-	11	5	24
	5%	6%	4%	5%	6%	-	5%	6%	9%	4%	4%	2%	3%	10%	13%j	6%	6%	-	-	7%	4%	7%
BBC Trust	28	23	5	17	10	-	2	2	5	2	2	3	1	5	5	25	1	-	2	9	3	13
	3%	4%	2%	3%	4%	-	6%	2%	8%j	3%	2%	3%	1%	5%	7%	4%	2%	-	2%	5%	3%	4%
Other	2	1	1	2	1	-	-	1	-	-	-	-	1	-	-	2	-	-	-	1	-	1
	*	*	*	*	*	-	-	1%	-	-	-	-	1%	-	-	*	-	-	-	1%	-	*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 161

Q23 - Who do you think is responsible for regulating On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)?
Base: all who are aware of regulation for each service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	**796**	532	262	497	284	7**	37**	73*	61*	58*	66*	87**	110*	105*	66*	663	42**	17**	74**	171	124*	369
Don't know	**156**	105	51	106	46	2	4	17	10	9	16	27	27	15	8	133	11	2	9	31	25	77
	20%	*20%*	*20%*	*21%*	*16%*	*31%*	*11%*	*24%*	*16%*	*16%*	*24%*	*31%*	*25%*	*14%*	*12%*	*20%*	*26%*	*13%*	*13%*	*18%*	*20%*	*21%*
Net: Ofcom/ ATVOD	**236**	154	80	140	91	1	12	22	21	19	18	20	25	33	25	193	12	9	22	54	36	102
	30%	*29%*	*31%*	*28%*	*32%*	*14%*	*31%*	*29%*	*35%*	*32%*	*27%*	*23%*	*23%*	*31%*	*38%*	*29%*	*27%*	*56%*	*29%*	*32%*	*29%*	*28%*

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Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 161

Q23 - Who do you think is responsible for regulating On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)?
Base: all who are aware of regulation for each service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**848**	675	726	648	405	602	417	367	299	241	693	451	448	339	263	837	11	792	798	837
Base	**796**	607	671	614	369	549	369	365	260	223	630	407	436	298	242	778	18**	685	736	778
Effective Base	**465**	390	397	364	229	321	289	194	209	140	373	269	243	207	154	471	4	549	446	471
The TV channels themselves/ The provider of the content (e.g. iPlayer, LoveFilm, YouTube etc.) (i.e. the service making it available to users)	**341**	269	297	267	151	244	170	165	112	90	284	191	206	128	100	337	3	287	320	337
	43%	*44%*	*44%*	*43%*	*41%*	*44%*	*46%*	*45%*	*43%*	*41%*	*45%*	*47%*	*47%*	*43%*	*41%*	*43%*	*18%*	*42%*	*43%*	*43%*
Ofcom/Office of Communications	**185**	155	164	141	87	131	103	77	67	58	153	112	92	77	62	182	2	173	168	182
	23%	*26%*	*24%*	*23%*	*24%*	*24%*	*28%*	*21%*	*26%*	*26%*	*24%*	*28%*	*21%*	*26%*	*26%*	*23%*	*13%*	*25%*	*23%*	*23%*
BBFC/British Board of Film Classification	**147**	116	126	109	64	102	64	63	43	42	121	71	80	45	47	144	3	138	131	144
	18%	*19%*	*19%*	*18%*	*17%*	*19%*	*17%*	*17%*	*16%*	*19%*	*19%*	*17%*	*18%*	*15%*	*19%*	*19%*	*15%*	*20%*	*18%*	*19%*
The programme maker or producer	**134**	106	112	108	65	94	74	68	53	39	106	79	84	56	41	132	1	125	126	132
	17%	*18%*	*17%*	*18%*	*18%*	*17%*	*20%*	*19%*	*20%*	*17%*	*17%*	*19%*	*19%*	*19%*	*17%*	*17%*	*6%*	*18%*	*17%*	*17%*
BSC/Broadcasting Standards Commission	**115**	96	100	85	47	80	57	49	36	31	96	62	61	41	35	114	2	110	106	114
	15%	*16%*	*15%*	*14%*	*13%*	*15%*	*15%*	*13%*	*14%*	*14%*	*15%*	*15%*	*14%*	*14%*	*14%*	*15%*	*10%*	*16%*	*14%*	*15%*
ASA/Advertising Standards Authority	**110**	94	98	90	42	83	63	57	37	38	96	69	72	44	40	109	1	105	101	109
	14%	*16%*	*15%*	*15%*	*11%*	*15%*	*17%*	*16%*	*14%*	*17%*	*15%*	*17%*	*17%*	*15%*	*16%*	*14%*	*6%*	*15%*	*14%*	*14%*
The internet service provider (ISP) (e.g. Talk Talk, BT Broadband etc.)	**109**	83	92	93	45	81	52	66	49	35	87	55	70	52	35	109	1	96	105	109
	14%	*14%*	*14%*	*15%*	*12%*	*15%*	*14%*	*18%*	*19%*	*16%*	*14%*	*14%*	*16%*	*17%*	*15%*	*14%*	*4%*	*14%*	*14%*	*14%*
Self regulated i.e. the Service providers themselves	**103**	81	91	90	54	80	55	55	40	31	87	58	69	42	32	102	1	96	100	102
	13%	*13%*	*14%*	*15%*	*15%*	*15%*	*15%*	*15%*	*15%*	*14%*	*14%*	*14%*	*16%*	*14%*	*13%*	*13%*	*8%*	*14%*	*14%*	*13%*
ATVOD - Authority for Television On Demand	**96**	87	84	78	40	73	54	46	31	37	82	58	58	38	41	95	1	94	89	95
	12%	*14%*	*12%*	*13%*	*11%*	*13%*	*15%*	*13%*	*12%*	*17%*	*13%*	*14%*	*13%*	*13%*	*17%*	*12%*	*8%*	*14%*	*12%*	*12%*
MediaWatch/National Viewers and Listeners Association	**90**	82	80	69	37	69	51	45	35	39	77	56	51	42	41	88	2	78	85	88
	11%	*13%*	*12%*	*11%*	*10%*	*13%*	*14%*	*12%*	*14%*	*18%*	*12%*	*14%*	*12%*	*14%*	*17%*	*11%*	*12%*	*11%*	*12%*	*11%*
The Government (including Northern Ireland Assembly/ Scottish Executive/Welsh Executive)	**90**	67	80	68	39	70	45	39	35	17	80	49	46	42	19	88	2	78	84	88
	11%	*11%*	*12%*	*11%*	*11%*	*13%*	*12%*	*11%*	*14%*	*8%*	*13%*	*12%*	*11%*	*14%*	*8%*	*11%*	*10%*	*11%*	*11%*	*11%*
The police	**58**	47	54	46	18	45	27	26	17	18	50	32	35	19	18	58	-	48	57	58
	7%	*8%*	*8%*	*8%*	*5%*	*8%*	*7%*	*7%*	*7%*	*8%*	*8%*	*8%*	*8%*	*6%*	*7%*	*7%*	-	*7%*	*8%*	*7%*
BBC	**43**	31	39	35	21	37	17	27	18	17	39	19	32	19	17	43	-	43	43	43
	5%	*5%*	*6%*	*6%*	*6%*	*7%*	*5%*	*7%*	*7%*	*8%*	*6%*	*5%*	*7%*	*6%*	*7%*	*6%*	-	*6%*	*6%*	*6%*
BBC Trust	**28**	25	23	22	11	23	14	16	14	13	23	17	21	14	13	28	-	28	28	28
	3%	*4%*	*3%*	*4%*	*3%*	*4%*	*4%*	*4%*	*5%*	*6%*	*4%*	*4%*	*5%*	*5%*	*5%*	*4%*	-	*4%*	*4%*	*4%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 161

Q23 - Who do you think is responsible for regulating On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)?
Base: all who are aware of regulation for each service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**796**	607	671	614	369	549	369	365	260	223	630	407	436	298	242	778	18**	685	736	778
Other	**2**	1	2	1	*	2	*	1	-	1	2	*	1	-	1	2	-	2	2	2
	*	*	*	*	*	*	*	*	-	*	*	*	*	-	*	*	-	*	*	*
Don't know	**156**	116	121	114	68	95	59	64	39	45	107	67	76	51	51	143	13	113	133	143
	20%	*19%*	*18%*	*19%*	*18%*	*17%*	*16%*	*18%*	*15%*	*20%*	*17%*	*17%*	*17%*	*17%*	*21%*	*18%*	*71%*	*16%*	*18%*	*18%*
Net: Ofcom/ ATVOD	**236**	202	210	185	110	172	133	102	82	77	199	143	123	97	84	232	4	222	217	232
	30%	*33%*	*31%*	*30%*	*30%*	*31%*	*36%*	*28%*	*32%*	*35%*	*32%*	*35%*	*28%*	*32%*	*35%*	*30%*	*21%*	*32%*	*29%*	*30%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
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Table 161

Q23 - Who do you think is responsible for regulating On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)?
Base: all who are aware of regulation for each service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	848	544	124	80	700	264	584	182	109	21	136	450	257	707	213	230	372	173	545	516
Base	796	486	128*	81*	642	296	500	203	127*	24**	146*	386	258	644	199	214	353	152	505	472
Effective Base	465	360	52	52	393	143	333	103	55	16	72	259	139	394	109	121	201	107	305	309
The TV channels themselves/ The provider of the content (e.g. iPlayer, LoveFilm, YouTube etc.) (i.e. the service making it available to users)	341 43%	209 43%	73 57%	35 43%	281 44%	118 40%	222 44%	83 41%	55 43%	5 20%	61 42%	155 40%	123 48%	279 43%	73 37%	75 35%	159 45%	69 46%	228 45%	219 46%o
Ofcom/Office of Communications	185 23%	126 26%bc	14 11%	10 12%	169 26%bc	62 21%	122 25%	45 22%	27 21%	3 14%	37 25%	96 25%	52 20%	148 23%	44 22%	45 21%	87 25%	39 25%	125 25%	123 26%
BBFC/British Board of Film Classification	147 18%	103 21%	18 14%	22 27%	119 19%	42 14%	105 21%	28 14%	21 16%	4 18%	44 30%klm	66 17%	35 14%	102 16%	32 16%	35 17%	69 20%	27 18%	96 19%	85 18%
The programme maker or producer	134 17%	91 19%	22 17%	17 21%	108 17%	47 16%	87 17%	35 17%	22 17%	2 8%	20 13%	62 16%	52 20%	114 18%	30 15%	32 15%	68 19%	25 16%	93 18%	87 18%
BSC/Broadcasting Standards Commission	115 15%	88 18%	12 10%	9 11%	102 16%	36 12%	79 16%	26 13%	18 14%	5 21%	28 19%	58 15%	30 12%	88 14%	22 11%	25 12%	60 17%	18 12%	78 15%	73 16%
ASA/Advertising Standards Authority	110 14%	77 16%	12 9%	15 18%	89 14%	29 10%	80 16%	22 11%	10 8%	3 11%	23 16%	62 16%	25 10%	87 13%	28 14%	31 14%	50 14%	23 15%	73 14%	72 15%
The internet service provider (ISP) (e.g. Talk Talk, BT Broadband etc.)	109 14%	83 17%	12 10%	16 20%	83 13%	37 12%	73 15%	27 13%	19 15%	1 4%	12 8%	53 14%	43 17%	96 15%	26 13%	30 14%	45 13%	20 13%	64 13%	64 14%
Self regulated i.e. the Service providers themselves	103 13%	70 14%	19 15%	13 15%	83 13%	44 15%	59 12%	34 17%	20 15%	2 7%	12 8%	46 12%	44 17%	91 14%	22 11%	24 11%	55 15%	18 12%	73 14%	70 15%
ATVOD - Authority for Television On Demand	96 12%	65 13%	16 13%	17 21%	79 12%	32 11%	65 13%	22 11%	10 8%	5 21%	25 17%	48 12%	24 9%	72 11%	23 11%	23 11%	50 14%	18 12%	68 13%	61 13%
MediaWatch/National Viewers and Listeners Association	90 11%	68 14%	8 6%	7 9%	80 12%	24 8%	66 13%	12 6%	12 10%	5 20%	18 12%	41 11%	29 11%	70 11%	21 11%	22 10%	46 13%	17 11%	63 13%	58 12%
The Government (including Northern Ireland Assembly/ Scottish Executive/Welsh Executive)	90 11%	69 14%	11 8%	10 12%	78 12%	21 7%	68 14%e	12 6%	9 7%	3 11%	20 14%	43 11%	25 10%	68 11%	25 13%	26 12%	37 10%	15 10%	52 10%	50 11%
The police	58 7%	34 7%	9 7%	7 8%	48 7%	17 6%	40 8%	14 7%	12 9%	- -	10 7%	25 6%	23 9%	48 7%	16 8%	16 8%	25 7%	13 9%	38 8%	33 7%
BBC	43 5%	32 7%	3 2%	15 18%abd	24 4%	15 5%	28 6%	12 6%	6 5%	- -	10 7%	21 5%	12 5%	33 5%	8 4%	9 4%	22 6%	8 5%	30 6%	26 5%
BBC Trust	28 3%	23 5%	1 1%	10 12%abd	16 2%	11 4%	17 3%	8 4%	6 5%	1 3%	6 4%	11 3%	11 4%	22 3%	4 2%	5 2%	14 4%	6 4%	21 4%	20 4%
Other	2 *	2 *	- -	- -	2 *	2 1%	* *	1 1%	- -	1 2%	- -	* *	2 1%	2 *	2 1%	2 1%	* *	- -	* *	* *

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 161

Q23 - Who do you think is responsible for regulating On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)?
Base: all who are aware of regulation for each service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	796	486	128*	81*	642	296	500	203	127*	24**	146*	386	258	644	199	214	353	152	505	472
Don't know	156	75	21	10	119	65	92	48	21	9	30	82	41	123	53	57	64	25	89	78
	20%	*15%*	*16%*	*12%*	*19%*	*22%*	*18%*	*23%*	*17%*	*36%*	*20%*	*21%*	*16%*	*19%*	27%rs	27%rs	*18%*	*16%*	*18%*	*16%*
Net: Ofcom/ ATVOD	236	155	25	22	208	84	152	58	35	8	46	122	68	190	57	58	111	49	160	154
	30%	*32%*	*20%*	*28%*	*32%*	*28%*	*30%*	*29%*	*28%*	*32%*	*32%*	*32%*	*26%*	*29%*	*28%*	*27%*	*31%*	*32%*	*32%*	*33%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Absolutes/col percents

Table 161

Q23 - Who do you think is responsible for regulating On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)?
Base: all who are aware of regulation for each service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	848	149	678	21	122	27	134	15	30	381	164
Base	796	135	646	15**	110*	24**	120	14**	29*	346	161*
Effective Base	465	109	353	18	91	18	101	9	27	248	80
The TV channels themselves/ The provider of the content (e.g. iPlayer, LoveFilm, YouTube etc.) (i.e. the service making it available to users)	341	62	270	9	51	11	57	4	16	152	67
	43%	*46%*	*42%*	*56%*	*46%*	*45%*	*48%*	*29%*	*55%*	*44%*	*42%*
Ofcom/Office of Communications	185	19	160	5	15	4	18	1	6	90	31
	23%	*14%*	*25%b*	*30%*	*14%*	*18%*	*15%*	*9%*	*19%*	*26%*	*19%*
BBFC/British Board of Film Classification	147	19	125	3	15	3	18	1	10	70	24
	18%	*14%*	*19%*	*20%*	*14%*	*13%*	*15%*	*4%*	*34%*	*20%*	*15%*
The programme maker or producer	134	34	96	3	31	3	34	-	7	69	18
	17%	*25%b*	*15%*	*21%*	*28%*	*11%*	*28%*	-	*24%*	*20%*	*11%*
BSC/Broadcasting Standards Commission	115	18	94	3	13	5	18	1	7	58	20
	15%	*14%*	*15%*	*19%*	*12%*	*21%*	*15%*	*4%*	*26%*	*17%*	*12%*
ASA/Advertising Standards Authority	110	15	91	4	14	1	15	-	7	52	24
	14%	*11%*	*14%*	*23%*	*13%*	*6%*	*13%*	-	*25%*	*15%*	*15%*
The internet service provider (ISP) (e.g. Talk Talk, BT Broadband etc.)	109	26	79	4	20	6	24	2	7	52	16
	14%	*19%*	*12%*	*25%*	*18%*	*24%*	*20%*	*13%*	*23%*	*15%*	*10%*
Self regulated i.e. the Service providers themselves	103	24	76	4	21	3	23	1	5	49	15
	13%	*18%*	*12%*	*23%*	*19%*	*12%*	*19%*	*8%*	*17%*	*14%*	*10%*
ATVOD - Authority for Television On Demand	96	25	67	4	23	2	24	2	14	46	19
	12%	*19%b*	*10%*	*27%*	*21%*	*9%*	*20%*	*11%*	*50%*	*13%*	*12%*
MediaWatch/National Viewers and Listeners Association	90	15	72	3	14	2	15	-	8	44	19
	11%	*11%*	*11%*	*19%*	*13%*	*6%*	*13%*	-	*28%*	*13%*	*12%*
The Government (including Northern Ireland Assembly/ Scottish Executive/Welsh Executive)	90	17	70	3	15	1	17	-	2	35	22
	11%	*12%*	*11%*	*19%*	*14%*	*6%*	*14%*	-	*8%*	*10%*	*13%*
The police	58	13	42	3	10	3	11	2	5	23	13
	7%	*10%*	*7%*	*17%*	*9%*	*11%*	*9%*	*11%*	*19%*	*7%*	*8%*
BBC	43	19	22	2	18	1	19	-	8	23	8
	5%	*14%b*	*3%*	*13%*	*17%*	*2%*	*16%*	-	*27%*	*7%*	*5%*
BBC Trust	28	14	13	1	13	1	14	-	8	14	4
	3%	*10%b*	*2%*	*9%*	*12%*	*2%*	*11%*	-	*27%*	*4%*	*2%*
Other	2	*	2	-	*	-	*	-	-	2	-
	*	*	*	-	*	-	*	-	-	*1%*	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 161

Q23 - Who do you think is responsible for regulating On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)?
Base: all who are aware of regulation for each service

		Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
	Total	Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**796**	135	646	15**	110*	24**	120	14**	29*	346	161*
Don't know	**156**	11	143	3	5	5	6	4	-	50	42
	20%	*8%*	*22%*	*17%*	*5%*	*22%*	*5%*	*30%*	-	*14%*	*26%*
Net: Ofcom/ ATVOD	**236**	39	191	6	33	6	36	3	17	113	40
	30%	*29%*	*30%*	*38%*	*30%*	*25%*	*30%*	*20%*	*59%*	*33%*	*25%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 162

Q23 - Who do you think is responsible for regulating Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go)?
Base: all who are aware of regulation for each service

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**947**	494	453	185	219	209	161	107	66	404	370	173	180	205	63	46	224	165	44	20	278	348	147	174	626	321
Base	**883**	478	405	176	177	215	179*	86*	50*	353	394	137*	161	236*	48*	32*	191	158*	38**	18**	244	323	151*	165	568	316
Effective Base	**534**	266	273	156	144	106	81	54	34	300	186	88	135	99	33	30	165	92	21	8	173	171	81	122	336	198
The TV channels themselves/ The provider of the content (e.g. iPlayer, LoveFilm, YouTube etc.) (i.e. the service making it available to users)	**461**	240	221	93	89	109	89	54	27	182	198	81	73	114	32	21	108	84	23	6	129	182	70	81	311	150
	52%	*50%*	*55%*	*53%*	*50%*	*51%*	*50%*	*63%*	*54%*	*52%*	*50%*	*60%*	*45%*	*48%*	**66%l**	**66%l**	*57%*	*53%*	*59%*	*33%*	*53%*	*56%*	*46%*	*49%*	*55%*	*48%*
Ofcom/Office of Communications	**260**	154	106	40	48	66	66	27	12	88	132	40	43	85	17	9	45	48	11	3	76	105	37	42	181	79
	29%	*32%*	*26%*	*23%*	*27%*	*31%*	**37%cl**	*32%*	*24%*	*25%*	**34%cl**	*29%*	*27%*	*36%*	*35%*	*29%*	*23%*	*30%*	*28%*	*16%*	*31%*	*32%*	*24%*	*26%*	*32%*	*25%*
BSC/Broadcasting Standards Commission	**169**	90	78	20	31	39	43	28	8	51	82	36	24	47	13	6	26	35	15	2	49	54	22	43	104	65
	19%	*19%*	*19%*	*11%*	*17%*	*18%*	**24%ci**	**32%cdel**	*15%*	*14%*	**21%c**	**26%ci**	*15%*	*20%*	*27%*	*17%*	*14%*	*22%*	*39%*	*12%*	*20%*	*17%*	*15%*	**26%uv**	*18%*	*21%*
The internet service provider (ISP) (e.g. Talk Talk, BT Broadband etc.)	**166**	89	77	37	36	29	36	16	12	73	65	29	41	33	7	9	32	32	10	3	46	58	28	34	104	62
	19%	*19%*	*19%*	*21%*	*20%*	*14%*	*20%*	*19%*	*24%*	*21%*	*17%*	*21%*	**25%m**	*14%*	*14%*	*27%*	*17%*	*20%*	*26%*	*19%*	*19%*	*18%*	*19%*	*20%*	*18%*	*20%*
The programme maker or producer	**155**	82	73	43	30	34	30	13	3	73	65	17	39	34	6	2	34	30	8	1	51	55	25	23	107	48
	18%	*17%*	*18%*	**25%hk**	*17%*	*16%*	*17%*	*15%*	*7%*	*21%*	*16%*	*12%*	**24%o**	*15%*	*12%*	*8%*	*18%*	*19%*	*20%*	*5%*	*21%*	*17%*	*16%*	*14%*	*19%*	*15%*
ASA/Advertising Standards Authority	**146**	89	57	24	23	26	49	16	8	47	75	24	25	50	7	6	22	25	9	2	40	62	21	23	102	45
	17%	*19%*	*14%*	*14%*	*13%*	*12%*	**27%cdei**	*18%*	*16%*	*13%*	*19%*	*18%*	*16%*	*21%*	*15%*	*19%*	*11%*	*16%*	*22%*	*11%*	*16%*	*19%*	*14%*	*14%*	*18%*	*14%*
Self regulated i.e. the Service providers themselves	**143**	87	56	32	27	31	31	17	5	60	61	22	33	40	10	3	26	21	6	2	37	59	20	27	96	46
	16%	*18%*	*14%*	*18%*	*16%*	*14%*	*17%*	*19%*	*10%*	*17%*	*16%*	*16%*	*21%*	*17%*	*22%*	*8%*	*14%*	*13%*	*16%*	*12%*	*15%*	*18%*	*13%*	*16%*	*17%*	*15%*
BBFC/British Board of Film Classification	**127**	84	44	14	23	23	44	19	4	37	68	23	17	52	11	3	19	16	8	1	30	57	14	26	86	41
	14%	**17%b**	*11%*	*8%*	*13%*	*11%*	**25%cdei**	**22%cl**	*8%*	*10%*	**17%ci**	**17%c**	*11%*	**22%l**	*23%*	*10%*	*10%*	*10%*	*20%*	*5%*	*12%*	*18%*	*10%*	*16%*	*15%*	*13%*
ATVOD - Authority for Television On Demand	**125**	66	59	23	23	26	30	20	3	46	56	23	19	36	8	3	27	20	12	1	37	48	16	24	85	40
	14%	*14%*	*15%*	*13%*	*13%*	*12%*	*17%*	*23%*	*7%*	*13%*	*14%*	*17%*	*12%*	*15%*	*17%*	*8%*	*14%*	*13%*	*30%*	*5%*	*15%*	*15%*	*11%*	*14%*	*15%*	*13%*
MediaWatch/National Viewers and Listeners Association	**117**	61	57	23	21	22	31	12	9	44	53	21	20	29	7	4	24	24	5	5	26	46	19	27	71	46
	13%	*13%*	*14%*	*13%*	*12%*	*10%*	*17%*	*14%*	*17%*	*12%*	*13%*	*15%*	*12%*	*12%*	*15%*	*13%*	*12%*	*15%*	*13%*	*25%*	*10%*	*14%*	*13%*	*16%*	*13%*	*15%*
The Government (including Northern Ireland Assembly/ Scottish Executive/Welsh Executive)	**113**	72	41	26	21	27	25	10	4	47	52	14	28	36	6	3	19	17	5	*	28	41	15	29	69	44
	13%	*15%*	*10%*	*15%*	*12%*	*13%*	*14%*	*12%*	*7%*	*13%*	*13%*	*10%*	*17%*	*15%*	*12%*	*10%*	*10%*	*11%*	*13%*	*2%*	*12%*	*13%*	*10%*	*18%*	*12%*	*14%*
The police	**54**	34	20	18	12	10	11	2	2	30	21	4	20	11	2	2	10	9	*	*	21	16	8	10	37	18
	6%	*7%*	*5%*	**10%k**	*7%*	*5%*	*6%*	*3%*	*4%*	*8%*	*5%*	*3%*	**12%m**	*5%*	*4%*	*5%*	*5%*	*6%*	*1%*	*2%*	*9%*	*5%*	*5%*	*6%*	*6%*	*6%*
BBC	**51**	30	21	15	15	6	9	1	5	30	15	6	17	8	-	5	13	6	1	*	12	20	9	10	32	19
	6%	*6%*	*5%*	**8%g**	**9%egj**	*3%*	*5%*	*1%*	**11%g**	**8%egj**	*4%*	*4%*	**10%m**	*4%*	-	**15%mn**	*7%*	*4%*	*2%*	*2%*	*5%*	*6%*	*6%*	*6%*	*6%*	*6%*
BBC Trust	**28**	19	10	8	8	5	6	1	1	15	11	2	9	10	-	1	7	2	1	-	9	11	5	4	20	9
	3%	*4%*	*2%*	*4%*	*4%*	*2%*	*3%*	*1%*	*1%*	*4%*	*3%*	*1%*	*5%*	*4%*	-	*2%*	*3%*	*1%*	*3%*	-	*4%*	*3%*	*3%*	*2%*	*3%*	*3%*
Other	**1**	*	1	-	-	-	-	-	1	-	-	1	-	-	-	*	-	-	-	1	*	1	-	-	1	-
	*	*	*	-	-	-	-	-	**2%l**	-	-	*1%*	-	-	-	*1%*	-	-	-	*3%*	*	*	-	-	*	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 162

Q23 - Who do you think is responsible for regulating Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go)?
Base: all who are aware of regulation for each service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	**883**	478	405	176	177	215	179*	86*	50*	353	394	137*	161	236*	48*	32*	191	158*	38**	18**	244	323	151*	165	568	316
Don't know	**146**	66	80	23	33	43	29	7	10	56	72	18	21	38	3	4	35	35	4	7	42	49	35	20	91	55
	16%	*14%*	*20%*	*13%*	*18%*	*20%*	*16%*	*8%*	*21%*	*16%*	*18%*	*13%*	*13%*	*16%*	*6%*	*12%*	*18%*	*22%*	*11%*	*38%*	*17%*	*15%*	*23%w*	*12%*	*16%*	*17%*
Net: Ofcom/ ATVOD	**312**	180	132	49	56	77	81	36	13	105	158	49	51	101	18	10	54	57	18	3	94	129	44	45	223	89
	35%	*38%*	*33%*	*28%*	*32%*	*36%*	*45%cdl*	*42%*	*26%*	*30%*	*40%cl*	*36%*	*32%*	*43%*	*37%*	*31%*	*28%*	*36%*	*47%*	*18%*	*39%wy*	*40%wy*	*29%*	*27%*	*39%wy*	*28%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 162

Q23 - Who do you think is responsible for regulating Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go)?
Base: all who are aware of regulation for each service

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	947	616	329	594	332	11	49	112	93	67	92	48	87	131	122	801	58	29	59	254	159	388
Base	883	583	299	544	322	9**	38*	92*	70*	64*	75*	89*	114*	116	76*	734	44*	19**	86**	200	140*	395
Effective Base	534	345	188	312	209	9	34	90	67	36	68	30	52	104	79	480	36	25	28	190	98	218
The TV channels themselves/ The provider of the content (e.g. iPlayer, LoveFilm, YouTube etc.) (i.e. the service making it available to users)	461	304	155	291	162	5	23	61	34	41	34	40	57	57	36	383	23	8	47	117	76	191
	52%	52%	52%	53%	50%	57%	59%	66%hjmn	48%	64%	46%	46%	49%	49%	48%	52%	53%	40%	55%	58%u	54%	48%
Ofcom/Office of Communications	260	165	94	153	105	-	10	26	22	23	14	34	34	32	22	216	11	8	26	58	36	122
	29%	28%	31%	28%	33%	-	25%	28%	31%	35%	18%	39%j	30%	27%	29%	29%	24%	42%	30%	29%	26%	31%
BSC/Broadcasting Standards Commission	169	96	73	86	80	1	8	17	15	13	10	17	22	20	11	134	7	3	25	40	23	71
	19%	16%	24%a	16%	25%c	9%	21%	19%	22%	20%	13%	19%	19%	17%	15%	18%	17%	18%	28%	20%	16%	18%
The internet service provider (ISP) (e.g. Talk Talk, BT Broadband etc.)	166	107	59	95	70	-	9	25	14	9	15	18	11	24	21	146	8	2	10	48	24	74
	19%	18%	20%	18%	22%	-	22%	27%j	21%	14%	20%	20%	10%	21%	28%j	20%	19%	12%	12%	24%	17%	19%
The programme maker or producer	155	108	47	93	58	1	8	13	17	15	10	15	19	20	18	136	7	1	11	38	25	72
	18%	19%	16%	17%	18%	8%	21%	14%	24%	24%	13%	17%	16%	18%	24%	18%	16%	4%	13%	19%	18%	18%
ASA/Advertising Standards Authority	146	90	56	87	54	2	8	18	10	13	6	18	10	20	20	124	8	2	12	37	19	68
	17%	15%	19%	16%	17%	25%	21%	20%j	15%	20%	8%	21%	9%	18%	26%j	17%	18%	10%	14%	18%	14%	17%
Self regulated i.e. the Service providers themselves	143	91	51	79	62	-	6	13	8	11	12	19	15	20	16	118	9	1	14	26	23	70
	16%	16%	17%	15%	19%	-	15%	14%	11%	17%	15%	22%	13%	17%	21%	16%	20%	7%	17%	13%	16%	18%
BBFC/British Board of Film Classification	127	76	50	74	52	1	5	12	10	14	6	16	17	12	9	100	5	3	18	27	20	54
	14%	13%	17%	14%	16%	9%	13%	13%	14%	22%	7%	18%	14%	10%	12%	14%	12%	15%	21%	13%	14%	14%
ATVOD - Authority for Television On Demand	125	88	36	74	49	2	6	12	10	15	5	11	8	20	14	101	7	3	14	28	20	53
	14%	15%	12%	14%	15%	19%	17%	13%	14%	23%j	7%	12%	7%	17%	19%j	14%	17%	16%	16%	14%	14%	13%
MediaWatch/National Viewers and Listeners Association	117	68	49	72	46	-	6	10	14	6	5	13	14	17	10	94	7	2	15	30	11	54
	13%	12%	16%	13%	14%	-	14%	11%	20%j	9%	6%	15%	12%	15%	13%	13%	15%	12%	17%	15%	8%	14%
The Government (including Northern Ireland Assembly/ Scottish Executive/Welsh Executive)	113	69	43	56	56	-	9	9	14	12	5	8	8	17	10	93	12	2	6	33	17	44
	13%	12%	14%	10%	17%c	-	23%ij	10%	21%ij	18%	7%	9%	7%	15%	13%	13%	28%o	11%	7%	16%	12%	11%
The police	54	37	16	32	22	-	2	6	9	6	5	5	4	6	7	51	2	-	1	18	10	23
	6%	6%	5%	6%	7%	-	6%	6%	14%j	9%	6%	6%	4%	5%	9%	7%	5%	-	1%	9%	7%	6%
BBC	51	30	21	28	21	1	5	4	5	7	3	2	5	7	7	46	3	-	2	14	10	22
	6%	5%	7%	5%	7%	10%	12%	5%	7%	11%	5%	2%	4%	6%	9%	6%	6%	-	2%	7%	7%	6%
BBC Trust	28	21	7	19	9	1	2	2	5	5	2	1	1	5	4	26	1	-	2	10	6	10
	3%	4%	2%	3%	3%	10%	6%	2%	7%	7%	2%	1%	1%	4%	5%	4%	2%	-	2%	5%	4%	3%
Other	1	1	*	*	1	-	-	-	-	-	-	-	-	1	*	1	-	-	-	-	-	1
	*	*	*	*	*	-	-	-	-	-	-	-	-	*	*	*	-	-	-	-	-	*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 162

Q23 - Who do you think is responsible for regulating Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go)?
Base: all who are aware of regulation for each service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	**883**	583	299	544	322	9**	38*	92*	70*	64*	75*	89*	114*	116	76*	734	44*	19**	86**	200	140*	395
Don't know	**146**	106	39	106	35	2	5	12	12	9	15	19	21	21	8	122	7	3	13	29	25	69
	16%	*18%*	*13%*	*20%*	*11%*	*22%*	*14%*	*13%*	*17%*	*14%*	*20%*	*22%*	*18%*	*18%*	*10%*	*17%*	*17%*	*14%*	*15%*	*14%*	*18%*	*17%*
Net: Ofcom/ ATVOD	**312**	207	104	188	120	2	11	30	25	27	17	39	38	42	27	255	14	11	32	66	44	145
	35%	*35%*	*35%*	*35%*	*37%*	*19%*	*29%*	*33%*	*36%*	*42%*	*22%*	*43%*	*33%*	*36%*	*36%*	*35%*	*32%*	*56%*	*37%*	*33%*	*31%*	*37%*

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 162

Q23 - Who do you think is responsible for regulating Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go)?
Base: all who are aware of regulation for each service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**947**	775	800	726	443	654	494	406	323	251	757	543	499	373	275	930	17	882	879	930
Base	**883**	696	745	688	396	597	427	393	270	236	691	483	480	318	255	860	24**	776	809	860
Effective Base	**534**	444	440	411	281	355	349	221	248	141	417	322	276	246	157	538	6	586	505	538
The TV channels themselves/ The provider of the content (e.g. iPlayer, LoveFilm, YouTube etc.) (i.e. the service making it available to users)	**461**	372	389	355	199	316	238	206	146	117	368	274	263	170	123	453	9	402	428	453
	52%	*53%*	*52%*	*52%*	*50%*	*53%*	*56%*	*52%*	*54%*	*50%*	*53%*	*57%*	*55%*	*53%*	*48%*	*53%*	*36%*	*52%*	*53%*	*53%*
Ofcom/Office of Communications	**260**	213	232	208	123	182	127	107	81	77	212	145	132	97	84	257	3	239	240	257
	29%	*31%*	*31%*	*30%*	*31%*	*31%*	*30%*	*27%*	*30%*	*33%*	*31%*	*30%*	*28%*	*31%*	*33%*	*30%*	*12%*	*31%*	*30%*	*30%*
BSC/Broadcasting Standards Commission	**169**	142	151	125	67	114	84	64	47	42	136	100	82	56	46	168	1	163	154	168
	19%	*20%*	*20%*	*18%*	*17%*	*19%*	*20%*	*16%*	*18%*	*18%*	*20%*	*21%*	*17%*	*18%*	*18%*	*20%*	*4%*	*21%*	*19%*	*20%*
The internet service provider (ISP) (e.g. Talk Talk, BT Broadband etc.)	**166**	136	135	122	72	120	86	73	55	47	127	94	90	61	50	164	3	153	155	164
	19%	*20%*	*18%*	*18%*	*18%*	*20%*	*20%*	*19%*	*21%*	*20%*	*18%*	*20%*	*19%*	*19%*	*20%*	*19%*	*11%*	*20%*	*19%*	*19%*
The programme maker or producer	**155**	122	123	122	69	106	84	82	60	41	118	89	98	64	44	153	2	134	143	153
	18%	*18%*	*16%*	*18%*	*17%*	*18%*	*20%*	*21%*	*22%*	*17%*	*17%*	*18%*	*20%*	*20%*	*17%*	*18%*	*8%*	*17%*	*18%*	*18%*
ASA/Advertising Standards Authority	**146**	123	131	118	53	97	80	57	36	41	118	92	76	46	42	145	1	139	134	145
	17%	*18%*	*18%*	*17%*	*13%*	*16%*	*19%*	*15%*	*13%*	*17%*	*17%*	*19%*	*16%*	*14%*	*16%*	*17%*	*4%*	*18%*	*17%*	*17%*
Self regulated i.e. the Service providers themselves	**143**	113	123	111	67	101	73	59	49	37	109	84	75	54	40	143	-	138	132	143
	16%	*16%*	*17%*	*16%*	*17%*	*17%*	*17%*	*15%*	*18%*	*16%*	*16%*	*17%*	*16%*	*17%*	*16%*	*17%*	-	*18%*	*16%*	*17%*
BBFC/British Board of Film Classification	**127**	106	114	100	50	90	66	56	34	31	101	77	71	39	34	126	1	121	119	126
	14%	*15%*	*15%*	*14%*	*13%*	*15%*	*15%*	*14%*	*13%*	*13%*	*15%*	*16%*	*15%*	*12%*	*13%*	*15%*	*3%*	*16%*	*15%*	*15%*
ATVOD - Authority for Television On Demand	**125**	108	106	91	48	92	74	61	42	36	100	81	73	45	37	125	-	112	113	125
	14%	*15%*	*14%*	*13%*	*12%*	*15%*	*17%*	*16%*	*16%*	*15%*	*14%*	*17%*	*15%*	*14%*	*15%*	*15%*	-	*14%*	*14%*	*15%*
MediaWatch/National Viewers and Listeners Association	**117**	98	102	86	50	85	67	48	40	42	96	70	62	47	43	112	5	108	106	112
	13%	*14%*	*14%*	*12%*	*13%*	*14%*	*16%*	*12%*	*15%*	*18%*	*14%*	*15%*	*13%*	*15%*	*17%*	*13%*	*22%*	*14%*	*13%*	*13%*
The Government (including Northern Ireland Assembly/ Scottish Executive/Welsh Executive)	**113**	83	100	90	48	88	56	52	43	29	98	62	63	49	30	113	-	102	109	113
	13%	*12%*	*13%*	*13%*	*12%*	*15%*	*13%*	*13%*	*16%*	*12%*	*14%*	*13%*	*13%*	*15%*	*12%*	*13%*	-	*13%*	*13%*	*13%*
The police	**54**	39	44	46	23	36	20	24	23	18	40	24	30	25	18	54	-	51	53	54
	6%	*6%*	*6%*	*7%*	*6%*	*6%*	*5%*	*6%*	9%	*8%*	*6%*	*5%*	*6%*	*8%*	*7%*	*6%*	-	*7%*	*7%*	*6%*
BBC	**51**	38	40	38	22	36	25	24	20	17	40	27	30	22	19	51	-	50	49	51
	6%	*5%*	*5%*	*5%*	*6%*	*6%*	*6%*	*6%*	*7%*	*7%*	*6%*	*6%*	*6%*	*7%*	*8%*	*6%*	-	*6%*	*6%*	*6%*
BBC Trust	**28**	26	22	19	15	20	18	12	10	13	22	21	16	12	13	28	*	28	28	28
	3%	*4%*	*3%*	*3%*	*4%*	*3%*	*4%*	*3%*	*4%*	*5%*	*3%*	*4%*	*3%*	*4%*	*5%*	*3%*	*1%*	*4%*	*3%*	*3%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 162

Q23 - Who do you think is responsible for regulating Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go)?
Base: all who are aware of regulation for each service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**883**	696	745	688	396	597	427	393	270	236	691	483	480	318	255	860	24**	776	809	860
Other	**1**	1	-	1	-	-	1	1	-	*	-	1	1	1	*	1	-	1	1	1
	*	*	-	*	-	-	*	*	-	*	-	*	*	*	*	*	-	*	*	*
Don't know	**146**	111	123	111	59	89	55	58	27	44	110	68	77	42	49	133	13	113	125	133
	16%	*16%*	*16%*	*16%*	*15%*	*15%*	*13%*	*15%*	*10%*	*19%*	*16%*	*14%*	*16%*	*13%*	*19%*	*15%*	*55%*	*15%*	*15%*	*15%*
Net: Ofcom/ ATVOD	**312**	256	274	244	142	216	164	132	96	82	249	185	162	114	89	309	3	289	283	309
	35%	*37%*	*37%*	*36%*	*36%*	*36%*	*38%*	*34%*	*36%*	*35%*	*36%*	*38%*	*34%*	*36%*	*35%*	*36%*	*12%*	*37%*	*35%*	*36%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 162

Q23 - Who do you think is responsible for regulating Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go)?
Base: all who are aware of regulation for each service

	Total	Tech savvy: Keep up with new Tech (agree) (a)	Tech savvy: Keep up with new Tech (disagree) (b)	Tech savvy: Computers confuse me (agree) (c)	Tech savvy: Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	Age of Children: 0-10 (g)	Age of Children: 11-16 (h)	Age of Children: 17 (i)	HH size: Single (j)	HH size: 2-3 (k)	HH size: 4+ (l)	HH size: 2+ (m)	TV access: Freeview only (n)	TV access: Freeview (any) (o)	TV access: Sat (p)	TV access: Cab (q)	TV access: Sat/Cab (r)	TV access: Pay TV (s)
Unweighted Base	947	601	131	83	784	292	655	197	130	27	156	509	277	786	208	225	430	207	637	612
Base	883	543	143*	82*	720	329	554	220	148*	31**	164*	436	277	714	204	217	400	180	579	546
Effective Base	534	397	55	53	447	163	385	113	68	22	92	295	151	440	115	126	236	133	365	366
The TV channels themselves/ The provider of the content (e.g. iPlayer, LoveFilm, YouTube etc.) (i.e. the service making it available to users)	461	291	81	39	379	171	290	123	84	10	82	214	164	378	100	104	224	91	314	302
	52%	53%	57%	47%	53%	52%	52%	56%	57%	31%	50%	49%	59%k	53%	49%	48%	56%	51%	54%	55%
Ofcom/Office of Communications	260	182	24	12	237	89	170	63	38	7	55	128	76	204	65	67	117	53	170	164
	29%	34%bc	17%	15%	33%bc	27%	31%	29%	26%	23%	34%	29%	27%	29%	32%	31%	29%	29%	29%	30%
BSC/Broadcasting Standards Commission	169	115	17	17	144	54	115	37	24	7	41	76	50	126	25	27	89	40	129	116
	19%	21%	12%	21%	20%	16%	21%	17%	17%	23%	25%	17%	18%	18%	12%	12%	22%no	22%no	22%no	21%no
The internet service provider (ISP) (e.g. Talk Talk, BT Broadband etc.)	166	107	26	22	135	59	107	37	29	6	30	83	53	136	43	47	64	39	102	100
	19%	20%	18%	26%	19%	18%	19%	17%	20%	18%	18%	19%	19%	19%	21%	22%	16%	22%	18%	18%
The programme maker or producer	155	107	23	23	120	56	99	44	22	3	22	73	60	132	37	38	71	33	104	100
	18%	20%	16%	28%d	17%	17%	18%	20%	15%	10%	13%	17%	22%	19%	18%	18%	18%	19%	18%	18%
ASA/Advertising Standards Authority	146	98	21	15	121	49	97	40	21	1	30	64	52	116	30	34	71	31	103	102
	17%	18%	15%	18%	17%	15%	18%	18%	14%	3%	18%	15%	19%	16%	15%	16%	18%	18%	18%	19%
Self regulated i.e. the Service providers themselves	143	94	31	12	123	56	87	45	21	3	33	63	45	108	31	32	72	26	98	94
	16%	17%	22%	15%	17%	17%	16%	20%	14%	10%	20%	14%	16%	15%	15%	15%	18%	14%	17%	17%
BBFC/British Board of Film Classification	127	92	14	10	110	38	90	27	14	2	38	49	39	88	20	22	66	23	88	83
	14%	17%	9%	13%	15%	11%	16%	12%	10%	7%	23%km	11%	14%	12%	10%	10%	16%	13%	15%	15%
ATVOD - Authority for Television On Demand	125	87	19	17	102	34	91	19	17	2	34	59	32	91	23	26	66	25	91	86
	14%	16%	14%	21%	14%	10%	16%	9%	12%	7%	21%m	13%	12%	13%	11%	12%	16%	14%	16%	16%
MediaWatch/National Viewers and Listeners Association	117	76	13	9	101	33	85	21	13	4	23	68	25	92	29	30	55	25	80	73
	13%	14%	9%	11%	14%	10%	15%	10%	9%	14%	14%	15%	9%	13%	14%	14%	14%	14%	14%	13%
The Government (including Northern Ireland Assembly/ Scottish Executive/Welsh Executive)	113	84	10	13	96	29	85	17	10	4	25	52	35	87	32	34	44	23	67	66
	13%	15%	7%	16%	13%	9%	15%e	8%	7%	12%	15%	12%	13%	12%	16%	16%	11%	13%	12%	12%
The police	54	38	9	14	37	22	32	18	12	-	8	23	23	46	21	22	12	15	28	27
	6%	7%	6%	17%ad	5%	7%	6%	8%	8%	-	5%	5%	8%	7%	10%prs	10%prs	3%	9%p	5%	5%
BBC	51	35	6	13	30	17	34	14	8	-	8	26	16	42	11	12	21	15	36	34
	6%	6%	4%	16%abd	4%	5%	6%	7%	5%	-	5%	6%	6%	6%	6%	6%	5%	8%	6%	6%
BBC Trust	28	21	5	7	18	11	18	8	7	1	7	12	10	22	4	5	15	6	21	21
	3%	4%	3%	9%d	3%	3%	3%	4%	5%	3%	4%	3%	3%	3%	2%	2%	4%	3%	4%	4%
Other	1	1	-	-	1	-	1	-	-	-	-	1	-	1	-	-	1	-	1	1
	*	*	-	-	*	-	*	-	-	-	-	*	-	*	-	-	*	-	*	*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 162

Q23 - Who do you think is responsible for regulating Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go)?
Base: all who are aware of regulation for each service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	**883**	543	143*	82*	720	329	554	220	148*	31**	164*	436	277	714	204	217	400	180	579	546
Don't know	**146**	70	23	10	111	56	89	36	22	7	26	87	30	117	42	44	65	27	92	78
	16%	*13%*	*16%*	*13%*	*15%*	*17%*	*16%*	*16%*	*15%*	*23%*	*16%*	*20%*	*11%*	*16%*	*21%*	*20%*	*16%*	*15%*	*16%*	*14%*
Net: Ofcom/ ATVOD	**312**	211	36	25	274	109	204	70	50	9	65	156	90	246	71	74	144	68	212	202
	35%	*39%*	*25%*	*30%*	*38%*	*33%*	*37%*	*32%*	*34%*	*27%*	*39%*	*36%*	*32%*	*35%*	*35%*	*34%*	*36%*	*38%*	*37%*	*37%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Absolutes/col percents

Table 162

Q23 - Who do you think is responsible for regulating Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go)?
Base: all who are aware of regulation for each service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**947**	162	755	30	135	27	144	18	32	424	179
Base	**883**	145	712	26**	123*	22**	131	14**	33*	389	165*
Effective Base	**534**	116	406	22	93	24	101	16	20	275	94
The TV channels themselves/ The provider of the content (e.g. iPlayer, LoveFilm, YouTube etc.) (i.e. the service making it available to users)	**461** ***52%***	69 *48%*	374 *53%*	18 *70%*	64 *52%*	5 *21%*	67 *51%*	2 *13%*	14 *40%*	216 **56%i**	72 *44%*
Ofcom/Office of Communications	**260** ***29%***	30 *21%*	222 **31%ab**	8 *30%*	26 *21%*	4 *20%*	29 *22%*	1 *10%*	5 *14%*	114 *29%*	55 *33%*
BSC/Broadcasting Standards Commission	**169** ***19%***	22 *15%*	140 *20%*	7 *28%*	18 *15%*	3 *15%*	22 *16%*	- -	5 *13%*	88 *23%*	25 *15%*
The internet service provider (ISP) (e.g. Talk Talk, BT Broadband etc.)	**166** ***19%***	39 **27%b**	117 *16%*	11 *42%*	36 *29%*	3 *14%*	37 *28%*	2 *16%*	9 *27%*	87 *22%*	22 *13%*
The programme maker or producer	**155** ***18%***	37 **26%b**	114 *16%*	3 *13%*	34 *28%*	3 *14%*	37 *28%*	1 *4%*	8 *22%*	69 *18%*	20 *12%*
ASA/Advertising Standards Authority	**146** ***17%***	21 *14%*	119 *17%*	6 *24%*	17 *14%*	3 *15%*	18 *14%*	3 *21%*	7 *20%*	76 *19%*	18 *11%*
Self regulated i.e. the Service providers themselves	**143** ***16%***	29 *20%*	108 *15%*	5 *18%*	25 *20%*	5 *21%*	28 *21%*	2 *13%*	11 *32%*	67 *17%*	34 *20%*
BBFC/British Board of Film Classification	**127** ***14%***	13 *9%*	108 *15%*	6 *23%*	12 *10%*	1 *5%*	12 *10%*	1 *5%*	3 *8%*	54 *14%*	20 *12%*
ATVOD - Authority for Television On Demand	**125** ***14%***	22 *15%*	97 *14%*	6 *24%*	21 *17%*	1 *5%*	21 *16%*	1 *5%*	5 *16%*	58 *15%*	18 *11%*
MediaWatch/National Viewers and Listeners Association	**117** ***13%***	18 *12%*	92 *13%*	7 *28%*	16 *13%*	2 *7%*	18 *13%*	- -	5 *16%*	68 *17%*	18 *11%*
The Government (including Northern Ireland Assembly/ Scottish Executive/Welsh Executive)	**113** ***13%***	18 *13%*	89 *13%*	6 *22%*	18 *15%*	- -	18 *14%*	- -	3 *10%*	45 *12%*	27 *16%*
The police	**54** ***6%***	19 **13%b**	33 *5%*	3 *11%*	17 *14%*	1 *6%*	18 *14%*	1 *7%*	5 *14%*	27 *7%*	14 *8%*
BBC	**51** ***6%***	19 **13%b**	32 *5%*	- -	17 *14%*	2 *8%*	17 *13%*	1 *10%*	5 *15%*	22 *6%*	9 *6%*
BBC Trust	**28** ***3%***	10 **7%b**	17 *2%*	1 *3%*	10 *8%*	- -	10 *8%*	- -	6 *17%*	12 *3%*	6 *4%*
Other	**1** *	1 *	* *	- -	1 *	- -	- -	1 *4%*	- -	1 *	- -

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 162

Q23 - Who do you think is responsible for regulating Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go)?
Base: all who are aware of regulation for each service

		Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
	Total	Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**883**	145	712	26**	123*	22**	131	14**	33*	389	165*
Don't know	**146**	13	130	3	6	7	9	4	3	49	33
	16%	*9%*	*18%*	*10%*	*5%*	*32%*	*7%*	*30%*	*10%*	*13%*	*20%*
Net: Ofcom/ ATVOD	**312**	41	259	12	36	5	39	2	7	137	60
	35%	*29%*	*36%*	*46%*	*29%*	*24%*	*30%*	*15%*	*20%*	*35%*	*37%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 163

Q23 - Who do you think is responsible for regulating Paid Video On-demand content available through your subscription service provider?
Base: all who are aware of regulation for each service

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**938**	494	444	176	219	203	170	108	62	395	373	170	178	207	66	43	217	166	42	19	273	340	147	178	613	325
Base	**875**	482	393	169	179	201	192*	85*	49*	348	393	134*	165	233	51*	33*	183	161*	34**	16**	236	321	144*	174	557	318
Effective Base	**531**	265	273	152	130	104	86	60	34	279	189	94	120	101	36	30	163	92	24	8	185	168	83	110	339	192
The TV channels themselves/ The provider of the content (e.g. iPlayer, LoveFilm, YouTube etc.) (i.e. the service making it available to users)	**404**	211	193	78	85	83	94	46	18	164	177	63	67	100	30	15	97	77	16	3	112	165	52	76	277	127
	46%	*44%*	*49%*	*46%*	*48%*	*41%*	*49%*	*54%*	*36%*	*47%*	*45%*	*48%*	*41%*	*43%*	*59%*	*44%*	*53%*	*48%*	*47%*	*18%*	*47%*	*51%wy*	*36%*	*43%*	*50%wy*	*40%*
Ofcom/Office of Communications	**247**	144	102	35	49	58	70	24	11	84	128	35	41	82	12	9	43	46	12	1	68	95	36	47	163	83
	28%	*30%*	*26%*	*21%*	*27%*	*29%*	*37%ci*	*28%*	*22%*	*24%*	*32%c*	*26%*	*25%*	*35%*	*24%*	*28%*	*24%*	*28%*	*35%*	*9%*	*29%*	*30%*	*25%*	*27%*	*29%*	*26%*
BSC/Broadcasting Standards Commission	**168**	97	71	14	30	40	49	32	4	44	89	36	21	59	16	2	23	30	16	2	47	57	29	35	104	64
	19%	*20%*	*18%*	*8%*	*17%c*	*20%c*	*25%chi*	*37%cdehij*	*8%*	*13%*	*23%ci*	*27%chi*	*13%*	*25%lo*	*31%lo*	*5%*	*13%*	*19%*	*47%*	*15%*	*20%*	*18%*	*20%*	*20%*	*19%*	*20%*
BBFC/British Board of Film Classification	**153**	94	59	19	25	32	46	25	6	44	78	31	22	54	13	5	22	24	12	1	33	59	21	40	92	60
	17%	*19%*	*15%*	*11%*	*14%*	*16%*	*24%ci*	*30%cde*	*12%*	*13%*	*20%ci*	*23%ci*	*13%*	*23%*	*26%*	*15%*	*12%*	*15%*	*35%*	*5%*	*14%*	*18%*	*14%*	*23%*	*17%*	*19%*
The programme maker or producer	**149**	84	65	42	33	26	31	7	9	75	57	17	42	29	4	8	33	28	3	1	44	48	28	29	92	56
	17%	*17%*	*16%*	*25%efgjk*	*19%*	*13%*	*16%*	*9%*	*19%*	*22%g*	*14%*	*12%*	*25%mn*	*13%*	*9%*	*25%*	*18%*	*17%*	*9%*	*6%*	*19%*	*15%*	*19%*	*17%*	*17%*	*18%*
The internet service provider (ISP) (e.g. Talk Talk, BT Broadband etc.)	**141**	76	65	27	27	23	38	14	11	54	62	25	27	35	7	7	27	27	7	4	37	48	29	27	86	55
	16%	*16%*	*17%*	*16%*	*15%*	*12%*	*20%*	*17%*	*22%*	*16%*	*16%*	*19%*	*16%*	*15%*	*14%*	*21%*	*15%*	*17%*	*21%*	*24%*	*16%*	*15%*	*20%*	*15%*	*15%*	*17%*
ASA/Advertising Standards Authority	**136**	87	49	19	19	28	53	12	4	38	81	17	23	56	5	3	15	25	7	1	36	58	22	20	94	42
	16%	*18%*	*12%*	*11%*	*11%*	*14%*	*28%cdehik*	*15%*	*9%*	*11%*	*21%cdi*	*13%*	*14%*	*24%*	*10%*	*9%*	*8%*	*16%*	*22%*	*9%*	*15%*	*18%*	*15%*	*12%*	*17%*	*13%*
Self regulated i.e. the Service providers themselves	**130**	82	48	25	31	22	32	17	5	55	54	22	31	39	10	3	24	15	7	2	41	44	20	25	85	45
	15%	*17%*	*12%*	*15%*	*17%*	*11%*	*17%*	*20%*	*10%*	*16%*	*14%*	*16%*	*19%*	*17%*	*19%*	*8%*	*13%*	*9%*	*21%*	*14%*	*17%*	*14%*	*14%*	*14%*	*15%*	*14%*
ATVOD - Authority for Television On Demand	**124**	70	54	18	26	30	36	11	3	44	66	13	20	41	6	2	24	25	4	1	42	39	22	21	80	43
	14%	*14%*	*14%*	*11%*	*15%*	*15%*	*19%*	*13%*	*5%*	*13%*	*17%*	*10%*	*12%*	*18%*	*13%*	*6%*	*13%*	*16%*	*13%*	*5%*	*18%*	*12%*	*15%*	*12%*	*14%*	*14%*
MediaWatch/National Viewers and Listeners Association	**113**	70	43	25	19	16	36	12	4	44	53	16	23	36	8	3	21	17	4	1	28	40	21	23	68	45
	13%	*15%*	*11%*	*15%*	*10%*	*8%*	*19%c*	*14%*	*9%*	*13%*	*13%*	*12%*	*14%*	*15%*	*16%*	*10%*	*11%*	*10%*	*11%*	*7%*	*12%*	*13%*	*15%*	*13%*	*12%*	*14%*
The Government (including Northern Ireland Assembly/ Scottish Executive/Welsh Executive)	**108**	76	32	24	23	21	26	11	4	46	47	15	28	38	6	4	18	9	5	-	24	32	18	34	57	52
	12%	*16%b*	*8%*	*14%*	*13%*	*10%*	*14%*	*13%*	*8%*	*13%*	*12%*	*11%*	*17%*	*16%*	*13%*	*12%*	*10%*	*6%*	*14%*	-	*10%*	*10%*	*12%*	*20%tux*	*10%*	*16%x*
BBC	**50**	35	15	16	21	4	5	1	3	37	9	3	26	7	-	2	11	2	1	1	17	20	6	7	37	13
	6%	*7%*	*4%*	*10%efgjk*	*12%efgjk*	*2%*	*3%*	*1%*	*5%*	*11%efgjk*	*2%*	*2%*	*16%mn*	*3%*	-	*5%*	*6%q*	*1%*	*2%*	*5%*	*7%*	*6%*	*4%*	*4%*	*7%*	*4%*
The police	**46**	33	13	16	12	3	12	2	2	27	15	4	20	10	1	2	7	6	*	-	16	11	10	10	26	20
	5%	*7%*	*3%*	*9%ejk*	*6%*	*2%*	*6%*	*2%*	*4%*	*8%e*	*4%*	*3%*	*12%m*	*4%*	*2%*	*6%*	*4%*	*4%*	*1%*	-	*7%*	*3%*	*7%*	*6%*	*5%*	*6%*
BBC Trust	**30**	22	8	11	8	5	6	1	1	18	11	1	14	8	-	1	5	2	1	-	9	13	4	5	22	9
	3%	*5%*	*2%*	*6%k*	*4%*	*2%*	*3%*	*1%*	*1%*	*5%*	*3%*	*1%*	*8%*	*4%*	-	*2%*	*3%*	*1%*	*2%*	-	*4%*	*4%*	*3%*	*3%*	*4%*	*3%*
Other	**3**	2	1	-	*	1	1	-	1	*	2	1	-	2	-	-	*	-	-	1	1	1	1	-	2	1
	*	*	*	-	*	*1%*	*1%*	-	*1%*	*	*1%*	*	-	*1%*	-	-	*	-	-	*4%*	*1%*	*	*1%*	-	*	*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 163

Q23 - Who do you think is responsible for regulating Paid Video On-demand content available through your subscription service provider?
Base: all who are aware of regulation for each service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	**875**	482	393	169	179	201	192*	85*	49*	348	393	134*	165	233	51*	33*	183	161*	34**	16**	236	321	144*	174	557	318
Don't know	**167**	77	90	32	39	46	29	7	14	71	75	21	30	37	4	6	40	39	3	8	45	61	32	30	106	61
	19%	*16%*	*23%*	*19%*	*22%g*	*23%g*	*15%*	*9%*	*28%g*	*20%g*	*19%*	*16%*	*18%*	*16%*	*8%*	*19%*	*22%*	*24%*	*9%*	*49%*	*19%*	*19%*	*22%*	*17%*	*19%*	*19%*
Net: Ofcom/ ATVOD	**301**	174	127	40	62	71	89	27	12	102	160	39	50	100	15	10	52	60	12	2	87	112	51	51	199	102
	34%	*36%*	*32%*	*24%*	*35%*	*35%*	*47%chik*	*31%*	*24%*	*29%*	*41%cl*	*29%*	*30%*	*43%*	*28%*	*29%*	*29%*	*38%*	*36%*	*14%*	*37%*	*35%*	*35%*	*29%*	*36%*	*32%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 163

Q23 - Who do you think is responsible for regulating Paid Video On-demand content available through your subscription service provider?
Base: all who are aware of regulation for each service

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	938	605	331	596	322	11	49	107	93	71	96	50	85	129	110	790	62	30	56	249	167	374
Base	875	559	314	549	309	9**	38*	86*	64*	68*	78*	89**	115*	113	72*	723	52*	22**	79**	189	146	388
Effective Base	531	349	181	318	201	9	34	83	76	39	71	29	52	101	70	467	37	22	27	191	104	207
The TV channels themselves/ The provider of the content (e.g. iPlayer, LoveFilm, YouTube etc.) (i.e. the service making it available to users)	404	260	142	260	136	4	23	44	30	37	31	36	44	51	31	328	28	6	42	98	68	163
	46%	47%	45%	47%	44%	52%	59%	52%	48%	54%	40%	41%	39%	45%	44%	45%	54%	29%	53%	52%d	46%	42%
Ofcom/Office of Communications	247	160	86	150	97	-	8	19	22	23	18	31	33	31	20	204	7	8	27	49	41	114
	28%	29%	27%	27%	31%	-	22%	22%	35%	33%	23%	35%	28%	27%	28%	28%	14%	38%	34%	26%	28%	29%
BSC/Broadcasting Standards Commission	168	99	69	95	74	-	7	16	18	14	10	19	16	17	12	129	13	6	20	41	24	64
	19%	18%	22%	17%	24%	-	18%	19%	28%ijm	20%	13%	21%	14%	15%	17%	18%	26%	27%	26%	22%	16%	16%
BBFC/British Board of Film Classification	153	87	65	86	67	-	9	18	12	10	8	18	21	18	9	122	8	3	20	38	18	65
	17%	16%	21%	16%	22%	-	22%	21%	18%	15%	10%	20%	18%	16%	13%	17%	15%	15%	26%	20%	12%	17%
The programme maker or producer	149	101	46	93	53	1	11	11	11	15	13	10	21	24	16	131	9	*	8	33	28	70
	17%	18%	15%	17%	17%	8%	29%g	13%	17%	23%	16%	11%	18%	21%	22%	18%	18%	2%	10%	18%	19%	18%
The internet service provider (ISP) (e.g. Talk Talk, BT Broadband etc.)	141	95	45	85	53	-	10	17	10	16	10	12	8	20	17	121	8	2	10	38	25	57
	16%	17%	14%	16%	17%	-	26%kl	20%l	16%	23%kl	13%	13%	7%	18%	24%kl	17%	15%	10%	13%	20%	17%	15%
ASA/Advertising Standards Authority	136	90	46	86	47	2	8	11	11	17	5	18	8	15	19	113	7	3	14	30	21	61
	16%	16%	15%	16%	15%	25%	21%kl	13%	17%kl	24%kl	6%	20%	7%	14%	27%gijlm	16%	13%	13%	17%	16%	15%	16%
Self regulated i.e. the Service providers themselves	130	84	44	79	51	-	5	18	7	9	9	20	14	15	15	111	9	*	10	31	18	63
	15%	15%	14%	14%	17%	-	14%	21%	12%	13%	11%	22%	12%	13%	21%	15%	18%	2%	12%	16%	12%	16%
ATVOD - Authority for Television On Demand	124	86	37	79	42	2	4	14	10	14	6	6	15	19	19	106	8	2	8	28	20	58
	14%	15%	12%	14%	14%	19%	10%	16%	16%	20%	8%	7%	13%	17%	26%kl	15%	15%	9%	10%	15%	14%	15%
MediaWatch/National Viewers and Listeners Association	113	72	41	73	40	-	6	11	13	9	8	8	10	14	10	87	7	2	17	29	17	41
	13%	13%	13%	13%	13%	-	14%	13%	20%l	13%	10%	9%	8%	12%	14%	12%	13%	9%	21%	16%	11%	11%
The Government (including Northern Ireland Assembly/ Scottish Executive/Welsh Executive)	108	68	40	55	53	-	9	9	12	10	7	5	9	15	11	87	13	1	8	29	18	40
	12%	12%	13%	10%	17%c	-	22%	11%	18%	15%	9%	6%	8%	13%	15%	12%	25%cd	3%	10%	16%	12%	10%
BBC	50	33	17	30	18	1	4	1	4	3	5	6	3	10	8	44	3	-	2	9	7	27
	6%	6%	5%	6%	6%	14%	11%g	1%	7%g	4%	6%	7%	3%	9%g	11%g	6%	7%	-	3%	5%	5%	7%
The police	46	36	10	29	15	-	2	3	6	5	4	3	3	8	9	43	3	-	-	11	8	24
	5%	6%	3%	5%	5%	-	4%	4%	10%	7%	5%	3%	3%	7%	13%gl	6%	6%	-	-	6%	6%	6%
BBC Trust	30	23	7	20	9	1	2	1	4	2	4	2	2	3	5	24	3	-	3	7	6	12
	3%	4%	2%	4%	3%	10%	4%	1%	7%g	3%	5%	2%	2%	3%	6%	3%	6%	-	3%	4%	4%	3%
Other	3	3	*	2	2	-	-	*	-	-	-	-	1	1	1	3	-	-	-	*	-	3
	*	1%	*	*	*	-	-	1%	-	-	-	-	1%	*	1%	*	-	-	-	*	-	1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 163

Q23 - Who do you think is responsible for regulating Paid Video On-demand content available through your subscription service provider?
Base: all who are aware of regulation for each service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	**875**	559	314	549	309	9**	38*	86*	64*	68*	78*	89**	115*	113	72*	723	52*	22**	79**	189	146	388
Don't know	**167**	102	65	112	48	3	6	16	9	14	18	23	30	19	4	139	9	3	16	31	32	77
	19%	*18%*	*21%*	*20%*	*16%*	*31%*	*15%*	18%n	*15%*	20%n	23%n	*26%*	26%n	17%n	*6%*	*19%*	*16%*	*16%*	*20%*	*16%*	*22%*	*20%*
Net: Ofcom/ ATVOD	**301**	199	102	183	115	2	10	25	26	26	20	34	41	39	31	252	13	10	27	61	46	145
	34%	*36%*	*33%*	*33%*	*37%*	*19%*	*26%*	*29%*	*41%*	*38%*	*26%*	*39%*	*35%*	*34%*	43%	*35%*	*24%*	*45%*	*34%*	*32%*	*32%*	*37%*

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 163

Q23 - Who do you think is responsible for regulating Paid Video On-demand content available through your subscription service provider?
Base: all who are aware of regulation for each service

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**938**	777	788	711	440	637	490	396	318	261	745	539	487	368	281	922	16	873	870	922
Base	**875**	700	732	668	403	580	420	383	267	244	677	477	468	314	261	852	23**	759	803	852
Effective Base	**531**	453	441	410	264	354	354	218	235	152	419	324	272	235	166	536	6	601	496	536
The TV channels themselves/ The provider of the content (e.g. iPlayer, LoveFilm, YouTube etc.) (i.e. the service making it available to users)	**404**	335	344	303	172	276	213	174	117	100	324	247	223	139	105	400	4	351	379	400
	46%	*48%*	*47%*	*45%*	*43%*	*47%*	*51%*	*45%*	*44%*	*41%*	*48%*	*52%*	*48%*	*44%*	*40%*	*47%*	*19%*	*46%*	*47%*	*47%*
Ofcom/Office of Communications	**247**	211	220	193	117	170	130	96	77	70	200	148	120	90	76	244	2	230	227	244
	28%	*30%*	*30%*	*29%*	*29%*	*29%*	*31%*	*25%*	*29%*	*29%*	*30%*	*31%*	*26%*	*29%*	*29%*	*29%*	*9%*	*30%*	*28%*	*29%*
BSC/Broadcasting Standards Commission	**168**	147	149	126	63	110	94	64	44	40	132	107	82	50	44	164	4	155	152	164
	19%	*21%*	*20%*	*19%*	*16%*	*19%*	*22%*	*17%*	*17%*	*16%*	*19%*	*22%*	*18%*	*16%*	*17%*	*19%*	*19%*	*20%*	*19%*	*19%*
BBFC/British Board of Film Classification	**153**	127	136	124	63	101	74	67	39	39	124	90	82	45	44	151	2	141	138	151
	17%	*18%*	*19%*	*18%*	*16%*	*17%*	*18%*	*17%*	*15%*	*16%*	*18%*	*19%*	*18%*	*14%*	*17%*	*18%*	*9%*	*19%*	*17%*	*18%*
The programme maker or producer	**149**	128	133	117	74	112	88	72	53	42	127	92	95	60	45	147	2	135	144	147
	17%	*18%*	*18%*	*17%*	*18%*	*19%*	*21%*	*19%*	*20%*	*17%*	*19%*	*19%*	*20%*	*19%*	*17%*	*17%*	*9%*	*18%*	*18%*	*17%*
The internet service provider (ISP) (e.g. Talk Talk, BT Broadband etc.)	**141**	122	113	104	57	100	82	66	49	39	106	90	80	54	40	139	2	131	131	139
	16%	*17%*	*15%*	*16%*	*14%*	*17%*	*19%*	*17%*	*18%*	*16%*	*16%*	*19%*	*17%*	*17%*	*15%*	*16%*	*8%*	*17%*	*16%*	*16%*
ASA/Advertising Standards Authority	**136**	119	118	108	52	91	75	52	37	44	106	86	69	45	45	136	*	127	130	136
	16%	*17%*	*16%*	*16%*	*13%*	*16%*	*18%*	*13%*	*14%*	*18%*	*16%*	*18%*	*15%*	*14%*	*17%*	*16%*	*2%*	*17%*	*16%*	*16%*
Self regulated i.e. the Service providers themselves	**130**	110	113	106	62	90	66	54	43	40	98	76	67	47	42	130	*	127	121	130
	15%	*16%*	*15%*	*16%*	*15%*	*15%*	*16%*	*14%*	*16%*	*16%*	*15%*	*16%*	*14%*	*15%*	*16%*	*15%*	*2%*	*17%*	*15%*	*15%*
ATVOD - Authority for Television On Demand	**124**	106	107	95	51	84	73	53	42	38	96	79	70	46	40	124	-	116	118	124
	14%	*15%*	*15%*	*14%*	*13%*	*15%*	*17%*	*14%*	*16%*	*15%*	*14%*	*17%*	*15%*	*15%*	*15%*	*14%*	-	*15%*	*15%*	*14%*
MediaWatch/National Viewers and Listeners Association	**113**	99	92	90	52	76	74	52	37	34	87	77	63	45	34	112	*	108	107	112
	13%	*14%*	*13%*	*13%*	*13%*	*13%*	*18%*	*14%*	*14%*	*14%*	*13%*	*16%*	*13%*	*14%*	*13%*	*13%*	*2%*	*14%*	*13%*	*13%*
The Government (including Northern Ireland Assembly/ Scottish Executive/Welsh Executive)	**108**	85	98	83	50	84	59	46	38	30	93	63	57	43	32	108	1	101	103	108
	12%	*12%*	*13%*	*12%*	*13%*	*14%*	*14%*	*12%*	*14%*	*12%*	*14%*	*13%*	*12%*	*14%*	*12%*	*13%*	*4%*	*13%*	*13%*	*13%*
BBC	**50**	41	44	41	27	39	24	26	20	16	43	27	30	22	16	50	-	44	48	50
	6%	*6%*	*6%*	*6%*	*7%*	*7%*	*6%*	*7%*	*8%*	*6%*	*6%*	*6%*	*6%*	*7%*	*6%*	*6%*	-	*6%*	*6%*	*6%*
The police	**46**	37	39	37	21	32	23	20	15	15	35	26	23	16	15	46	-	46	45	46
	5%	*5%*	*5%*	*6%*	*5%*	*6%*	*5%*	*5%*	*6%*	*6%*	*5%*	*5%*	*5%*	*5%*	*6%*	*5%*	-	*6%*	*6%*	*5%*
BBC Trust	**30**	25	26	24	13	24	18	16	13	9	25	21	19	15	9	30	-	28	30	30
	3%	*4%*	*4%*	*4%*	*3%*	*4%*	*4%*	*4%*	*5%*	*4%*	*4%*	*4%*	*4%*	*5%*	*4%*	*4%*	-	*4%*	*4%*	*4%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 163

Q23 - Who do you think is responsible for regulating Paid Video On-demand content available through your subscription service provider?
Base: all who are aware of regulation for each service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	875	700	732	668	403	580	420	383	267	244	677	477	468	314	261	852	23**	759	803	852
Other	3	2	2	2	*	2	2	2	-	1	2	2	2	1	1	3	-	3	3	3
	*	*	*	*	*	*	*	1%	-	*	*	*	*	*	*	*	-	*	*	*
Don't know	167	124	133	120	72	97	62	65	45	49	119	74	82	60	54	153	14	127	144	153
	19%	18%	18%	18%	18%	17%	15%	17%	17%	20%	18%	15%	17%	19%	21%	18%	62%	17%	18%	18%
Net: Ofcom/ ATVOD	301	253	267	237	140	204	160	120	94	83	237	181	149	109	90	299	2	282	278	299
	34%	36%	36%	35%	35%	35%	38%	31%	35%	34%	35%	38%	32%	35%	35%	35%	9%	37%	35%	35%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 163

Q23 - Who do you think is responsible for regulating Paid Video On-demand content available through your subscription service provider?
Base: all who are aware of regulation for each service

	Total	Tech savvy: Keep up with new Tech (agree) (a)	Tech savvy: Keep up with new Tech (disagree) (b)	Tech savvy: Computers confuse me (agree) (c)	Tech savvy: Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	Age of Children: 0-10 (g)	Age of Children: 11-16 (h)	Age of Children: 17 (i)	HH size: Single (j)	HH size: 2-3 (k)	HH size: 4+ (l)	HH size: 2+ (m)	TV access: Freeview only (n)	TV access: Freeview (any) (o)	TV access: Sat (p)	TV access: Cab (q)	TV access: Sat/Cab (r)	TV access: Pay TV (s)
Unweighted Base	938	598	128	84	770	290	648	194	133	26	156	502	275	777	206	224	428	204	632	605
Base	875	536	131*	83*	701	322	553	211	152*	30**	164*	426	278	705	198	213	406	175	581	547
Effective Base	531	396	55	61	446	163	380	113	71	21	85	302	152	447	109	121	233	141	365	366
The TV channels themselves/ The provider of the content (e.g. iPlayer, LoveFilm, YouTube etc.) (i.e. the service making it available to users)	404 46%	253 47%	76 58%	37 44%	331 47%	148 46%	256 46%	105 50%	71 47%	9 30%	75 46%	178 42%	150 54%kl	329 47%	84 42%	88 41%	200 49%	80 46%	280 48%	276 50%
Ofcom/Office of Communications	247 28%	168 31%bc	24 18%	14 17%	223 32%abc	86 27%	160 29%	61 29%	34 23%	7 22%	51 31%	120 28%	74 26%	194 28%	53 27%	54 25%	124 31%	44 25%	168 29%	162 30%
BSC/Broadcasting Standards Commission	168 19%	116 22%	24 18%	13 16%	147 21%	52 16%	116 21%	36 17%	24 16%	6 21%	45 27%m	77 18%	47 17%	124 18%	22 11%	23 11%	101 25%no	33 19%	134 23%no	123 23%no
BBFC/British Board of Film Classification	153 17%	109 20%	16 12%	15 18%	129 18%	46 14%	107 19%	28 13%	20 13%	5 15%	42 26%km	67 16%	43 15%	110 16%	29 14%	31 15%	75 19%	28 16%	103 18%	98 18%
The programme maker or producer	149 17%	97 18%	24 18%	20 24%	116 17%	52 16%	96 17%	39 19%	22 14%	4 12%	20 12%	75 18%	53 19%	128 18%	26 13%	30 14%	83 20%	28 16%	111 19%	108 20%
The internet service provider (ISP) (e.g. Talk Talk, BT Broadband etc.)	141 16%	90 17%	22 17%	22 27%d	110 16%	50 15%	91 17%	29 14%	27 18%	3 11%	26 16%	67 16%	49 17%	115 16%	27 14%	31 15%	63 16%	32 18%	95 16%	102 19%
ASA/Advertising Standards Authority	136 16%	90 17%	20 15%	20 24%	106 15%	49 15%	87 16%	36 17%	26 17%	2 8%	24 15%	58 14%	53 19%	111 16%	24 12%	29 14%	70 17%	29 17%	99 17%	100 18%
Self regulated i.e. the Service providers themselves	130 15%	92 17%	21 16%	12 15%	111 16%	55 17%	75 14%	39 18%	27 17%	3 10%	26 16%	58 14%	46 16%	104 15%	27 13%	29 14%	68 17%	27 15%	95 16%	88 16%
ATVOD - Authority for Television On Demand	124 14%	81 15%	24 18%	14 17%	100 14%	51 16%	73 13%	31 15%	34 22%	2 6%	23 14%	55 13%	43 16%	99 14%	18 9%	21 10%	71 17%n	25 14%	96 17%	93 17%n
MediaWatch/National Viewers and Listeners Association	113 13%	78 15%	10 8%	12 15%	95 14%	33 10%	80 14%	18 8%	18 12%	6 19%	30 18%	53 12%	29 10%	82 12%	17 9%	19 9%	57 14%	27 15%	84 14%	80 15%
The Government (including Northern Ireland Assembly/ Scottish Executive/Welsh Executive)	108 12%	78 15%	10 8%	10 12%	93 13%	29 9%	79 14%	17 8%	13 8%	6 20%	27 17%	49 11%	31 11%	80 11%	22 11%	26 12%	53 13%	18 10%	71 12%	69 13%
BBC	50 6%	40 7%d	3 2%	15 18%abd	27 4%	15 5%	35 6%	12 6%	6 4%	- -	7 4%	29 7%	14 5%	42 6%	12 6%	13 6%	23 6%	8 5%	31 5%	26 5%
The police	46 5%	31 6%	8 6%	12 14%ad	33 5%	20 6%	26 5%	17 8%	10 7%	- -	12 7%	17 4%	17 6%	34 5%	11 6%	12 6%	15 4%	14 8%	29 5%	30 5%
BBC Trust	30 3%	21 4%	3 3%	7 9%d	18 3%	11 4%	19 3%	8 4%	7 4%	- -	6 4%	16 4%	8 3%	24 3%	5 2%	6 3%	21 5%	4 2%	25 4%	21 4%
Other	3 *	2 *	- -	- -	3 *	1 *	2 *	1 1%	- -	- -	1 1%	1 *	1 *	2 *	1 1%	1 1%	2 *	- -	2 *	2 *

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 163

Q23 - Who do you think is responsible for regulating Paid Video On-demand content available through your subscription service provider?
Base: all who are aware of regulation for each service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	**875**	536	131*	83*	701	322	553	211	152*	30**	164*	426	278	705	198	213	406	175	581	547
Don't know	**167**	83	20	11	125	61	106	41	24	9	32	90	43	132	46	50	72	32	103	89
	19%	*15%*	*15%*	*13%*	*18%*	*19%*	*19%*	*19%*	*15%*	*31%*	*19%*	*21%*	*15%*	*19%*	*23%*	*24%*	*18%*	*18%*	*18%*	*16%*
Net: Ofcom/ ATVOD	**301**	197	40	24	261	116	185	79	54	8	57	146	96	242	59	63	153	60	212	207
	34%	*37%*	*30%*	*29%*	*37%*	*36%*	*33%*	*37%*	*36%*	*26%*	*35%*	*34%*	*35%*	*34%*	*30%*	*30%*	*38%*	*34%*	*37%*	*38%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Absolutes/col percents

Table 163

Q23 - Who do you think is responsible for regulating Paid Video On-demand content available through your subscription service provider?
Base: all who are aware of regulation for each service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**938**	155	752	31	129	26	137	18	35	420	176
Base	**875**	135	716	24**	114	21**	121	14**	32*	386	162*
Effective Base	**531**	122	405	23	100	22	108	15	31	269	92
The TV channels themselves/ The provider of the content (e.g. iPlayer, LoveFilm, YouTube etc.) (i.e. the service making it available to users)	**404**	58	335	11	53	5	57	1	16	198	72
	46%	*43%*	*47%*	*47%*	*47%*	*23%*	*47%*	*7%*	*49%*	*51%*	*44%*
Ofcom/Office of Communications	**247**	27	215	5	24	3	26	1	8	117	47
	28%	*20%*	*30%b*	*21%*	*21%*	*15%*	*21%*	*8%*	*24%*	*30%*	*29%*
BSC/Broadcasting Standards Commission	**168**	21	141	6	18	3	21	1	5	89	26
	19%	*16%*	*20%*	*23%*	*16%*	*14%*	*17%*	*5%*	*16%*	*23%*	*16%*
BBFC/British Board of Film Classification	**153**	17	130	6	15	2	16	1	5	73	25
	17%	*13%*	*18%*	*25%*	*14%*	*7%*	*13%*	*5%*	*16%*	*19%*	*16%*
The programme maker or producer	**149**	33	111	4	29	4	32	1	6	73	19
	17%	*25%b*	*15%*	*19%*	*26%*	*19%*	*27%*	*9%*	*19%*	*19%*	*12%*
The internet service provider (ISP) (e.g. Talk Talk, BT Broadband etc.)	**141**	30	106	5	28	3	29	2	11	72	15
	16%	*23%b*	*15%*	*20%*	*25%*	*12%*	*24%*	*12%*	*35%*	*19%*	*10%*
ASA/Advertising Standards Authority	**136**	27	105	4	26	1	26	2	8	72	22
	16%	*20%*	*15%*	*15%*	*23%*	*5%*	*21%*	*11%*	*24%*	*19%*	*14%*
Self regulated i.e. the Service providers themselves	**130**	26	100	5	22	4	25	1	7	67	24
	15%	*19%*	*14%*	*20%*	*19%*	*17%*	*21%*	*5%*	*23%*	*17%*	*15%*
ATVOD - Authority for Television On Demand	**124**	30	92	1	26	4	30	-	10	61	14
	14%	*22%b*	*13%*	*5%*	*23%*	*17%*	*25%*	-	*30%*	*16%*	*9%*
MediaWatch/National Viewers and Listeners Association	**113**	18	91	4	16	2	18	-	8	54	14
	13%	*13%*	*13%*	*15%*	*14%*	*7%*	*15%*	-	*25%*	*14%*	*9%*
The Government (including Northern Ireland Assembly/ Scottish Executive/Welsh Executive)	**108**	19	86	4	17	2	19	-	5	43	26
	12%	*14%*	*12%*	*16%*	*15%*	*7%*	*15%*	-	*17%*	*11%*	*16%*
BBC	**50**	18	30	2	16	2	18	1	8	23	8
	6%	*14%b*	*4%*	*7%*	*14%*	*10%*	*15%*	*5%*	*24%*	*6%*	*5%*
The police	**46**	14	32	-	13	2	13	2	9	21	9
	5%	*11%b*	*4%*	-	*11%*	*8%*	*11%*	*12%*	*28%*	*6%*	*6%*
BBC Trust	**30**	11	19	1	11	-	11	-	7	11	6
	3%	*8%b*	*3%*	*3%*	*10%*	-	*9%*	-	*22%*	*3%*	*4%*
Other	**3**	1	2	-	1	-	*	1	-	2	1
	*	*1%*	*	-	*1%*	-	*	*4%*	-	*1%*	*1%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 163

Q23 - Who do you think is responsible for regulating Paid Video On-demand content available through your subscription service provider?
Base: all who are aware of regulation for each service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**875**	135	716	24**	114	21**	121	14**	32*	386	162*
Don't know	**167**	16	149	3	8	8	9	6	3	56	37
	19%	*12%*	*21%*	*12%*	*7%*	*37%*	*8%*	*44%*	*8%*	*15%*	*23%*
Net: Ofcom/ ATVOD	**301**	45	251	5	38	7	44	1	12	146	52
	34%	*33%*	*35%*	*21%*	*34%*	*32%*	*36%*	*8%*	*38%*	*38%*	*32%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 164

Q23 - Who do you think is responsible for regulating Official YouTube channels from brands/ organisations you are familiar with?
Base: all who are aware of regulation for each service

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	823	433	390	198	207	168	124	73	53	405	292	126	188	166	44	35	217	126	29	18	250	287	140	146	537	286
Base	769	433	336	191	176	161*	135*	60*	46**	367	296	106*	177	187*	37**	31**	189	109*	23**	15**	214	267	142*	146*	481	288
Effective Base	468	228	256	162	112	92	61	35	28	268	151	63	121	79	22	18	148	87	13	10	161	147	79	90	300	168
The TV channels themselves/ The provider of the content (e.g. iPlayer, LoveFilm, YouTube etc.) (i.e. the service making it available to users)	354	192	162	100	74	70	67	20	23	174	137	43	77	81	14	19	97	55	5	4	94	139	60	61	233	121
	46%	44%	48%	53%eg	42%	43%	49%	33%	51%	48%	46%	41%	44%	43%	39%	62%	51%	51%	23%	27%	44%	52%	42%	42%	48%	42%
The programme maker or producer	181	95	86	57	48	29	27	8	12	105	56	20	51	31	3	10	55	25	5	1	51	63	38	29	113	67
	23%	22%	25%	30%egl	27%	18%	20%	13%	25%	29%gl	19%	18%	29%m	17%	8%	34%	29%	23%	22%	7%	24%	23%	27%	20%	24%	23%
Ofcom/Office of Communications	171	102	70	33	32	40	41	14	11	65	82	25	36	49	8	8	29	32	5	3	50	64	30	28	114	58
	22%	24%	21%	17%	18%	25%	31%cl	23%	23%	18%	28%cl	23%	21%	26%	23%	26%	15%	30%g	24%	18%	23%	24%	21%	19%	24%	20%
Self regulated i.e. the Service providers themselves	145	83	62	38	37	32	17	8	13	75	49	21	38	30	4	11	37	19	4	2	39	54	33	19	93	52
	19%	19%	18%	20%	21%	20%	13%	13%	27%	21%	17%	19%	21%	16%	11%	34%	20%	17%	16%	14%	18%	20%	23%	13%	19%	18%
The internet service provider (ISP) (e.g. Talk Talk, BT Broadband etc.)	131	80	51	31	24	21	24	16	15	54	45	31	28	31	9	12	26	15	7	3	44	47	25	15	91	40
	17%	18%	15%	16%	14%	13%	18%	27%	32%	15%	15%	29%cdej	16%	16%	24%	39%	14%	14%	30%	18%	20%w	18%	17%	10%	19%	14%
BSC/Broadcasting Standards Commission	111	61	51	21	21	25	28	13	4	42	53	17	20	32	7	2	22	21	6	2	27	37	23	24	64	47
	14%	14%	15%	11%	12%	15%	21%	21%	9%	11%	18%	16%	11%	17%	18%	8%	12%	19%	26%	10%	13%	14%	16%	16%	13%	16%
The Government (including Northern Ireland Assembly/ Scottish Executive/Welsh Executive)	105	75	30	25	23	30	14	4	9	48	44	13	30	34	2	8	18	10	2	1	22	34	27	22	56	49
	14%	17%b	9%	13%	13%	19%	10%	7%	19%	13%	15%	12%	17%	18%	7%	27%	10%	9%	8%	4%	10%	13%	19%	15%	12%	17%
ASA/Advertising Standards Authority	99	60	39	19	15	27	23	7	9	33	50	16	19	28	5	8	14	21	2	1	22	44	24	9	65	33
	13%	14%	11%	10%	8%	16%	17%	12%	19%	9%	17%dl	15%	11%	15%	13%	25%	7%	20%g	10%	5%	10%	16%w	17%w	6%	14%	12%
MediaWatch/National Viewers and Listeners Association	89	52	37	17	23	16	21	6	6	41	37	12	18	25	4	5	22	12	2	1	17	34	22	16	51	38
	12%	12%	11%	9%	13%	10%	15%	10%	12%	11%	12%	11%	10%	13%	10%	17%	12%	11%	9%	4%	8%	13%	16%	11%	11%	13%
BBC	89	53	36	18	31	14	12	5	10	49	26	15	31	12	1	8	18	13	4	1	24	29	20	16	53	36
	12%	12%	11%	10%	17%	9%	9%	9%	21%	13%	9%	14%	18%m	7%	4%	27%	9%	12%	16%	8%	11%	11%	14%	11%	11%	12%
BBFC/British Board of Film Classification	64	46	18	14	14	11	13	3	9	27	23	13	18	15	3	9	9	8	*	-	10	22	19	13	31	32
	8%	11%b	5%	7%	8%	7%	9%	6%	20%	7%	8%	12%	10%	8%	8%	30%	5%	8%	2%	-	5%	8%	13%	9%	7%	11%d
BBC Trust	62	38	24	16	12	12	13	3	7	28	25	10	17	14	1	7	11	11	2	1	18	19	16	10	37	26
	8%	9%	7%	9%	7%	7%	9%	4%	16%	8%	8%	9%	10%	8%	2%	21%	6%	10%	8%	4%	8%	7%	11%	7%	8%	9%
ATVOD - Authority for Television On Demand	56	37	19	12	18	11	8	4	2	30	19	7	16	16	3	2	14	4	1	*	18	19	10	9	37	19
	7%	8%	6%	6%	10%	7%	6%	7%	5%	8%	6%	6%	9%	8%	8%	6%	8%	3%	5%	3%	8%	7%	7%	6%	8%	7%
The police	46	34	12	13	9	10	11	1	2	22	21	3	16	16	*	2	6	5	1	-	10	23	7	7	33	14
	6%	8%b	4%	7%	5%	6%	8%	2%	5%	6%	7%	3%	9%	8%	1%	7%	3%	5%	3%	-	5%	8%	5%	5%	7%	5%
Other	3	-	3	-	-	-	-	-	3	-	-	3	-	-	-	-	-	-	-	3	-	-	3	-	-	3
	*	-	1%	-	-	-	-	-	6%	-	-	3%j	-	-	-	-	-	-	-	18%	-	-	2%x	-	-	1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 164

Q23 - Who do you think is responsible for regulating Official YouTube channels from brands/ organisations you are familiar with?
Base: all who are aware of regulation for each service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	**769**	433	336	191	176	161*	135*	60*	46**	367	296	106*	177	187*	37**	31**	189	109*	23**	15**	214	267	142*	146*	481	288
Don't know	**134**	73	62	37	32	26	22	10	8	69	47	18	32	31	5	4	37	16	5	4	39	34	24	37	73	61
	17%	*17%*	*18%*	*19%*	*18%*	*16%*	*16%*	*17%*	*17%*	*19%*	*16%*	*17%*	*18%*	*17%*	*14%*	*14%*	*20%*	*15%*	*21%*	*25%*	*18%*	*13%*	*17%*	25%ux	*15%*	*21%*
Net: Ofcom/ ATVOD	**202**	123	79	39	41	47	47	16	12	80	93	29	45	59	10	9	35	34	6	3	59	73	36	34	132	70
	26%	*28%*	*24%*	*21%*	*23%*	*29%*	35%cl	*27%*	*27%*	*22%*	32%cl	*27%*	*25%*	*32%*	*27%*	*30%*	*19%*	32%p	*27%*	*21%*	*28%*	*27%*	*25%*	*23%*	*27%*	*24%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 164

Q23 - Who do you think is responsible for regulating Official YouTube channels from brands/ organisations you are familiar with?
Base: all who are aware of regulation for each service

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	823	511	309	491	314	6	38	94	88	52	87	37	84	122	106	708	49	22	44	220	139	349
Base	769	484	282	454	299	5**	26*	77*	70*	55*	74*	70**	95*	104*	64*	635	40**	16**	77**	173	129*	333
Effective Base	468	289	177	260	197	5	36	79	65	30	61	22	63	95	81	453	29	16	20	177	88	208
The TV channels themselves/ The provider of the content (e.g. iPlayer, LoveFilm, YouTube etc.) (i.e. the service making it available to users)	354	222	130	207	141	1	13	43	32	39	30	15	52	44	30	297	19	3	35	87	69	141
	46%	46%	46%	46%	47%	27%	48%	56%	46%	70%hjmn	41%	21%	54%	43%	48%	47%	47%	18%	46%	50%	53%	42%
The programme maker or producer	181	116	63	113	65	-	9	18	19	24	19	13	30	15	15	161	7	1	12	45	42	73
	23%	24%	22%	25%	22%	-	33%m	23%	27%m	43%gm	25%	19%	32%m	14%	23%	25%	17%	7%	15%	26%	33%	22%
Ofcom/Office of Communications	171	113	57	104	65	*	8	12	17	13	14	18	32	19	12	146	8	5	12	38	27	81
	22%	23%	20%	23%	22%	8%	32%g	16%	24%	24%	19%	26%	33%gm	19%	19%	23%	21%	29%	16%	22%	21%	24%
Self regulated i.e. the Service providers themselves	145	91	52	75	68	*	8	11	13	20	11	13	16	20	14	126	3	1	15	32	31	62
	19%	19%	18%	17%	23%	8%	30%	15%	18%	36%gjl	15%	18%	17%	19%	22%	20%	8%	6%	19%	18%	24%	19%
The internet service provider (ISP) (e.g. Talk Talk, BT Broadband etc.)	131	82	48	84	43	-	6	15	15	17	11	8	18	13	8	113	4	3	11	36	29	48
	17%	17%	17%	19%	14%	-	24%	19%	22%	32%mn	15%	11%	19%	13%	13%	18%	11%	21%	14%	21%	22%	14%
BSC/Broadcasting Standards Commission	111	75	35	64	46	1	5	10	12	7	8	8	15	18	8	90	6	3	12	27	15	48
	14%	16%	12%	14%	15%	31%	20%	13%	17%	13%	10%	12%	15%	17%	12%	14%	14%	20%	16%	16%	11%	15%
The Government (including Northern Ireland Assembly/ Scottish Executive/Welsh Executive)	105	60	43	55	50	-	3	10	14	13	6	6	12	13	6	83	10	1	10	27	19	37
	14%	12%	15%	12%	17%	-	11%	13%	20%	24%j	8%	8%	13%	13%	10%	13%	26%	8%	13%	15%	15%	11%
ASA/Advertising Standards Authority	99	61	36	62	35	-	5	13	8	10	5	14	9	12	8	83	3	4	9	25	14	43
	13%	13%	13%	14%	12%	-	18%	17%	11%	18%	6%	20%	9%	12%	12%	13%	7%	26%	11%	15%	11%	13%
MediaWatch/National Viewers and Listeners Association	89	50	38	48	40	-	5	12	8	6	8	13	12	8	6	78	5	*	6	24	14	39
	12%	10%	13%	10%	13%	-	17%	16%	11%	11%	11%	19%	13%	8%	9%	12%	12%	2%	8%	14%	11%	12%
BBC	89	53	35	56	32	-	4	7	8	12	8	11	8	12	7	78	7	-	4	20	20	38
	12%	11%	12%	12%	11%	-	17%	10%	11%	22%	11%	15%	8%	12%	11%	12%	17%	-	6%	11%	16%	11%
BBFC/British Board of Film Classification	64	39	23	40	22	-	4	4	6	9	8	5	5	6	4	51	4	2	6	14	18	20
	8%	8%	8%	9%	7%	-	14%	5%	9%	17%	11%	7%	6%	5%	6%	8%	11%	10%	8%	8%	14%u	6%
BBC Trust	62	40	20	37	25	-	2	4	7	9	5	8	4	10	6	55	2	-	5	14	14	28
	8%	8%	7%	8%	8%	-	8%	6%	10%	17%j	6%	11%	4%	10%	9%	9%	6%	-	6%	8%	11%	8%
ATVOD - Authority for Television On Demand	56	37	20	35	21	-	3	3	6	4	9	2	3	13	9	51	3	1	1	12	12	27
	7%	8%	7%	8%	7%	-	10%	4%	8%	7%	12%	3%	3%	12%j	14%gj	8%	7%	8%	1%	7%	10%	8%
The police	46	38	8	28	17	-	1	5	5	8	5	7	5	4	3	43	2	-	1	11	12	20
	6%	8%b	3%	6%	6%	-	3%	7%	8%	14%	6%	10%	5%	4%	5%	7%	5%	-	1%	7%	10%	6%
Other	3	-	3	3	-	-	-	-	-	-	-	3	-	-	-	3	-	-	-	-	-	3
	*	-	1%	1%	-	-	-	-	-	-	-	4%	-	-	-	*	-	-	-	-	-	1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 164

Q23 - Who do you think is responsible for regulating Official YouTube channels from brands/ organisations you are familiar with?
Base: all who are aware of regulation for each service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	**769**	484	282	454	299	5**	26*	77*	70*	55*	74*	70**	95*	104*	64*	635	40**	16**	77**	173	129*	333
Don't know	**134**	76	58	85	43	2	4	13	14	10	14	24	12	17	11	118	6	2	8	31	24	64
	17%	*16%*	*20%*	*19%*	*15%*	*41%*	*15%*	*17%*	*19%*	*18%*	*18%*	*35%*	*12%*	*16%*	*17%*	*19%*	*15%*	*11%*	*10%*	*18%*	*18%*	*19%*
Net: Ofcom/ ATVOD	**202**	133	68	123	77	*	9	14	19	16	21	20	33	25	18	175	9	6	12	42	36	97
	26%	*28%*	*24%*	*27%*	*26%*	*8%*	*34%*	*18%*	*28%*	*29%*	*28%*	*29%*	*35%d*	*24%*	*29%*	*28%*	*22%*	*35%*	*16%*	*25%*	*28%*	*29%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 164

Q23 - Who do you think is responsible for regulating Official YouTube channels from brands/ organisations you are familiar with?
Base: all who are aware of regulation for each service

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**823**	666	692	631	384	590	395	378	281	242	663	429	447	322	266	807	16	759	774	807
Base	**769**	590	636	577	330	538	349	346	245	210	604	387	401	282	230	752	17**	659	719	752
Effective Base	**468**	397	396	374	264	337	251	227	184	181	374	237	273	203	198	457	12	513	437	457
The TV channels themselves/ The provider of the content (e.g. iPlayer, LoveFilm, YouTube etc.) (i.e. the service making it available to users)	**354** ***46%***	287 *49%*	311 *49%*	273 *47%*	156 *47%*	270 *50%*	158 *45%*	168 *49%*	113 *46%*	106 *51%*	303 *50%*	182 *47%*	203 *51%*	133 *47%*	114 *50%*	351 *47%*	3 *17%*	310 *47%*	340 *47%*	351 *47%*
The programme maker or producer	**181** ***23%***	143 *24%*	153 *24%*	148 *26%*	85 *26%*	127 *24%*	92 *26%*	100 *29%*	67 *27%*	62 *29%*	149 *25%*	98 *25%*	113 *28%*	78 *28%*	64 *28%*	179 *24%*	2 *12%*	148 *22%*	172 *24%*	179 *24%*
Ofcom/Office of Communications	**171** ***22%***	148 *25%*	145 *23%*	131 *23%*	80 *24%*	115 *21%*	85 *24%*	76 *22%*	58 *24%*	64 *31%eg*	135 *22%*	92 *24%*	89 *22%*	70 *25%*	68 *30%*	169 *23%*	2 *12%*	150 *23%*	159 *22%*	169 *23%*
Self regulated i.e. the Service providers themselves	**145** ***19%***	110 *19%*	120 *19%*	119 *21%*	64 *19%*	106 *20%*	64 *18%*	79 *23%*	59 *24%*	53 *25%*	118 *20%*	69 *18%*	86 *21%*	68 *24%*	56 *24%*	145 *19%*	- -	130 *20%*	139 *19%*	145 *19%*
The internet service provider (ISP) (e.g. Talk Talk, BT Broadband etc.)	**131** ***17%***	117 *20%*	104 *16%*	92 *16%*	48 *14%*	93 *17%*	78 *22%*	56 *16%*	44 *18%*	40 *19%*	103 *17%*	82 *21%*	67 *17%*	53 *19%*	42 *18%*	131 *17%*	- -	105 *16%*	124 *17%*	131 *17%*
BSC/Broadcasting Standards Commission	**111** ***14%***	96 *16%*	102 *16%*	84 *15%*	43 *13%*	87 *16%*	54 *16%*	51 *15%*	41 *17%*	40 *19%*	99 *16%*	61 *16%*	58 *14%*	46 *16%*	42 *18%*	111 *15%*	- -	104 *16%*	102 *14%*	111 *15%*
The Government (including Northern Ireland Assembly/ Scottish Executive/Welsh Executive)	**105** ***14%***	73 *12%*	93 *15%*	84 *15%*	42 *13%*	79 *15%*	46 *13%*	39 *11%*	43 *18%*	26 *13%*	92 *15%*	51 *13%*	49 *12%*	54 *19%d*	28 *12%*	105 *14%*	1 *4%*	92 *14%*	103 *14%*	105 *14%*
ASA/Advertising Standards Authority	**99** ***13%***	88 *15%d*	90 *14%*	75 *13%*	32 *10%*	69 *13%*	45 *13%*	45 *13%*	28 *11%*	41 *19%eh*	85 *14%*	51 *13%*	53 *13%*	39 *14%*	43 *19%*	96 *13%*	3 *16%*	79 *12%*	92 *13%*	96 *13%*
MediaWatch/National Viewers and Listeners Association	**89** ***12%***	67 *11%*	74 *12%*	71 *12%*	30 *9%*	61 *11%*	41 *12%*	51 *15%*	30 *12%*	31 *15%*	69 *11%*	43 *11%*	55 *14%*	36 *13%*	32 *14%*	87 *12%*	2 *11%*	80 *12%*	83 *12%*	87 *12%*
BBC	**89** ***12%***	76 *13%*	72 *11%*	68 *12%*	38 *12%*	59 *11%*	36 *10%*	40 *12%*	29 *12%*	31 *15%*	71 *12%*	42 *11%*	46 *11%*	37 *13%*	33 *14%*	88 *12%*	1 *3%*	71 *11%*	83 *11%*	88 *12%*
BBFC/British Board of Film Classification	**64** ***8%***	60 *10%*	56 *9%*	52 *9%*	26 *8%*	45 *8%*	34 *10%*	34 *10%*	22 *9%*	26 *13%*	54 *9%*	38 *10%*	39 *10%*	29 *10%*	29 *12%*	64 *8%*	- -	53 *8%*	60 *8%*	64 *8%*
BBC Trust	**62** ***8%***	52 *9%*	53 *8%*	51 *9%*	26 *8%*	42 *8%*	29 *8%*	35 *10%*	21 *8%*	20 *10%*	51 *8%*	34 *9%*	39 *10%*	27 *10%*	22 *9%*	62 *8%*	1 *3%*	52 *8%*	57 *8%*	62 *8%*
ATVOD - Authority for Television On Demand	**56** ***7%***	52 *9%*	52 *8%*	46 *8%*	24 *7%*	44 *8%*	33 *9%*	32 *9%*	22 *9%*	20 *9%*	49 *8%*	37 *10%*	37 *9%*	26 *9%*	22 *9%*	56 *7%*	- -	50 *8%*	54 *7%*	56 *7%*
The police	**46** ***6%***	41 *7%*	37 *6%*	40 *7%*	19 *6%*	35 *6%*	19 *5%*	29 *8%*	18 *7%*	18 *9%*	37 *6%*	22 *6%*	33 *8%*	18 *6%*	19 *8%*	46 *6%*	- -	37 *6%*	46 *6%*	46 *6%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 164

Q23 - Who do you think is responsible for regulating Official YouTube channels from brands/ organisations you are familiar with?
Base: all who are aware of regulation for each service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**769**	590	636	577	330	538	349	346	245	210	604	387	401	282	230	752	17**	659	719	752
Other	**3**	3	3	-	-	-	-	-	-	-	-	-	-	-	3	3	-	3	3	3
	*	*	*	-	-	-	-	-	-	-	-	-	-	-	1%	*	-	*	*	*
Don't know	**134**	97	104	93	53	85	57	54	45	31	95	67	66	51	35	124	10	107	119	124
	17%	*16%*	*16%*	*16%*	*16%*	*16%*	*16%*	*15%*	*19%*	*15%*	*16%*	*17%*	*16%*	*18%*	*15%*	*17%*	*60%*	*16%*	*17%*	*17%*
Net: Ofcom/ ATVOD	**202**	176	174	158	94	140	105	96	71	75	162	111	110	85	80	200	2	176	188	200
	26%	*30%*	*27%*	*27%*	*29%*	*26%*	*30%*	*28%*	*29%*	*36%*	*27%*	*29%*	*27%*	*30%*	*35%*	*27%*	*12%*	*27%*	*26%*	*27%*

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
** very small base (under 30) ineligible for sig testing

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Table 164

Q23 - Who do you think is responsible for regulating Official YouTube channels from brands/ organisations you are familiar with?
Base: all who are aware of regulation for each service

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	**823**	520	122	76	688	250	573	169	101	20	132	437	248	685	206	226	345	163	508	491
Base	**769**	451	127*	83*	620	261	508	165	110*	26**	143*	381	238	619	202	218	316	145	462	435
Effective Base	**468**	371	49	53	408	147	323	114	52	15	71	261	140	399	115	130	183	106	286	288
The TV channels themselves/ The provider of the content (e.g. iPlayer, LoveFilm, YouTube etc.) (i.e. the service making it available to users)	**354**	213	63	30	307	117	237	74	48	11	67	168	118	286	87	93	157	59	216	210
	46%	*47%*	*50%*	*36%*	*49%*	*45%*	*47%*	*45%*	*43%*	*42%*	*47%*	*44%*	*50%*	*46%*	*43%*	*42%*	*50%*	*40%*	*47%*	*48%*
The programme maker or producer	**181**	118	26	17	152	48	133	38	17	3	29	94	58	152	45	48	82	32	113	105
	23%	*26%*	*20%*	*20%*	*25%*	*18%*	*26%*	*23%*	*16%*	*10%*	*20%*	*25%*	*24%*	*25%*	*22%*	*22%*	*26%*	*22%*	*25%*	*24%*
Ofcom/Office of Communications	**171**	120	15	11	156	50	122	38	19	3	29	92	50	142	49	50	76	32	108	102
	22%	27%bc	*12%*	*14%*	25%b	*19%*	*24%*	*23%*	*17%*	*12%*	*20%*	*24%*	*21%*	*23%*	*24%*	*23%*	*24%*	*22%*	*23%*	*24%*
Self regulated i.e. the Service providers themselves	**145**	99	27	14	123	50	95	32	24	6	34	68	42	110	39	40	61	23	83	75
	19%	*22%*	*22%*	*17%*	*20%*	*19%*	*19%*	*20%*	*22%*	*23%*	*24%*	*18%*	*17%*	*18%*	*19%*	*18%*	*19%*	*16%*	*18%*	*17%*
The internet service provider (ISP) (e.g. Talk Talk, BT Broadband etc.)	**131**	79	24	29	90	39	91	26	19	1	31	61	37	99	23	25	59	32	91	85
	17%	*18%*	*18%*	35%ad	*15%*	*15%*	*18%*	*16%*	*18%*	*4%*	*22%*	*16%*	*16%*	*16%*	*11%*	*11%*	*19%*	22%no	20%no	19%no
BSC/Broadcasting Standards Commission	**111**	75	12	11	96	37	74	28	15	4	23	67	21	88	24	29	51	24	75	69
	14%	*17%*	*9%*	*14%*	*16%*	*14%*	*15%*	*17%*	*13%*	*14%*	*16%*	18%l	*9%*	*14%*	*12%*	*13%*	*16%*	*17%*	*16%*	*16%*
The Government (including Northern Ireland Assembly/ Scottish Executive/Welsh Executive)	**105**	70	18	6	97	39	66	28	12	5	23	52	31	83	32	34	41	18	60	53
	14%	*15%*	*14%*	*7%*	*16%*	*15%*	*13%*	*17%*	*11%*	*17%*	*16%*	*14%*	*13%*	*13%*	*16%*	*16%*	*13%*	*12%*	*13%*	*12%*
ASA/Advertising Standards Authority	**99**	64	11	14	79	30	69	20	13	1	23	51	25	76	26	29	41	25	65	59
	13%	*14%*	*9%*	*16%*	*13%*	*11%*	*14%*	*12%*	*12%*	*5%*	*16%*	*13%*	*10%*	*12%*	*13%*	*13%*	*13%*	*17%*	*14%*	*14%*
MediaWatch/National Viewers and Listeners Association	**89**	55	13	5	76	22	67	13	10	3	16	51	21	72	25	27	28	20	48	49
	12%	*12%*	*10%*	*6%*	*12%*	*9%*	*13%*	*8%*	*9%*	*11%*	*11%*	*13%*	*9%*	*12%*	*13%*	*12%*	*9%*	*14%*	*10%*	*11%*
BBC	**89**	66	8	17	68	29	60	23	10	-	25	45	19	64	29	34	31	15	47	52
	12%	*15%*	*7%*	21%bd	*11%*	*11%*	*12%*	*14%*	*9%*	-	17%l	*12%*	*8%*	*10%*	*14%*	*15%*	*10%*	*11%*	*10%*	*12%*
BBFC/British Board of Film Classification	**64**	49	5	7	53	19	44	12	8	2	18	33	13	46	14	16	30	13	43	43
	8%	*11%*	*4%*	*9%*	*9%*	*7%*	*9%*	*7%*	*7%*	*6%*	*13%*	*9%*	*5%*	*7%*	*7%*	*8%*	*10%*	*9%*	*9%*	*10%*
BBC Trust	**62**	48	4	8	52	19	44	14	9	-	16	32	14	47	15	18	26	13	39	39
	8%	*11%*	*3%*	*9%*	*8%*	*7%*	*9%*	*9%*	*8%*	-	*11%*	*8%*	*6%*	*8%*	*7%*	*8%*	*8%*	*9%*	*9%*	*9%*
ATVOD - Authority for Television On Demand	**56**	40	7	7	45	24	32	20	7	1	12	24	17	41	10	15	29	10	39	40
	7%	*9%*	*5%*	*8%*	*7%*	*9%*	*6%*	*12%*	*7%*	*2%*	*8%*	*6%*	*7%*	*7%*	*5%*	*7%*	*9%*	*7%*	*8%*	*9%*
The police	**46**	38	1	9	36	15	32	10	8	-	10	20	16	36	15	15	19	8	27	24
	6%	*9%*	*1%*	11%b	*6%*	*6%*	*6%*	*6%*	*8%*	-	*7%*	*5%*	*7%*	*6%*	*7%*	*7%*	*6%*	*6%*	*6%*	*6%*
Other	**3**	-	-	-	3	-	3	-	-	-	-	3	-	3	-	-	3	-	3	-
	*	-	-	-	*	-	*1%*	-	-	-	-	*1%*	-	*	-	-	*1%*	-	*1%*	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 164

Q23 - Who do you think is responsible for regulating Official YouTube channels from brands/ organisations you are familiar with?
Base: all who are aware of regulation for each service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	**769**	451	127*	83*	620	261	508	165	110*	26**	143*	381	238	619	202	218	316	145	462	435
Don't know	**134**	76	16	15	94	41	94	23	18	8	31	62	41	103	46	49	52	24	76	73
	17%	*17%*	*13%*	*18%*	*15%*	*16%*	*18%*	*14%*	*16%*	*29%*	*22%*	*16%*	*17%*	*17%*	*23%*	*22%*	*16%*	*16%*	*16%*	*17%*
Net: Ofcom/ ATVOD	**202**	138	20	16	180	65	137	51	23	4	33	104	61	165	55	60	91	37	128	125
	26%	*31%b*	*15%*	*19%*	*29%b*	*25%*	*27%*	*31%*	*21%*	*14%*	*23%*	*27%*	*26%*	*27%*	*27%*	*27%*	*29%*	*25%*	*28%*	*29%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 164

Q23 - Who do you think is responsible for regulating Official YouTube channels from brands/ organisations you are familiar with?
Base: all who are aware of regulation for each service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**823**	152	634	37	126	26	137	15	35	357	170
Base	**769**	140	592	37**	118*	22**	128*	12**	37*	329	167*
Effective Base	**468**	108	341	25	88	23	97	13	23	226	85
The TV channels themselves/ The provider of the content (e.g. iPlayer, LoveFilm, YouTube etc.) (i.e. the service making it available to users)	**354**	53	284	17	49	4	52	1	14	149	68
	46%	*38%*	*48%*	*47%*	*41%*	*18%*	*41%*	*8%*	*38%*	*45%*	*41%*
The programme maker or producer	**181**	44	129	8	40	4	43	1	12	88	30
	23%	*31%b*	*22%*	*22%*	*34%*	*16%*	*34%*	*6%*	*32%*	*27%*	*18%*
Ofcom/Office of Communications	**171**	19	146	7	16	3	18	1	5	81	40
	22%	*13%*	*25%a*	*19%*	*13%*	*13%*	*14%*	*5%*	*13%*	*25%*	*24%*
Self regulated i.e. the Service providers themselves	**145**	33	103	9	29	3	31	1	15	64	34
	19%	*23%*	*17%*	*24%*	*25%*	*16%*	*25%*	*10%*	*40%*	*20%*	*20%*
The internet service provider (ISP) (e.g. Talk Talk, BT Broadband etc.)	**131**	33	94	4	29	4	31	2	11	49	27
	17%	*24%*	*16%*	*9%*	*24%*	*19%*	*24%*	*20%*	*29%*	*15%*	*16%*
BSC/Broadcasting Standards Commission	**111**	15	92	4	13	2	15	-	7	53	32
	14%	*11%*	*15%*	*12%*	*11%*	*10%*	*12%*	-	*19%*	*16%*	*19%*
The Government (including Northern Ireland Assembly/ Scottish Executive/Welsh Executive)	**105**	12	91	2	11	1	12	-	2	49	28
	14%	*9%*	*15%*	*6%*	*9%*	*4%*	*9%*	-	*5%*	*15%*	*17%*
ASA/Advertising Standards Authority	**99**	15	75	8	13	2	15	-	9	50	22
	13%	*11%*	*13%*	*22%*	*11%*	*10%*	*12%*	-	*24%*	*15%*	*13%*
MediaWatch/National Viewers and Listeners Association	**89**	20	62	7	17	2	20	-	6	42	18
	12%	*14%*	*11%*	*19%*	*15%*	*11%*	*16%*	-	*16%*	*13%*	*11%*
BBC	**89**	19	66	3	19	-	19	-	6	44	21
	12%	*14%*	*11%*	*9%*	*16%*	-	*15%*	-	*16%*	*13%*	*12%*
BBFC/British Board of Film Classification	**64**	7	54	2	7	-	7	-	4	26	18
	8%	*5%*	*9%*	*6%*	*6%*	-	*6%*	-	*11%*	*8%*	*11%*
BBC Trust	**62**	16	46	1	15	1	16	-	7	28	20
	8%	*11%*	*8%*	*3%*	*13%*	*4%*	*12%*	-	*18%*	*9%*	*12%*
ATVOD - Authority for Television On Demand	**56**	14	42	1	11	3	12	1	6	30	10
	7%	*10%*	*7%*	*2%*	*9%*	*13%*	*10%*	*11%*	*15%*	*9%*	*6%*
The police	**46**	14	32	-	14	-	14	-	9	11	14
	6%	*10%*	*5%*	-	*12%*	-	*11%*	-	*23%*	*3%*	*8%*
Other	**3**	3	-	-	3	-	3	-	-	-	-
	*	*2%b*	-	-	*2%*	-	*2%*	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 164

Q23 - Who do you think is responsible for regulating Official YouTube channels from brands/ organisations you are familiar with?
Base: all who are aware of regulation for each service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**769**	140	592	37**	118*	22**	128*	12**	37*	329	167*
Don't know	**134**	17	111	6	8	9	11	6	2	45	41
	17%	*12%*	*19%*	*17%*	*6%*	*44%*	*9%*	*47%*	*5%*	*14%*	*24%*
Net: Ofcom/ ATVOD	**202**	28	168	7	23	5	26	2	9	98	43
	26%	*20%*	*28%*	*19%*	*19%*	*22%*	*20%*	*16%*	*24%*	*30%*	*26%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 165

Q23 - Who do you think is responsible for regulating Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)?
Base: all who are aware of regulation for each service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	338	189	149	85	102	65	50	23	13	187	115	36	90	74	18	7	97	41	5	6	100	124	57	57	224	114
Base	326	195*	130	83*	87*	61*	66**	19**	10**	170	127*	29**	86*	89**	17**	4**	84*	37*	2**	6**	86*	129*	60*	51*	215	111*
Effective Base	180	89	107	73	62	34	21	8	8	134	51	15	63	29	6	7	71	30	5	4	75	52	34	41	110	72
The TV channels themselves/ The provider of the content (e.g. iPlayer, LoveFilm, YouTube etc.) (i.e. the service making it available to users)	126 39%	74 38%	52 40%	34 41%	29 34%	17 28%	34 52%	5 28%	5 53%	64 38%	51 41%	11 37%	30 35%	36 41%	5 31%	2 50%	34 40%	15 40%	* 14%	4 55%	33 38%	57 44%	19 32%	17 34%	90 42%	36 33%
The programme maker or producer	79 24%	45 23%	34 26%	25 30%gl	24 27%	6 10%	12 18%	9 46%	4 34%	48 28%gl	18 14%	12 42%	25 29%	12 13%	8 51%	- -	24 28%	6 16%	* 14%	4 55%	13 16%	39 31%	15 24%	11 22%	53 25%	26 23%
Ofcom/Office of Communications	68 21%	47 24%	21 16%	15 18%	12 14%	12 20%	17 26%	10 51%	2 20%	27 16%	29 23%	12 40%	17 20%	19 21%	10 58%	1 30%	10 12%	10 27%	- -	1 14%	16 18%	35 27%	12 19%	6 12%	50 23%	17 16%
The internet service provider (ISP) (e.g. Talk Talk, BT Broadband etc.)	59 18%	37 19%	23 17%	18 22%	21 24%	6 10%	12 18%	1 4%	2 17%	39 23%	18 14%	3 9%	21 24%	15 17%	* 3%	- -	18 22%	2 6%	* 14%	2 28%	16 19%	28 22%	10 17%	4 9%	45 21%	15 13%
Self regulated i.e. the Service providers themselves	54 16%	38 20%	15 12%	12 14%	15 17%	13 21%	10 16%	3 14%	1 12%	26 16%	23 18%	4 13%	19 22%	17 19%	2 13%	- -	8 9%	6 16%	* 18%	1 19%	16 18%	22 17%	11 18%	5 11%	38 18%	16 14%
ASA/Advertising Standards Authority	49 15%	30 15%	19 15%	17 21%	13 15%	10 16%	8 12%	* 2%	1 7%	31 18%	18 14%	1 4%	19 22%	11 12%	* 2%	- -	12 14%	7 18%	- -	1 11%	15 17%	20 15%	11 19%	4 7%	35 16%	15 13%
The Government (including Northern Ireland Assembly/ Scottish Executive/Welsh Executive)	45 14%	32 16%	14 11%	13 16%	14 16%	8 13%	8 12%	1 8%	* 4%	27 16%	16 13%	2 6%	17 20%	13 14%	1 9%	* 10%	10 12%	4 10%	- -	- -	10 12%	21 17%	7 12%	7 13%	32 15%	14 12%
MediaWatch/National Viewers and Listeners Association	40 12%	21 11%	18 14%	7 9%	11 13%	9 14%	10 16%	1 7%	1 7%	19 11%	19 15%	2 7%	10 12%	10 11%	1 8%	- -	9 10%	9 24%	- -	1 11%	4 5%	21 16%	9 15%	6 11%	25 12%	15 13%
The police	33 10%	23 12%	11 8%	7 8%	11 13%	7 11%	8 12%	* 2%	- -	18 11%	14 11%	* 2%	12 15%	10 11%	* 3%	- -	6 7%	5 13%	- -	- -	10 12%	15 12%	6 10%	2 4%	25 12%	8 7%
BSC/Broadcasting Standards Commission	33 10%	20 10%	13 10%	5 6%	10 11%	5 8%	10 16%	3 13%	1 7%	14 8%	15 12%	3 11%	9 11%	8 9%	3 15%	- -	5 6%	7 19%	- -	1 11%	8 9%	9 7%	12 21%kl	4 7%	16 8%	16 14%
ATVOD - Authority for Television On Demand	30 9%	17 9%	13 10%	9 10%	6 7%	8 12%	5 7%	3 15%	- -	15 9%	12 10%	3 10%	9 10%	6 6%	3 18%	- -	6 7%	7 18%	- -	- -	8 9%	13 10%	6 10%	4 7%	20 10%	9 9%
BBFC/British Board of Film Classification	28 8%	20 10%	7 6%	9 10%	11 13%	2 3%	5 8%	1 6%	- -	20 12%	7 5%	1 4%	14 16%	5 6%	1 7%	- -	6 7%	2 5%	- -	- -	7 8%	10 8%	8 13%	3 6%	17 8%	11 10%
BBC	21 7%	12 6%	9 7%	7 9%	10 12%	2 3%	2 3%	- -	- -	18 10%	4 3%	- -	11 12%	2 2%	- -	- -	7 8%	2 6%	- -	- -	5 6%	10 8%	6 10%	- -	15 7%	6 6%
BBC Trust	18 6%	11 5%	8 6%	5 6%	9 10%	1 1%	3 4%	- -	- -	14 9%	4 3%	- -	9 10%	2 2%	- -	- -	6 7%	2 5%	- -	- -	4 4%	7 5%	8 13%kl	- -	10 5%	8 7%
Other	3 1%	- -	3 2%	- -	- -	- -	- -	- -	3 27%	- -	- -	3 10%	- -	- -	- -	- -	- -	- -	- -	3 44%	- -	- -	3 5%kl	- -	- -	3 3%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Absolutes/col percents

Table 165

Q23 - Who do you think is responsible for regulating Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)?
Base: all who are aware of regulation for each service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	**326**	195*	130	83*	87*	61*	66**	19**	10**	170	127*	29**	86*	89**	17**	4**	84*	37*	2**	6**	86*	129*	60*	51*	215	111*
Don't know	**69**	40	29	14	15	24	11	3	2	29	35	5	11	26	1	2	17	9	2	1	17	24	15	14	40	29
	21%	*20%*	*22%*	*17%*	*17%*	*40%cdl*	*17%*	*16%*	*24%*	*17%*	*28%*	*18%*	*13%*	*29%*	*8%*	*39%*	*21%*	*25%*	*68%*	*14%*	*20%*	*18%*	*25%*	*27%*	*19%*	*26%*
Net: Ofcom/ ATVOD	**82**	54	28	18	15	15	22	11	2	33	36	13	19	23	11	1	15	13	-	1	20	38	15	9	59	24
	25%	*28%*	*22%*	*22%*	*17%*	*24%*	*33%*	*57%*	*20%*	*19%*	*29%*	*44%*	*22%*	*26%*	*65%*	*30%*	*17%*	*35%*	-	*14%*	*23%*	*30%*	*25%*	*17%*	*27%*	*22%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base; ** very small base (under 30) ineligible for sig testing

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Table 165

Q23 - Who do you think is responsible for regulating Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)?
Base: all who are aware of regulation for each service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	338	240	98	201	132	2	19	41	31	33	30	13	33	50	52	302	15	6	15	91	63	148
Base	326	231	94*	196*	127*	1**	16**	34*	26**	31**	28**	33**	45**	43*	30*	285	10**	5**	25**	75*	59*	151*
Effective Base	180	125	55	93	91	2	11	35	21	20	23	9	22	40	42	182	13	5	5	65	42	82
The TV channels themselves/ The provider of the content (e.g. iPlayer, LoveFilm, YouTube etc.) (i.e. the service making it available to users)	126 39%	93 40%	33 35%	76 39%	47 37%	* 59%	8 51%	14 41%	10 37%	16 52%	13 48%	6 20%	11 24%	16 36%	12 39%	106 37%	4 39%	2 34%	15 59%	31 42%	30 50%d	45 30%
The programme maker or producer	79 24%	51 22%	27 29%	47 24%	30 24%	- -	5 29%	12 36%m	7 27%	12 40%	3 10%	8 23%	14 31%	7 15%	7 23%	73 26%	2 22%	1 23%	2 7%	24 31%	15 26%	35 23%
Ofcom/Office of Communications	68 21%	42 18%	26 27%	40 21%	27 22%	- -	3 22%	3 8%	5 21%	7 24%	1 5%	10 29%	14 32%	7 16%	6 21%	58 20%	3 26%	3 61%	5 18%	11 15%	9 15%	37 25%
The internet service provider (ISP) (e.g. Talk Talk, BT Broadband etc.)	59 18%	46 20%	13 14%	37 19%	21 17%	* 59%	6 37%	7 19%	9 35%	9 30%	6 21%	3 8%	2 5%	8 19%	6 19%	55 19%	1 11%	* 7%	3 11%	21 28%d	15 26%	19 12%
Self regulated i.e. the Service providers themselves	54 16%	43 19%	11 11%	34 18%	18 14%	* 59%	4 28%	4 12%	6 23%	9 27%	3 12%	9 28%	3 7%	8 18%	3 10%	50 17%	1 9%	- -	3 12%	14 19%	12 20%	23 15%
ASA/Advertising Standards Authority	49 15%	35 15%	14 15%	24 12%	25 19%	- -	2 14%	5 13%	6 22%	3 11%	2 8%	10 29%	5 10%	7 17%	6 21%	46 16%	4 34%	- -	- -	12 16%	5 9%	28 18%
The Government (including Northern Ireland Assembly/ Scottish Executive/Welsh Executive)	45 14%	30 13%	15 16%	17 9%	28 22%c	- -	2 15%	1 3%	7 26%	9 30%	1 3%	4 12%	7 15%	8 17%	3 11%	42 15%	2 16%	- -	2 7%	10 14%	10 17%	22 14%
MediaWatch/National Viewers and Listeners Association	40 12%	24 10%	16 16%	21 11%	19 15%	- -	2 10%	3 10%	3 12%	2 6%	2 9%	10 29%	3 7%	4 10%	3 11%	32 11%	2 21%	- -	5 21%	8 10%	4 7%	20 13%
The police	33 10%	31 13%d	2 2%	21 11%	13 10%	- -	1 9%	1 4%	6 21%	6 21%	2 8%	5 16%	3 8%	3 6%	4 13%	32 11%	- -	- -	1 4%	8 11%	9 15%	15 10%
BSC/Broadcasting Standards Commission	33 10%	25 11%	7 7%	20 10%	12 10%	- -	2 10%	2 5%	5 19%	4 11%	3 9%	- -	3 7%	3 7%	3 10%	23 8%	3 33%	1 16%	5 20%	8 11%	6 10%	9 6%
ATVOD - Authority for Television On Demand	30 9%	24 11%	6 6%	15 8%	14 11%	- -	2 12%	1 4%	6 23%	2 6%	2 6%	5 17%	- -	6 14%	3 10%	27 9%	1 14%	- -	1 6%	9 12%	3 6%	15 10%
BBFC/British Board of Film Classification	28 8%	22 10%	5 6%	17 9%	10 8%	- -	1 5%	1 4%	3 13%	1 3%	3 12%	1 4%	1 2%	5 12%	4 13%	21 7%	3 27%	- -	4 15%	6 7%	4 7%	11 7%
BBC	21 7%	17 7%	4 5%	13 7%	9 7%	- -	1 5%	1 2%	4 14%	5 17%	2 6%	- -	- -	5 12%	3 11%	21 7%	1 7%	- -	- -	5 7%	7 12%	9 6%
BBC Trust	18 6%	17 7%	1 1%	13 6%	6 5%	- -	1 5%	1 3%	4 14%	2 7%	2 9%	- -	1 2%	3 8%	4 13%	18 6%	- -	- -	- -	5 7%	5 8%	8 5%
Other	3 1%	- -	3 3%d	3 1%	- -	- -	- -	- -	- -	- -	- -	3 9%	- -	- -	- -	3 1%	- -	- -	- -	- -	- -	3 2%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 165

Q23 - Who do you think is responsible for regulating Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)?
Base: all who are aware of regulation for each service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	**326**	231	94*	196*	127*	1**	16**	34*	26**	31**	28**	33**	45**	43*	30*	285	10**	5**	25**	75*	59*	151*
Don't know	**69**	47	22	48	21	*	3	6	4	8	7	10	13	8	7	64	1	2	3	12	15	37
	21%	*20%*	*24%*	*24%*	*17%*	*41%*	*16%*	*18%*	*14%*	*25%*	*25%*	*29%*	*28%*	*18%*	*23%*	*22%*	*9%*	*32%*	*11%*	*16%*	*25%*	*24%*
Net: Ofcom/ ATVOD	**82**	56	27	48	34	-	4	4	8	9	2	11	14	11	7	70	3	3	6	15	11	44
	25%	*24%*	*28%*	*24%*	*27%*	-	*24%*	*11%*	*29%*	*29%*	*8%*	*34%*	*32%*	*24%*	*25%*	*25%*	*30%*	*61%*	*24%*	*20%*	*19%*	*29%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Q23 - Who do you think is responsible for regulating Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)?
Base: all who are aware of regulation for each service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**338**	270	288	265	170	248	173	175	129	105	274	185	193	144	114	335	3	317	324	335
Base	**326**	248	283	254	139	242	149	174*	111*	91*	264	174*	190	124*	101*	321	4**	278	312	321
Effective Base	**180**	141	147	147	131	123	112	92	95	73	136	90	104	100	78	178	2	217	170	178
The TV channels themselves/ The provider of the content (e.g. iPlayer, LoveFilm, YouTube etc.) (i.e. the service making it available to users)	**126**	98	115	99	50	98	59	72	44	28	108	75	81	49	32	126	-	108	124	126
	39%	*40%*	*41%*	*39%*	*36%*	*40%*	*40%*	*41%*	*40%*	*30%*	*41%*	*43%*	*42%*	*39%*	*31%*	*39%*	-	*39%*	*40%*	*39%*
The programme maker or producer	**79**	64	71	53	29	63	41	40	24	21	66	45	44	24	24	79	-	67	78	79
	24%	*26%*	*25%*	*21%*	*21%*	*26%*	*27%*	*23%*	*22%*	*23%*	*25%*	*26%*	*23%*	*20%*	*24%*	*24%*	-	*24%*	*25%*	*24%*
Ofcom/Office of Communications	**68**	62	61	52	24	50	35	32	24	32	57	38	38	31	32	68	-	52	65	68
	21%	*25%*	*21%*	*21%*	*17%*	*21%*	*23%*	*18%*	*22%*	*34%eg*	*21%*	*22%*	*20%*	*25%*	*32%*	*21%*	-	*19%*	*21%*	*21%*
The internet service provider (ISP) (e.g. Talk Talk, BT Broadband etc.)	**59**	47	45	48	22	43	35	34	23	17	44	39	36	23	17	59	-	54	57	59
	18%	*19%*	*16%*	*19%*	*16%*	*18%*	*24%*	*19%*	*21%*	*18%*	*17%*	*22%*	*19%*	*18%*	*17%*	*18%*	-	*20%*	*18%*	*18%*
Self regulated i.e. the Service providers themselves	**54**	48	49	45	22	46	26	30	20	17	48	29	34	22	17	54	-	41	53	54
	16%	*19%*	*17%*	*18%*	*16%*	*19%*	*17%*	*17%*	*18%*	*18%*	*18%*	*17%*	*18%*	*17%*	*17%*	*17%*	-	*15%*	*17%*	*17%*
ASA/Advertising Standards Authority	**49**	42	41	42	20	35	24	28	22	23	40	29	33	26	23	49	-	46	47	49
	15%	*17%*	*14%*	*17%*	*15%*	*15%*	*16%*	*16%*	*19%*	*25%*	*15%*	*17%*	*17%*	*21%*	*23%*	*15%*	-	*16%*	*15%*	*15%*
The Government (including Northern Ireland Assembly/ Scottish Executive/Welsh Executive)	**45**	36	40	37	18	38	16	24	18	18	39	20	26	19	18	45	-	36	45	45
	14%	*15%*	*14%*	*15%*	*13%*	*15%*	*11%*	*13%*	*16%*	*19%*	*15%*	*12%*	*14%*	*15%*	*17%*	*14%*	-	*13%*	*14%*	*14%*
MediaWatch/National Viewers and Listeners Association	**40**	33	35	34	10	29	18	22	15	18	33	22	25	19	18	40	-	36	38	40
	12%	*13%*	*12%*	*13%*	*7%*	*12%*	*12%*	*13%*	*13%*	*20%*	*13%*	*12%*	*13%*	*15%*	*18%*	*12%*	-	*13%*	*12%*	*12%*
The police	**33**	30	30	32	10	29	16	23	16	14	30	18	26	16	14	33	-	24	33	33
	10%	*12%*	*11%*	*12%*	*7%*	*12%*	*11%*	*13%*	*14%*	*15%*	*11%*	*11%*	*14%*	*13%*	*14%*	*10%*	-	*9%*	*11%*	*10%*
BSC/Broadcasting Standards Commission	**33**	32	27	26	13	23	17	18	10	15	25	19	22	11	16	33	-	33	28	33
	10%	*13%*	*10%*	*10%*	*9%*	*10%*	*11%*	*10%*	*9%*	*17%*	*9%*	*11%*	*11%*	*9%*	*16%*	*10%*	-	*12%*	*9%*	*10%*
ATVOD - Authority for Television On Demand	**30**	26	26	23	10	22	11	18	14	15	23	15	20	15	15	30	-	25	27	30
	9%	*10%*	*9%*	*9%*	*7%*	*9%*	*8%*	*10%*	*13%*	*16%*	*9%*	*8%*	*11%*	*12%*	*15%*	*9%*	-	*9%*	*9%*	*9%*
BBFC/British Board of Film Classification	**28**	26	25	26	13	24	14	16	12	11	24	18	21	12	12	28	-	28	27	28
	8%	*10%*	*9%*	*10%*	*9%*	*10%*	*9%*	*9%*	*11%*	*12%*	*9%*	*10%*	*11%*	*10%*	*12%*	*9%*	-	*10%*	*9%*	*9%*
BBC	**21**	15	18	19	9	17	10	14	9	5	17	13	18	9	5	21	-	21	21	21
	7%	*6%*	*6%*	*7%*	*6%*	*7%*	*7%*	*8%*	*8%*	*6%*	*6%*	*8%*	*9%*	*7%*	*5%*	*7%*	-	*8%*	*7%*	*7%*
BBC Trust	**18**	16	14	15	7	13	11	11	7	4	13	14	13	7	4	18	-	18	18	18
	6%	*6%*	*5%*	*6%*	*5%*	*5%*	*8%*	*6%*	*6%*	*4%*	*5%*	*8%*	*7%*	*6%*	*4%*	*6%*	-	*6%*	*6%*	*6%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 165

Q23 - Who do you think is responsible for regulating Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)?
Base: all who are aware of regulation for each service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**326**	248	283	254	139	242	149	174*	111*	91*	264	174*	190	124*	101*	321	4**	278	312	321
Other	**3**	3	3	-	-	-	-	-	-	-	-	-	-	-	3	3	-	3	3	3
	1%	*1%*	*1%*	-	-	-	-	-	-	-	-	-	-	-	3%	*1%*	-	*1%*	*1%*	*1%*
Don't know	**69**	51	59	50	32	46	29	30	15	18	51	37	35	18	23	65	4	56	63	65
	21%	*21%*	*21%*	*20%*	*23%*	*19%*	*20%*	*17%*	*14%*	*20%*	*19%*	*21%*	*18%*	*14%*	*23%*	*20%*	*100%*	*20%*	*20%*	*20%*
Net: Ofcom/ ATVOD	**82**	73	73	63	30	60	40	41	31	39	67	44	47	38	40	82	-	66	76	82
	25%	*29%*	*26%*	*25%*	*22%*	*25%*	*27%*	*23%*	*28%*	43%efgh	*25%*	*25%*	*25%*	*31%*	40%jkl	*26%*	-	*24%*	*24%*	*26%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
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Table 165

Q23 - Who do you think is responsible for regulating Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)?
Base: all who are aware of regulation for each service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	338	223	43	44	260	115	223	80	48	8	46	185	104	289	72	82	156	71	227	208
Base	326	195	55**	43*	246	121*	204	76*	54**	9**	53**	160	108*	268	77*	85*	144*	68*	212	198
Effective Base	180	162	15	36	138	61	120	66	18	7	27	109	49	152	37	44	76	43	118	105
The TV channels themselves/ The provider of the content (e.g. iPlayer, LoveFilm, YouTube etc.) (i.e. the service making it available to users)	126 39%	77 40%	25 46%	12 28%	110 45%	47 39%	79 39%	28 37%	23 43%	3 36%	21 39%	56 35%	49 45%	105 39%	20 26%	22 26%	72 50%nop	17 26%	89 42%	82 41%
The programme maker or producer	79 24%	51 26%	12 23%	10 23%	57 23%	20 16%	59 29%	13 18%	7 13%	1 6%	19 36%	35 22%	24 23%	59 22%	13 16%	15 18%	36 25%	22 32%	58 27%	50 25%
Ofcom/Office of Communications	68 21%	44 23%c	8 14%	2 4%	57 23%c	18 15%	50 24%	12 16%	9 17%	2 23%	14 26%	32 20%	22 20%	54 20%	19 25%	20 24%	25 17%	18 27%	43 20%	42 21%
The internet service provider (ISP) (e.g. Talk Talk, BT Broadband etc.)	59 18%	43 22%	8 15%	17 39%ad	36 15%	18 15%	41 20%	16 21%	5 10%	- -	11 21%	25 16%	23 21%	48 18%	9 12%	12 14%	33 23%	8 11%	41 19%	35 18%
Self regulated i.e. the Service providers themselves	54 16%	42 21%	3 6%	8 18%	43 17%	12 10%	42 20%	8 10%	5 10%	1 12%	9 16%	26 16%	18 17%	44 16%	14 19%	15 18%	27 19%	7 10%	34 16%	28 14%
ASA/Advertising Standards Authority	49 15%	30 15%	7 12%	11 25%	35 14%	21 17%	28 14%	15 20%	9 17%	1 13%	5 10%	27 17%	17 16%	44 17%	12 15%	12 15%	18 13%	17 24%	35 17%	30 15%
The Government (including Northern Ireland Assembly/ Scottish Executive/Welsh Executive)	45 14%	33 17%	5 9%	6 13%	39 16%	14 11%	32 16%	10 14%	5 9%	3 32%	9 17%	18 11%	19 17%	37 14%	17 22%	18 21%	20 14%	7 10%	27 13%	23 11%
MediaWatch/National Viewers and Listeners Association	40 12%	27 14%	2 4%	5 11%	33 13%	13 10%	27 13%	8 11%	5 10%	2 27%	7 14%	25 16%	7 6%	31 12%	11 14%	11 13%	16 11%	10 15%	26 12%	22 11%
The police	33 10%	30 16%	3 5%	10 22%d	24 10%	13 10%	21 10%	10 14%	4 7%	1 13%	5 10%	16 10%	12 11%	28 10%	6 8%	6 7%	18 13%	6 9%	24 12%	22 11%
BSC/Broadcasting Standards Commission	33 10%	28 14%	3 5%	7 17%	25 10%	14 12%	19 9%	8 11%	6 11%	4 45%	7 14%	18 11%	8 7%	25 9%	5 7%	6 7%	19 13%	6 9%	26 12%	23 12%
ATVOD - Authority for Television On Demand	30 9%	21 11%	4 8%	5 12%	23 9%	10 8%	20 10%	5 6%	5 9%	1 13%	7 14%	12 7%	11 10%	23 8%	8 10%	9 11%	13 9%	7 10%	20 9%	19 10%
BBFC/British Board of Film Classification	28 8%	24 12%	2 4%	9 21%d	18 7%	15 12%	13 6%	11 15%	3 6%	2 18%	5 10%	19 12%	3 3%	22 8%	4 6%	4 5%	14 10%	9 14%	23 11%	20 10%
BBC	21 7%	20 10%	- -	10 22%ad	12 5%	9 7%	12 6%	8 11%	2 3%	- -	7 13%	13 8%	1 1%	14 5%	2 3%	3 4%	13 9%	3 5%	16 7%	15 8%
BBC Trust	18 6%	15 8%	2 4%	8 18%d	9 4%	7 6%	11 5%	5 7%	4 7%	- -	6 11%	10 6%	3 2%	13 5%	1 1%	2 2%	11 7%	6 9%	17 8%	16 8%
Other	3 1%	- -	- -	- -	3 1%	- -	3 1%	- -	- -	- -	- -	3 2%	- -	3 1%	- -	- -	3 2%	- -	3 1%	- -

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	**326**	195	55**	43*	246	121*	204	76*	54**	9**	53**	160	108*	268	77*	85*	144*	68*	212	198
Don't know	**69**	40	7	5	51	24	45	14	13	1	11	36	19	55	20	23	27	14	41	43
	21%	*21%*	*13%*	*12%*	*21%*	*20%*	*22%*	*19%*	*25%*	*12%*	*20%*	*23%*	*18%*	*21%*	*26%*	*26%*	*19%*	*20%*	*19%*	*22%*
Net: Ofcom/ ATVOD	**82**	52	10	6	66	25	58	15	13	3	16	35	31	66	23	25	31	22	53	50
	25%	*27%*	*19%*	*14%*	*27%*	*20%*	*28%*	*19%*	*24%*	*36%*	*31%*	*22%*	*28%*	*25%*	*30%*	*29%*	*22%*	*32%*	*25%*	*25%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 165

Q23 - Who do you think is responsible for regulating Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)?
Base: all who are aware of regulation for each service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**338**	94	231	13	78	16	83	11	25	151	63
Base	**326**	89*	223	14**	73*	16**	77*	11**	24*	138	69**
Effective Base	**180**	71	109	9	62	10	66	6	23	111	29
The TV channels themselves/ The provider of the content (e.g. iPlayer, LoveFilm, YouTube etc.) (i.e. the service making it available to users)	**126**	35	87	5	29	6	31	4	10	50	21
	39%	*39%*	*39%*	*32%*	*41%*	*34%*	*40%*	*37%*	*40%*	*36%*	*31%*
The programme maker or producer	**79**	29	44	5	27	2	28	1	9	32	15
	24%	*33%*	*20%*	*37%*	*37%*	*15%*	*36%*	*9%*	*36%*	*23%*	*21%*
Ofcom/Office of Communications	**68**	8	58	1	8	1	8	-	5	27	21
	21%	*9%*	*26%b*	*8%*	*10%*	*4%*	*11%*	-	*19%*	*20%*	*31%*
The internet service provider (ISP) (e.g. Talk Talk, BT Broadband etc.)	**59**	25	31	4	22	3	23	2	10	29	8
	18%	*28%b*	*14%*	*26%*	*30%*	*17%*	*29%*	*17%*	*41%*	*21%*	*11%*
Self regulated i.e. the Service providers themselves	**54**	12	39	3	10	1	11	1	7	15	14
	16%	*13%*	*18%*	*20%*	*14%*	*8%*	*14%*	*6%*	*31%*	*11%*	*20%*
ASA/Advertising Standards Authority	**49**	17	30	3	15	1	17	-	10	26	13
	15%	*19%*	*13%*	*18%*	*21%*	*9%*	*22%*	-	*40%*	*19%*	*19%*
The Government (including Northern Ireland Assembly/ Scottish Executive/Welsh Executive)	**45**	9	37	-	8	1	9	-	2	17	15
	14%	*10%*	*17%*	-	*11%*	*5%*	*11%*	-	*7%*	*12%*	*22%*
MediaWatch/National Viewers and Listeners Association	**40**	9	28	3	7	1	9	-	5	22	10
	12%	*10%*	*13%*	*22%*	*10%*	*9%*	*11%*	-	*20%*	*16%*	*14%*
The police	**33**	14	19	-	13	1	14	-	9	11	11
	10%	*16%*	*9%*	-	*18%*	*5%*	*18%*	-	*38%*	*8%*	*16%*
BSC/Broadcasting Standards Commission	**33**	9	23	1	8	1	9	-	5	18	5
	10%	*10%*	*10%*	*7%*	*11%*	*5%*	*12%*	-	*22%*	*13%*	*7%*
ATVOD - Authority for Television On Demand	**30**	8	22	-	8	1	7	1	4	11	9
	9%	*9%*	*10%*	-	*10%*	*4%*	*9%*	*8%*	*18%*	*8%*	*13%*
BBFC/British Board of Film Classification	**28**	12	16	-	11	1	12	-	9	14	6
	8%	*13%*	*7%*	-	*15%*	*5%*	*15%*	-	*37%*	*10%*	*8%*
BBC	**21**	11	10	1	10	1	11	-	3	12	5
	7%	*12%b*	*4%*	*4%*	*14%*	*5%*	*14%*	-	*11%*	*9%*	*8%*
BBC Trust	**18**	9	8	1	8	1	9	-	6	9	5
	6%	*10%*	*4%*	*7%*	*11%*	*5%*	*12%*	-	*25%*	*6%*	*8%*
Other	**3**	3	-	-	3	-	3	-	-	-	-
	1%	*3%b*	-	-	*4%*	-	*4%*	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 165

Q23 - Who do you think is responsible for regulating Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)?
Base: all who are aware of regulation for each service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**326**	89*	223	14**	73*	16**	77*	11**	24*	138	69**
Don't know	**69**	9	58	2	2	7	5	4	-	28	19
	21%	*10%*	*26%a*	*13%*	*2%*	*44%*	*7%*	*32%*	-	*21%*	*28%*
Net: Ofcom/ ATVOD	**82**	13	68	1	12	1	12	1	7	33	22
	25%	*15%*	*31%a*	*8%*	*17%*	*4%*	*16%*	*8%*	*31%*	*24%*	*33%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 166

Q23 - Who do you think is responsible for regulating YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)?
Base: all who are aware of regulation for each service

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	424	245	179	129	125	69	52	31	18	254	121	49	128	79	23	15	126	42	8	3	110	148	87	79	258	166
Base	417	258	159	123	117*	75*	61**	25**	16**	240	136*	41**	126*	101*	17**	14**	114*	35*	8**	2**	96*	138*	98*	86*	234	184*
Effective Base	224	117	122	101	63	34	20	23	8	157	53	28	76	32	20	6	82	35	5	3	79	70	44	43	141	86
The TV channels themselves/ The provider of the content (e.g. iPlayer, LoveFilm, YouTube etc.) (i.e. the service making it available to users)	156	88	67	55	31	23	30	9	8	86	53	16	36	38	8	8	51	16	1	-	35	63	32	25	99	57
	37%	34%	42%	45%d	27%	31%	49%	34%	48%	36%	39%	40%	28%	37%	44%	56%	44%	44%	11%	-	37%	46%	32%	30%	42%	31%
Self regulated i.e. the Service providers themselves	95	51	44	25	30	13	14	6	7	54	27	13	24	19	2	7	31	9	4	-	23	30	27	15	53	42
	23%	20%	28%	20%	25%	18%	23%	24%	43%	23%	20%	32%	19%	18%	10%	49%	27%	25%	57%	-	24%	22%	27%	18%	23%	23%
The internet service provider (ISP) (e.g. Talk Talk, BT Broadband etc.)	84	52	32	29	17	12	15	4	6	46	28	10	24	22	1	6	22	6	3	1	21	25	22	15	47	37
	20%	20%	20%	24%	14%	17%	25%	14%	41%	19%	21%	24%	19%	22%	3%	43%	19%	17%	37%	26%	22%	18%	23%	18%	20%	20%
The programme maker or producer	66	36	30	32	15	4	5	4	6	47	9	11	22	6	1	6	25	2	3	-	16	17	21	12	32	33
	16%	14%	19%	26%de	13%	5%	8%	17%	40%	19%ej	6%	26%	17%	6%	9%	46%	22%	7%	35%	-	16%	12%	21%	14%	14%	18%
The Government (including Northern Ireland Assembly/ Scottish Executive/Welsh Executive)	59	49	10	13	13	16	10	3	5	25	25	8	19	25	-	5	7	1	3	-	6	16	23	15	21	38
	14%	19%b	6%	10%	11%	21%	16%	10%	35%	11%	19%	20%	15%	25%	-	40%	6%	2%	33%	-	6%	11%	24%tx	17%	9%	21%tx
Ofcom/Office of Communications	51	31	21	9	12	9	10	6	5	21	19	11	10	13	3	4	10	6	3	2	11	16	13	12	27	24
	12%	12%	13%	7%	10%	12%	17%	24%	34%	9%	14%	28%	8%	13%	16%	28%	9%	16%	40%	74%	11%	12%	13%	14%	12%	13%
ASA/Advertising Standards Authority	41	26	14	12	10	5	7	4	1	23	12	6	14	10	2	1	9	3	3	-	12	12	10	7	23	17
	10%	10%	9%	10%	9%	7%	12%	17%	8%	9%	9%	13%	11%	9%	9%	10%	8%	8%	33%	-	12%	8%	10%	8%	10%	9%
MediaWatch/National Viewers and Listeners Association	37	21	16	11	8	10	2	4	2	19	12	6	10	7	1	2	9	4	3	-	7	12	9	8	20	17
	9%	8%	10%	9%	7%	13%	3%	14%	16%	8%	9%	15%	8%	7%	6%	18%	8%	13%	33%	-	8%	9%	10%	9%	9%	9%
ATVOD - Authority for Television On Demand	30	18	12	9	5	7	6	3	1	14	13	3	6	11	-	1	8	2	3	-	7	11	2	10	18	12
	7%	7%	8%	8%	4%	9%	10%	10%	5%	6%	9%	8%	5%	11%	-	6%	7%	6%	33%	-	7%	8%	3%	11%	8%	7%
The police	30	22	8	9	8	5	8	1	-	16	13	1	10	11	*	-	6	1	1	-	8	11	8	3	19	11
	7%	8%	5%	7%	6%	7%	12%	4%	-	7%	10%	2%	8%	11%	3%	-	5%	4%	7%	-	8%	8%	8%	4%	8%	6%
BSC/Broadcasting Standards Commission	28	15	13	6	10	6	2	4	1	15	8	4	8	6	1	1	8	2	3	-	4	4	7	14	8	20
	7%	6%	8%	5%	8%	8%	3%	14%	5%	6%	6%	11%	6%	6%	6%	6%	7%	6%	33%	-	4%	3%	7%	16%tux	3%	11%tux
BBC	23	18	6	9	11	2	1	1	-	20	3	1	15	2	1	-	5	1	-	-	4	6	8	6	10	14
	6%	7%	3%	7%	9%	3%	1%	3%	-	8%	2%	2%	12%	2%	5%	-	4%	3%	-	-	4%	4%	8%	7%	4%	7%
BBC Trust	22	13	9	10	6	6	1	-	-	16	7	-	8	5	-	-	8	2	-	-	7	6	3	6	13	10
	5%	5%	6%	8%	5%	7%	2%	-	-	7%	5%	-	6%	5%	-	-	7%	5%	-	-	7%	4%	4%	7%	5%	5%
BBFC/British Board of Film Classification	20	12	8	3	5	2	2	3	6	8	3	9	3	3	-	6	5	1	3	-	2	3	11	5	5	15
	5%	5%	5%	2%	4%	2%	3%	10%	40%	3%	3%	22%	2%	3%	-	46%	4%	2%	33%	-	2%	2%	11%tx	5%	2%	8%x
Other	5	5	1	-	1	2	2	-	-	1	4	-	1	3	-	-	-	1	-	-	1	-	3	1	1	5
	1%	2%	*	-	1%	2%	3%	-	-	1%	3%	-	1%	3%	-	-	-	1%	-	-	1%	-	3%	2%	*	3%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 166

Q23 - Who do you think is responsible for regulating YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)?
Base: all who are aware of regulation for each service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	**417**	258	159	123	117*	75*	61**	25**	16**	240	136*	41**	126*	101*	17**	14**	114*	35*	8**	2**	96*	138*	98*	86*	234	184*
Don't know	**77**	49	28	21	21	16	10	6	3	43	25	9	22	19	5	3	21	7	1	-	18	20	19	20	38	39
	19%	*19%*	*18%*	*17%*	*18%*	*21%*	*16%*	*24%*	*20%*	*18%*	*19%*	*23%*	*17%*	*19%*	*31%*	*23%*	*18%*	*19%*	*10%*	-	*19%*	*15%*	*20%*	*23%*	*16%*	*21%*
Net: Ofcom/ ATVOD	**67**	39	28	14	16	15	11	6	5	30	26	11	14	18	3	4	16	8	3	2	15	21	13	18	36	31
	16%	*15%*	*18%*	*11%*	*13%*	*19%*	*19%*	*24%*	*34%*	*12%*	*19%*	*28%*	*11%*	*18%*	*16%*	*28%*	*14%*	*22%*	*40%*	*74%*	*15%*	*15%*	*14%*	*21%*	*15%*	*17%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 166

Q23 - Who do you think is responsible for regulating YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)?
Base: all who are aware of regulation for each service

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	424	263	160	232	178	7	13	50	47	32	49	20	42	61	59	373	22	9	20	110	81	182
Base	417	258	159*	221	186	5**	13**	42*	34*	38**	47**	43**	45*	54*	39*	357	18**	7**	35**	90*	86*	182
Effective Base	224	135	88	111	105	7	8	38	36	17	29	12	39	50	43	224	11	7	7	79	46	108
The TV channels themselves/ The provider of the content (e.g. iPlayer, LoveFilm, YouTube etc.) (i.e. the service making it available to users)	156	92	63	86	66	2	10	17	11	21	18	6	16	21	12	132	3	2	18	39	38	55
	37%	36%	40%	39%	35%	42%	80%	41%	33%	54%	37%	13%	36%	39%	31%	37%	19%	30%	50%	44%	45%	30%
Self regulated i.e. the Service providers themselves	95	55	39	49	43	1	2	13	4	17	12	12	11	8	9	87	2	1	5	18	28	41
	23%	22%	25%	22%	23%	14%	18%	30%h	10%	43%	25%	29%	24%	15%	24%	24%	11%	12%	13%	21%	33%	22%
The internet service provider (ISP) (e.g. Talk Talk, BT Broadband etc.)	84	54	30	46	36	1	3	7	10	19	6	3	12	10	10	80	1	1	1	21	25	35
	20%	21%	19%	21%	19%	28%	26%	17%	30%	49%	12%	7%	26%	18%	26%	22%	7%	15%	4%	23%	29%	19%
The programme maker or producer	66	36	29	31	33	1	4	7	9	11	2	8	5	9	7	63	1	1	1	20	13	30
	16%	14%	18%	14%	18%	17%	31%	17%	26%	28%	5%	19%	11%	16%	19%	18%	6%	12%	3%	22%	15%	16%
The Government (including Northern Ireland Assembly/ Scottish Executive/Welsh Executive)	59	36	23	29	28	1	2	3	3	12	4	4	1	11	6	46	5	-	8	8	16	22
	14%	14%	14%	13%	15%	11%	15%	7%	8%	31%	9%	9%	2%	19%J	15%J	13%	29%	-	22%	9%	19%	12%
Ofcom/Office of Communications	51	32	19	29	22	-	1	3	2	7	4	4	8	10	7	45	2	1	4	6	11	28
	12%	13%	12%	13%	12%	-	6%	7%	6%	19%	8%	9%	17%	18%	17%	13%	9%	10%	11%	7%	13%	15%
ASA/Advertising Standards Authority	41	28	13	24	16	-	1	5	4	9	6	2	2	5	7	41	-	-	-	10	14	16
	10%	11%	8%	11%	9%	-	6%	13%	12%	22%	12%	5%	5%	9%	18%	11%	-	-	-	12%	17%	9%
MediaWatch/National Viewers and Listeners Association	37	23	14	18	19	-	1	3	2	2	6	4	5	5	7	35	2	-	1	6	8	21
	9%	9%	9%	8%	10%	-	6%	7%	6%	6%	13%	9%	11%	9%	17%	10%	8%	-	2%	6%	10%	11%
ATVOD - Authority for Television On Demand	30	18	12	18	12	-	1	2	1	7	7	1	1	5	5	30	*	-	-	4	13	12
	7%	7%	7%	8%	6%	-	10%	4%	4%	17%	14%	2%	2%	9%	13%	8%	3%	-	-	5%	16%	7%
The police	30	26	4	18	12	1	2	2	2	7	3	3	3	3	4	28	1	-	1	6	9	13
	7%	10%b	2%	8%	6%	11%	15%	4%	7%	17%	5%	7%	7%	5%	10%	8%	5%	-	3%	7%	11%	7%
BSC/Broadcasting Standards Commission	28	16	12	12	16	-	1	1	1	4	4	1	5	7	3	27	1	-	-	3	8	16
	7%	6%	7%	5%	9%	-	10%	2%	2%	9%	9%	2%	11%	13%	9%	8%	6%	-	-	3%	9%	9%
BBC	23	16	7	13	8	1	1	4	2	4	1	-	2	7	3	23	1	-	-	6	5	12
	6%	6%	4%	6%	4%	15%	6%	9%	5%	10%	2%	-	5%	13%	7%	6%	4%	-	-	7%	6%	6%
BBC Trust	22	14	9	10	12	-	1	2	3	3	5	-	2	4	2	22	-	-	-	6	8	8
	5%	5%	5%	5%	6%	-	6%	5%	7%	8%	11%	-	5%	8%	5%	6%	-	-	-	6%	10%	5%
BBFC/British Board of Film Classification	20	9	11	12	8	-	1	2	1	6	2	1	1	3	4	19	1	-	-	3	7	9
	5%	3%	7%	5%	4%	-	6%	5%	2%	15%	4%	2%	2%	5%	10%	5%	6%	-	-	4%	8%	5%
Other	5	3	2	2	3	-	-	1	-	-	-	1	2	-	1	5	-	-	-	1	-	5
	1%	1%	1%	1%	2%	-	-	1%	-	-	-	2%	5%	-	4%	1%	-	-	-	1%	-	3%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 166

Q23 - Who do you think is responsible for regulating YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)?
Base: all who are aware of regulation for each service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	**417**	258	159*	221	186	5**	13**	42*	34*	38**	47**	43**	45*	54*	39*	357	18**	7**	35**	90*	86*	182
Don't know	**77**	46	31	46	30	1	1	4	7	5	9	18	11	6	6	66	5	3	4	11	14	41
	19%	*18%*	*20%*	*21%*	*16%*	*18%*	*4%*	*9%*	*20%*	*12%*	*20%*	*42%*	*23%*	*11%*	*14%*	*18%*	*26%*	*50%*	*10%*	*13%*	*16%*	*22%*
Net: Ofcom/ ATVOD	**67**	42	25	36	30	-	1	4	3	9	11	4	8	12	8	60	2	1	4	9	20	32
	16%	*16%*	*16%*	*16%*	*16%*	-	*10%*	*11%*	*8%*	*24%*	*22%*	*9%*	*17%*	*23%*	*20%*	*17%*	*12%*	*10%*	*11%*	*10%*	*23%*	*18%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 166

Q23 - Who do you think is responsible for regulating YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)?
Base: all who are aware of regulation for each service

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**424**	325	353	330	214	316	209	215	150	114	343	219	248	171	122	420	4	392	412	420
Base	**417**	299	343	322	185	303	182	214	139*	104*	331	201	242	157	112*	413	4**	359	407	413
Effective Base	**224**	178	184	183	143	165	135	118	94	84	176	110	140	103	91	221	3	253	216	221
The TV channels themselves/ The provider of the content (e.g. iPlayer, LoveFilm, YouTube etc.) (i.e. the service making it available to users)	**156**	118	136	130	69	120	69	84	50	38	136	83	100	63	42	156	-	132	153	156
	37%	*39%*	*40%*	*40%*	*37%*	*40%*	*38%*	*39%*	*36%*	*36%*	*41%*	*41%*	*41%*	*40%*	*37%*	*38%*	-	*37%*	*37%*	*38%*
Self regulated i.e. the Service providers themselves	**95**	72	83	71	40	67	42	49	28	31	81	44	51	35	33	95	-	76	95	95
	23%	*24%*	*24%*	*22%*	*22%*	*22%*	*23%*	*23%*	*20%*	*30%*	*25%*	*22%*	*21%*	*22%*	*29%*	*23%*	-	*21%*	*23%*	*23%*
The internet service provider (ISP) (e.g. Talk Talk, BT Broadband etc.)	**84**	65	62	73	38	53	48	52	32	24	62	48	55	40	27	84	-	73	82	84
	20%	*22%*	*18%*	*23%*	*21%*	*17%*	*26%*	*24%*	*23%*	*24%*	*19%*	*24%*	*23%*	*25%*	*24%*	*20%*	-	*20%*	*20%*	*20%*
The programme maker or producer	**66**	45	53	54	31	43	34	38	26	20	50	34	40	33	20	66	-	61	65	66
	16%	*15%*	*15%*	*17%*	*17%*	*14%*	*19%*	*18%*	*19%*	*20%*	*15%*	*17%*	*17%*	*21%*	*18%*	*16%*	-	*17%*	*16%*	*16%*
The Government (including Northern Ireland Assembly/ Scottish Executive/Welsh Executive)	**59**	38	49	47	21	42	32	26	22	7	48	32	29	28	7	59	-	48	59	59
	14%	*13%*	*14%*	*14%*	*11%*	*14%*	*18%*	*12%*	*16%*	*7%*	*15%*	*16%*	*12%*	*18%*	*6%*	*14%*	-	*13%*	*14%*	*14%*
Ofcom/Office of Communications	**51**	41	40	38	20	33	26	26	18	17	38	28	28	19	17	51	-	43	49	51
	12%	*14%*	*12%*	*12%*	*11%*	*11%*	*14%*	*12%*	*13%*	*16%*	*11%*	*14%*	*12%*	*12%*	*15%*	*12%*	-	*12%*	*12%*	*12%*
ASA/Advertising Standards Authority	**41**	32	33	36	18	31	20	26	17	17	32	21	30	17	18	41	-	34	39	41
	10%	*11%*	*10%*	*11%*	*10%*	*10%*	*11%*	*12%*	*12%*	*16%*	*10%*	*11%*	*12%*	*11%*	*16%*	*10%*	-	*9%*	*10%*	*10%*
MediaWatch/National Viewers and Listeners Association	**37**	30	28	29	18	23	19	23	16	12	26	23	25	18	12	37	-	35	37	37
	9%	*10%*	*8%*	*9%*	*10%*	*8%*	*10%*	*11%*	*12%*	*12%*	*8%*	*11%*	*10%*	*11%*	*11%*	*9%*	-	*10%*	*9%*	*9%*
ATVOD - Authority for Television On Demand	**30**	28	22	27	17	22	18	23	13	14	22	18	23	14	16	30	-	22	30	30
	7%	*9%*	*7%*	*8%*	*9%*	*7%*	*10%*	*11%*	*10%*	*14%*	*7%*	*9%*	*10%*	*9%*	*14%*	*7%*	-	*6%*	*7%*	*7%*
The police	**30**	27	24	23	13	22	18	18	10	12	24	18	19	12	13	30	-	25	30	30
	7%	*9%*	*7%*	*7%*	*7%*	*7%*	*10%*	*8%*	*7%*	*12%*	*7%*	*9%*	*8%*	*8%*	*11%*	*7%*	-	*7%*	*7%*	*7%*
BSC/Broadcasting Standards Commission	**28**	22	20	19	13	18	13	15	9	12	19	13	16	9	13	28	-	26	26	28
	7%	*7%*	*6%*	*6%*	*7%*	*6%*	*7%*	*7%*	*7%*	*11%*	*6%*	*6%*	*7%*	*6%*	*11%*	*7%*	-	*7%*	*6%*	*7%*
BBC	**23**	13	18	19	11	18	9	17	10	6	18	9	17	11	7	23	-	21	23	23
	6%	*4%*	*5%*	*6%*	*6%*	*6%*	*5%*	*8%*	*7%*	*6%*	*6%*	*4%*	*7%*	*7%*	*7%*	*6%*	-	*6%*	*6%*	*6%*
BBC Trust	**22**	20	21	19	13	21	11	16	9	10	21	13	16	10	10	22	-	18	22	22
	5%	*7%*	*6%*	*6%*	*7%*	*7%*	*6%*	*8%*	*7%*	*9%*	*6%*	*6%*	*7%*	*6%*	*9%*	*5%*	-	*5%*	*5%*	*5%*
BBFC/British Board of Film Classification	**20**	16	15	17	8	8	13	8	8	4	14	13	11	12	5	20	-	15	20	20
	5%	*5%*	*4%*	*5%*	*4%*	*3%*	*7%*	*4%*	*5%*	*4%*	*4%*	*7%*	*4%*	*8%*	*4%*	*5%*	-	*4%*	*5%*	*5%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 166

Q23 - Who do you think is responsible for regulating YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)?
Base: all who are aware of regulation for each service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**417**	299	343	322	185	303	182	214	139*	104*	331	201	242	157	112*	413	4**	359	407	413
Other	**5**	5	3	3	3	3	1	1	1	3	3	1	1	1	3	5	-	3	5	5
	1%	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*3%*	*1%*	*1%*	*	*1%*	*2%*	*1%*	-	*1%*	*1%*	*1%*
Don't know	**77**	54	58	53	36	48	36	33	23	15	52	39	40	25	18	73	4	63	71	73
	19%	*18%*	*17%*	*16%*	*19%*	*16%*	*20%*	*15%*	*16%*	*14%*	*16%*	*19%*	*16%*	*16%*	*16%*	*18%*	*100%*	*18%*	*18%*	*18%*
Net: Ofcom/ ATVOD	**67**	57	53	53	32	46	34	38	26	27	51	36	41	28	29	67	-	56	64	67
	16%	*19%*	*15%*	*16%*	*17%*	*15%*	*19%*	*18%*	*18%*	*26%ab*	*15%*	*18%*	*17%*	*18%*	*26%q*	*16%*	-	*16%*	*16%*	*16%*

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 166

Q23 - Who do you think is responsible for regulating YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)?
Base: all who are aware of regulation for each service

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	424	275	65	70	323	144	280	102	55	8	53	231	137	368	89	102	194	80	274	264
Base	417	249	76**	64*	314	157*	260	103*	61**	11**	71**	200	141*	341	105*	116*	180*	68*	248	238
Effective Base	224	196	23	56	171	75	151	67	22	6	28	133	70	198	44	52	92	71	147	146
The TV channels themselves/ The provider of the content (e.g. iPlayer, LoveFilm, YouTube etc.) (i.e. the service making it available to users)	156 37%	90 36%	39 51%	20 31%	131 42%	61 39%	95 36%	38 37%	27 44%	4 34%	26 37%	65 33%	64 45%	129 38%	31 30%	35 30%	72 40%	24 35%	96 39%	98 41%
Self regulated i.e. the Service providers themselves	95 23%	60 24%	20 27%	13 20%	79 25%	31 20%	64 24%	19 18%	16 26%	2 19%	22 32%	41 20%	32 22%	72 21%	19 18%	20 17%	43 24%	20 30%	63 25%	56 23%
The internet service provider (ISP) (e.g. Talk Talk, BT Broadband etc.)	84 20%	64 26%	11 15%	21 33%d	58 18%	34 22%	49 19%	23 22%	17 28%	2 19%	14 19%	38 19%	31 22%	69 20%	7 6%	9 7%	44 25%no	21 31%no	65 26%no	60 25%no
The programme maker or producer	66 16%	41 16%	9 12%	13 21%	46 15%	15 10%	50 19%	12 12%	7 12%	- -	10 14%	30 15%	25 18%	56 16%	13 12%	15 13%	31 17%	12 17%	43 17%	41 17%
The Government (including Northern Ireland Assembly/ Scottish Executive/Welsh Executive)	59 14%	38 15%c	11 14%	3 4%	51 16%d	21 13%	38 15%	14 14%	7 11%	2 15%	18 25%	27 14%	13 10%	41 12%	9 9%	10 8%	30 17%	9 13%	39 16%	31 13%
Ofcom/Office of Communications	51 12%	40 16%	7 10%	9 14%	41 13%	19 12%	32 12%	11 10%	10 17%	2 15%	12 16%	26 13%	13 9%	39 11%	14 13%	14 12%	24 13%	12 17%	35 14%	34 14%
ASA/Advertising Standards Authority	41 10%	25 10%	8 10%	7 10%	31 10%	19 12%	22 8%	14 13%	5 8%	1 11%	7 10%	17 8%	17 12%	34 10%	7 7%	9 8%	20 11%	6 9%	26 10%	26 11%
MediaWatch/National Viewers and Listeners Association	37 9%	29 12%	6 8%	9 15%	26 8%	18 11%	19 7%	11 11%	9 15%	- -	8 11%	22 11%	6 4%	28 8%	5 5%	6 5%	17 10%	10 15%	27 11%	26 11%
ATVOD - Authority for Television On Demand	30 7%	22 9%	2 3%	8 13%	21 7%	14 9%	16 6%	13 12%	4 7%	- -	4 6%	11 6%	12 8%	23 7%	4 4%	5 4%	21 11%	3 4%	24 10%	20 9%
The police	30 7%	23 9%	4 5%	10 15%d	20 6%	14 9%	16 6%	9 9%	8 13%	- -	3 4%	12 6%	15 10%	27 8%	3 3%	3 2%	18 10%	4 6%	22 9%	20 8%
BSC/Broadcasting Standards Commission	28 7%	24 9%	2 2%	7 11%	20 6%	11 7%	17 7%	8 8%	4 7%	- -	9 13%	15 7%	4 3%	19 6%	6 5%	6 5%	15 8%	5 8%	20 8%	18 7%
BBC	23 6%	19 8%d	3 3%	15 24%ad	7 2%	12 8%	11 4%	10 10%	4 7%	1 8%	2 3%	14 7%	7 5%	21 6%	2 2%	3 3%	8 4%	6 9%	14 6%	11 5%
BBC Trust	22 5%	13 5%	3 4%	7 12%d	13 4%	11 7%	12 4%	8 8%	2 3%	1 11%	2 2%	11 5%	7 5%	18 5%	5 5%	8 7%	6 3%	6 8%	12 5%	13 5%
BBFC/British Board of Film Classification	20 5%	17 7%	2 2%	6 9%	14 4%	8 5%	12 5%	6 5%	3 6%	- -	8 12%	10 5%	2 1%	12 3%	1 1%	1 1%	15 9%o	3 4%	18 7%	15 6%
Other	5 1%	5 2%	- -	- -	5 2%	1 *	5 2%	- -	- -	1 5%	2 3%	1 1%	2 1%	3 1%	3 3%	3 2%	1 1%	1 2%	3 1%	1 *

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 166

Q23 - Who do you think is responsible for regulating YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)?
Base: all who are aware of regulation for each service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	**417**	249	76**	64*	314	157*	260	103*	61**	11**	71**	200	141*	341	105*	116*	180*	68*	248	238
Don't know	**77**	39	9	9	49	21	57	12	6	4	17	42	18	60	25	30	33	10	43	45
	19%	*16%*	*12%*	*14%*	*16%*	*13%*	*22%*	*12%*	*10%*	*32%*	*23%*	*21%*	*12%*	*18%*	*24%*	*25%*	*18%*	*15%*	*17%*	*19%*
Net: Ofcom/ ATVOD	**67**	49	7	14	52	30	37	21	13	2	12	32	19	51	18	19	32	12	44	41
	16%	*20%*	*10%*	*21%*	*16%*	*19%*	*14%*	*21%*	*21%*	*15%*	*17%*	*16%*	*13%*	*15%*	*17%*	*16%*	*18%*	*18%*	*18%*	*17%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 166

Q23 - Who do you think is responsible for regulating YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)?
Base: all who are aware of regulation for each service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**424**	101	304	19	82	19	88	13	24	159	91
Base	**417**	94*	309	14**	75*	19**	81*	13**	22*	153*	95*
Effective Base	**224**	74	148	15	62	12	68	8	22	97	43
The TV channels themselves/ The provider of the content (e.g. iPlayer, LoveFilm, YouTube etc.) (i.e. the service making it available to users)	**156**	31	121	4	24	7	27	4	8	61	30
	37%	*33%*	*39%*	*26%*	*32%*	*37%*	*34%*	*29%*	*37%*	*40%*	*31%*
Self regulated i.e. the Service providers themselves	**95**	16	75	4	13	3	14	1	7	35	13
	23%	*17%*	*24%*	*27%*	*17%*	*17%*	*18%*	*10%*	*30%*	*23%*	*13%*
The internet service provider (ISP) (e.g. Talk Talk, BT Broadband etc.)	**84**	29	53	2	27	2	28	1	11	35	12
	20%	*31%b*	*17%*	*11%*	*35%*	*13%*	*35%*	*5%*	*51%*	*23%*	*13%*
The programme maker or producer	**66**	22	41	3	20	2	22	*	5	38	6
	16%	*23%*	*13%*	*22%*	*27%*	*10%*	*27%*	*3%*	*24%*	*25%d*	*6%*
The Government (including Northern Ireland Assembly/ Scottish Executive/Welsh Executive)	**59**	12	45	1	10	2	11	1	1	25	15
	14%	*13%*	*15%*	*10%*	*13%*	*11%*	*14%*	*5%*	*4%*	*17%*	*15%*
Ofcom/Office of Communications	**51**	10	39	2	8	2	9	1	3	27	10
	12%	*10%*	*13%*	*15%*	*10%*	*11%*	*11%*	*8%*	*13%*	*17%*	*10%*
ASA/Advertising Standards Authority	**41**	13	24	3	11	2	13	1	7	14	6
	10%	*14%*	*8%*	*19%*	*15%*	*11%*	*16%*	*6%*	*31%*	*9%*	*6%*
MediaWatch/National Viewers and Listeners Association	**37**	12	23	2	10	2	12	-	6	18	7
	9%	*13%*	*8%*	*11%*	*13%*	*13%*	*15%*	-	*29%*	*12%*	*7%*
ATVOD - Authority for Television On Demand	**30**	8	22	1	8	-	8	-	4	15	3
	7%	*8%*	*7%*	*5%*	*10%*	-	*10%*	-	*20%*	*10%*	*3%*
The police	**30**	13	17	1	13	-	13	-	8	9	4
	7%	*14%b*	*5%*	*4%*	*17%*	-	*16%*	-	*35%*	*6%*	*4%*
BSC/Broadcasting Standards Commission	**28**	9	19	1	6	2	8	1	5	17	3
	7%	*9%*	*6%*	*5%*	*9%*	*12%*	*10%*	*6%*	*23%*	*11%*	*4%*
BBC	**23**	15	8	1	14	1	15	-	4	14	3
	6%	*16%b*	*3%*	*5%*	*18%*	*5%*	*18%*	-	*19%*	*9%*	*4%*
BBC Trust	**22**	10	11	1	7	3	8	2	3	11	5
	5%	*11%b*	*4%*	*5%*	*9%*	*19%*	*10%*	*15%*	*15%*	*7%*	*5%*
BBFC/British Board of Film Classification	**20**	4	15	1	4	1	4	-	3	13	1
	5%	*5%*	*5%*	*5%*	*5%*	*5%*	*6%*	-	*14%*	*8%*	*1%*
Other	**5**	1	4	-	1	-	1	-	-	-	4
	1%	*2%*	*1%*	-	*2%*	-	*2%*	-	-	-	*4%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 166

Q23 - Who do you think is responsible for regulating YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)?
Base: all who are aware of regulation for each service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**417**	94*	309	14**	75*	19**	81*	13**	22*	153*	95*
Don't know	**77**	9	66	2	3	6	5	5	1	17	26
	19%	*10%*	*21%a*	*17%*	*4%*	*34%*	*6%*	*35%*	*4%*	*11%*	*28%h*
Net: Ofcom/ ATVOD	**67**	15	50	2	13	2	13	1	6	36	11
	16%	*16%*	*16%*	*15%*	*17%*	*11%*	*17%*	*8%*	*29%*	*23%*	*11%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 167

Q23 - Who do you think is responsible for regulating Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)?
Base: all who are aware of regulation for each service

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**371**	214	157	108	105	61	45	29	23	213	106	52	110	70	18	16	103	36	11	7	105	119	75	72	224	147
Base	**399**	236*	163*	106*	109*	69**	63**	25**	27**	215	132*	52**	114*	96**	11**	15**	101*	36**	14**	12**	96*	122*	93*	87*	219	180*
Effective Base	**190**	99	98	85	53	29	19	19	10	130	46	25	65	28	16	7	66	26	8	4	68	54	37	40	117	76
The TV channels themselves/ The provider of the content (e.g. iPlayer, LoveFilm, YouTube etc.) (i.e. the service making it available to users)	**130**	77	52	39	32	21	28	4	6	71	49	10	29	39	3	5	41	10	1	1	24	52	29	25	76	54
	33%	*33%*	*32%*	*37%*	*29%*	*31%*	*45%*	*15%*	*22%*	*33%*	*37%*	*19%*	*26%*	*41%*	*27%*	*36%*	*41%*	*27%*	*6%*	*5%*	*25%*	*42%*	*31%*	*29%*	*35%*	*30%*
Self regulated i.e. the Service providers themselves	**101**	56	45	23	25	14	14	9	15	48	29	24	29	15	3	9	19	14	7	5	27	30	22	21	57	44
	25%	*24%*	*28%*	*22%*	*23%*	*20%*	*23%*	*38%*	*54%*	*22%*	*22%*	*46%*	*25%*	*15%*	*24%*	*63%*	*19%*	*39%*	*51%*	*42%*	*28%*	*24%*	*24%*	*25%*	*26%*	*24%*
The programme maker or producer	**76**	46	30	33	18	6	11	2	5	51	17	8	26	14	-	5	25	3	2	-	20	17	22	17	37	39
	19%	*19%*	*18%*	*31%*	*17%*	*9%*	*17%*	*8%*	*20%*	*24%*	*13%*	*14%*	*23%*	*15%*	*-*	*37%*	*25%*	*8%*	*15%*	*-*	*21%*	*14%*	*24%*	*19%*	*17%*	*22%*
The internet service provider (ISP) (e.g. Talk Talk, BT Broadband etc.)	**70**	47	22	25	13	14	6	4	7	38	20	11	26	18	1	2	12	2	3	5	19	18	18	15	36	33
	17%	*20%*	*14%*	*24%*	*12%*	*20%*	*10%*	*18%*	*26%*	*18%*	*15%*	*22%*	*23%*	*19%*	*13%*	*12%*	*12%*	*6%*	*22%*	*42%*	*20%*	*14%*	*19%*	*17%*	*17%*	*18%*
The Government (including Northern Ireland Assembly/ Scottish Executive/Welsh Executive)	**61**	45	16	17	8	12	13	5	5	25	25	10	17	20	2	5	8	5	3	-	12	19	12	18	31	30
	15%	*19%*	*10%*	*16%*	*8%*	*18%*	*20%*	*19%*	*20%*	*12%*	*19%*	*20%*	*15%*	*21%*	*14%*	*37%*	*8%*	*13%*	*23%*	*-*	*13%*	*15%*	*13%*	*20%*	*14%*	*16%*
Ofcom/Office of Communications	**56**	29	26	10	9	10	16	8	2	19	26	10	11	15	2	1	8	11	6	1	10	19	9	17	29	26
	14%	*12%*	*16%*	*10%*	*8%*	*15%*	*25%*	*33%*	*7%*	*9%*	*20%*	*19%*	*10%*	*15%*	*21%*	*7%*	*8%*	*32%*	*42%*	*7%*	*10%*	*16%*	*10%*	*20%*	*13%*	*15%*
The police	**51**	35	16	12	14	16	4	5	-	26	20	5	20	14	2	-	7	6	3	-	15	13	16	8	27	24
	13%	*15%*	*10%*	*11%*	*13%*	*23%*	*7%*	*20%*	*-*	*12%*	*15%*	*9%*	*17%*	*15%*	*15%*	*-*	*7%*	*17%*	*23%*	*-*	*15%*	*10%*	*18%*	*9%*	*13%*	*13%*
ASA/Advertising Standards Authority	**46**	25	21	13	9	9	2	4	9	22	11	13	14	5	1	5	8	6	3	4	9	12	13	13	20	26
	12%	*11%*	*13%*	*13%*	*8%*	*13%*	*4%*	*15%*	*34%*	*10%*	*9%*	*25%*	*12%*	*5%*	*10%*	*37%*	*8%*	*17%*	*19%*	*31%*	*9%*	*9%*	*14%*	*14%*	*9%*	*14%*
MediaWatch/National Viewers and Listeners Association	**46**	24	22	14	8	9	5	4	4	23	15	9	15	6	2	1	7	9	3	4	7	11	10	18	19	27
	11%	*10%*	*14%*	*13%*	*8%*	*13%*	*8%*	*17%*	*16%*	*10%*	*11%*	*17%*	*14%*	*6%*	*15%*	*4%*	*7%*	*24%*	*19%*	*31%*	*7%*	*9%*	*10%*	*20%x*	*8%*	*15%*
ATVOD - Authority for Television On Demand	**36**	21	15	11	7	10	5	4	1	17	14	4	11	8	1	1	6	6	3	-	8	14	6	8	22	14
	9%	*9%*	*9%*	*10%*	*6%*	*14%*	*8%*	*15%*	*2%*	*8%*	*11%*	*8%*	*10%*	*9%*	*9%*	*4%*	*6%*	*17%*	*19%*	*-*	*9%*	*11%*	*6%*	*10%*	*10%*	*8%*
BSC/Broadcasting Standards Commission	**33**	20	13	7	7	6	7	6	1	14	13	6	9	8	3	1	5	4	3	-	9	6	5	12	15	17
	8%	*8%*	*8%*	*6%*	*6%*	*8%*	*11%*	*23%*	*2%*	*6%*	*10%*	*12%*	*8%*	*9%*	*23%*	*4%*	*5%*	*12%*	*24%*	*-*	*10%*	*5%*	*5%*	*14%*	*7%*	*10%*
BBFC/British Board of Film Classification	**31**	20	12	9	5	3	3	6	5	14	6	12	8	6	1	5	6	-	6	-	7	6	11	7	13	18
	8%	*8%*	*7%*	*8%*	*5%*	*4%*	*5%*	*26%*	*20%*	*6%*	*4%*	*23%*	*7%*	*6%*	*6%*	*37%*	*6%*	*-*	*43%*	*-*	*8%*	*5%*	*12%*	*8%*	*6%*	*10%*
BBC	**29**	19	10	6	12	4	1	*	5	19	5	5	14	4	-	1	5	1	*	4	5	7	6	11	12	17
	7%	*8%*	*6%*	*6%*	*11%*	*6%*	*1%*	*1%*	*18%*	*9%*	*4%*	*10%*	*12%*	*4%*	*-*	*7%*	*5%*	*3%*	*3%*	*31%*	*5%*	*6%*	*6%*	*13%*	*5%*	*9%*
BBC Trust	**15**	11	5	4	7	4	-	1	1	11	4	1	7	3	1	1	4	1	-	-	1	4	7	3	6	10
	4%	*5%*	*3%*	*4%*	*6%*	*5%*	*-*	*3%*	*2%*	*5%*	*3%*	*2%*	*6%*	*3%*	*6%*	*4%*	*4%*	*3%*	*-*	*-*	*1%*	*3%*	*7%*	*3%*	*3%*	*5%*
Other	**1**	1	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	1	-	-	1	-
	*	*	-	-	-	*1%*	-	-	-	-	*1%*	-	-	*1%*	-	-	-	-	-	-	-	*1%*	-	-	*	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 167

Q23 - Who do you think is responsible for regulating Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)?
Base: all who are aware of regulation for each service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	**399**	236*	163*	106*	109*	69**	63**	25**	27**	215	132*	52**	114*	96**	11**	15**	101*	36**	14**	12**	96*	122*	93*	87*	219	180*
Don't know	**73**	34	38	15	22	12	9	6	9	37	21	15	16	12	3	4	21	8	4	5	20	18	16	18	39	34
	18%	*15%*	*24%*	*14%*	*20%*	*17%*	*14%*	*26%*	*33%*	*17%*	*16%*	*29%*	*14%*	*13%*	*25%*	*25%*	*21%*	*23%*	*27%*	*41%*	*21%*	*15%*	*17%*	*21%*	*18%*	*19%*
Net: Ofcom/ ATVOD	**74**	40	34	17	14	15	16	9	2	31	31	11	18	17	3	1	13	14	6	1	15	23	14	21	39	35
	18%	*17%*	*21%*	*16%*	*13%*	*22%*	*25%*	*37%*	*7%*	*15%*	*24%*	*21%*	*16%*	*18%*	*30%*	*7%*	*13%*	*38%*	*42%*	*7%*	*16%*	*19%*	*15%*	*24%*	*18%*	*19%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base; ** very small base (under 30) ineligible for sig testing

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Table 167

Q23 - Who do you think is responsible for regulating Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)?
Base: all who are aware of regulation for each service

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**371**	245	124	213	148	4	13	39	42	29	34	18	31	54	60	320	22	8	21	94	63	163
Base	**399**	256	140*	217	175*	2**	13**	38**	36**	35**	35**	44**	37**	52*	42*	332	19**	5**	43**	87*	70*	175*
Effective Base	**190**	123	65	100	84	4	7	30	23	17	20	11	25	41	41	185	12	7	9	59	37	91
The TV channels themselves/ The provider of the content (e.g. iPlayer, LoveFilm, YouTube etc.) (i.e. the service making it available to users)	**130**	84	43	71	56	2	8	17	14	20	7	4	14	17	9	110	3	2	15	39	27	43
	33%	*33%*	*31%*	*33%*	*32%*	*67%*	*67%*	*44%*	*39%*	*56%*	*21%*	*9%*	*38%*	*32%*	*21%*	*33%*	*15%*	*42%*	*35%*	*45%a*	*39%*	*25%*
Self regulated i.e. the Service providers themselves	**101**	60	39	60	38	1	5	9	6	13	10	11	12	10	13	91	3	1	5	21	24	47
	25%	*24%*	*28%*	*28%*	*22%*	*33%*	*41%*	*24%*	*17%*	*38%*	*30%*	*26%*	*33%*	*19%*	*31%*	*27%*	*18%*	*26%*	*12%*	*24%*	*34%*	*27%*
The programme maker or producer	**76**	46	28	35	39	*	3	11	8	12	7	3	10	11	11	76	-	-	-	22	19	35
	19%	*18%*	*20%*	*16%*	*23%*	*15%*	*21%*	*30%*	*21%*	*35%*	*19%*	*8%*	*28%*	*21%*	*25%*	*23%*	-	-	-	*25%*	*27%*	*20%*
The internet service provider (ISP) (e.g. Talk Talk, BT Broadband etc.)	**70**	45	23	42	24	*	2	3	6	8	4	5	10	7	12	58	2	1	8	11	13	34
	17%	*17%*	*17%*	*20%*	*14%*	*15%*	*13%*	*9%*	*16%*	*24%*	*13%*	*11%*	*28%*	*13%*	*30%*	*17%*	*12%*	*24%*	*19%*	*12%*	*18%*	*20%*
The Government (including Northern Ireland Assembly/ Scottish Executive/Welsh Executive)	**61**	32	27	29	31	-	1	3	7	15	1	4	2	14	6	53	5	*	2	11	16	26
	15%	*12%*	*19%*	*13%*	*18%*	-	*6%*	*8%*	*20%*	*42%*	*2%*	*9%*	*6%*	*27%*	*14%*	*16%*	*28%*	*9%*	*5%*	*12%*	*22%*	*15%*
Ofcom/Office of Communications	**56**	35	19	29	26	-	2	2	3	11	1	4	8	10	7	47	1	1	7	7	12	29
	14%	*14%*	*14%*	*13%*	*15%*	-	*14%*	*5%*	*9%*	*32%*	*2%*	*9%*	*21%*	*19%*	*17%*	*14%*	*3%*	*23%*	*15%*	*8%*	*17%*	*16%*
The police	**51**	38	12	30	20	*	1	3	4	5	4	5	4	7	7	41	*	*	9	9	8	24
	13%	*15%*	*9%*	*14%*	*12%*	*17%*	*11%*	*8%*	*12%*	*13%*	*11%*	*12%*	*12%*	*14%*	*18%*	*12%*	*3%*	*10%*	*21%*	*10%*	*12%*	*14%*
ASA/Advertising Standards Authority	**46**	25	19	26	18	-	1	3	3	8	-	7	7	7	8	43	1	-	2	7	8	28
	12%	*10%*	*13%*	*12%*	*11%*	-	*11%*	*7%*	*9%*	*22%*	-	*15%*	*19%*	*13%*	*19%*	*13%*	*7%*	-	*4%*	*8%*	*11%*	*16%*
MediaWatch/National Viewers and Listeners Association	**46**	26	17	18	28	-	2	1	2	3	3	8	8	4	10	39	1	-	5	4	6	29
	11%	*10%*	*12%*	*8%*	*16%*	-	*12%*	*3%*	*4%*	*9%*	*7%*	*18%*	*22%*	*7%*	*23%n*	*12%*	*5%*	-	*12%*	*5%*	*8%*	*17%a*
ATVOD - Authority for Television On Demand	**36**	28	6	20	16	-	1	2	3	7	3	5	1	5	8	35	1	-	-	6	9	19
	9%	*11%*	*4%*	*9%*	*9%*	-	*11%*	*6%*	*8%*	*19%*	*8%*	*12%*	*3%*	*10%*	*19%*	*11%*	*5%*	-	-	*7%*	*13%*	*11%*
BSC/Broadcasting Standards Commission	**33**	19	14	15	17	-	1	1	4	1	3	1	4	7	5	28	2	*	3	6	4	17
	8%	*7%*	*10%*	*7%*	*10%*	-	*6%*	*3%*	*11%*	*3%*	*8%*	*3%*	*11%*	*13%*	*12%*	*8%*	*10%*	*9%*	*6%*	*7%*	*6%*	*10%*
BBFC/British Board of Film Classification	**31**	17	14	18	13	-	1	1	2	5	2	-	1	6	12	29	3	-	-	3	6	19
	8%	*7%*	*10%*	*9%*	*7%*	-	*6%*	*1%*	*5%*	*14%*	*4%*	-	*3%*	*11%*	*29%n*	*9%*	*15%*	-	-	*4%*	*9%*	*11%*
BBC	**29**	16	13	12	17	-	1	5	1	2	1	2	5	6	5	27	2	*	-	6	3	17
	7%	*6%*	*9%*	*5%*	*10%*	-	*6%*	*12%*	*2%*	*6%*	*4%*	*4%*	*12%*	*11%*	*13%*	*8%*	*11%*	*7%*	-	*7%*	*5%*	*10%*
BBC Trust	**15**	13	2	9	5	-	1	1	1	2	2	2	-	3	2	15	-	-	-	3	5	7
	4%	*5%*	*2%*	*4%*	*3%*	-	*11%*	*4%*	*2%*	*7%*	*7%*	*4%*	-	*6%*	*5%*	*5%*	-	-	-	*4%*	*7%*	*4%*
Other	**1**	1	-	1	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	1
	*	*	-	*	-	-	-	-	-	-	-	-	*2%*	-	-	*	-	-	-	-	-	*1%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 167

Q23 - Who do you think is responsible for regulating Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)?
Base: all who are aware of regulation for each service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	**399**	256	140*	217	175*	2**	13**	38**	36**	35**	35**	44**	37**	52*	42*	332	19**	5**	43**	87*	70*	175*
Don't know	**73**	41	32	43	29	-	-	4	4	4	10	17	7	6	5	58	5	-	9	8	14	36
	18%	*16%*	*23%*	*20%*	*17%*	-	-	*9%*	*12%*	*12%*	*29%*	*40%*	*20%*	*11%*	*13%*	*17%*	*28%*	-	*22%*	*9%*	*20%*	*20%*
Net: Ofcom/ ATVOD	**74**	51	21	38	35	-	2	4	6	11	3	5	8	14	11	64	2	1	7	12	14	39
	18%	*20%*	*15%*	*17%*	*20%*	-	*18%*	*9%*	*16%*	*32%*	*8%*	*12%*	*21%*	*28%*	*26%*	*19%*	*8%*	*23%*	*15%*	*14%*	*20%*	*22%*

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Table 167

Q23 - Who do you think is responsible for regulating Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)?
Base: all who are aware of regulation for each service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**371**	288	304	292	190	267	196	194	140	100	292	202	221	158	105	365	6	346	357	365
Base	**399**	287	326	309	176	278	187	205	137*	100*	312	203	235	153*	105*	391	8**	335	384	391
Effective Base	**190**	149	153	157	119	135	123	103	85	64	145	101	119	92	67	186	5	216	181	186
The TV channels themselves/ The provider of the content (e.g. iPlayer, LoveFilm, YouTube etc.) (i.e. the service making it available to users)	**130**	98	115	108	63	100	65	78	38	31	114	76	89	47	32	130	-	105	127	130
	33%	*34%*	*35%*	*35%*	*36%*	*36%*	*35%*	*38%*	*28%*	*31%*	*37%*	*38%*	*38%*	*31%*	*30%*	*33%*	-	*31%*	*33%*	*33%*
Self regulated i.e. the Service providers themselves	**101**	79	81	75	44	62	52	50	37	29	76	53	55	45	30	98	3	74	98	98
	25%	*28%*	*25%*	*24%*	*25%*	*22%*	*28%*	*24%*	*27%*	*29%*	*24%*	*26%*	*23%*	*30%*	*29%*	*25%*	*31%*	*22%*	*26%*	*25%*
The programme maker or producer	**76**	63	67	67	42	59	51	49	28	29	65	51	52	35	29	76	-	63	75	76
	19%	*22%*	*21%*	*22%*	*24%*	*21%*	*27%*	*24%*	*20%*	*29%*	*21%*	*25%*	*22%*	*23%*	*27%*	*19%*	-	*19%*	*20%*	*19%*
The internet service provider (ISP) (e.g. Talk Talk, BT Broadband etc.)	**70**	56	54	51	29	51	43	33	29	24	53	43	35	30	24	70	-	66	68	70
	17%	*19%*	*17%*	*16%*	*16%*	*18%*	*23%*	*16%*	*21%*	*24%*	*17%*	*21%*	*15%*	*20%*	*23%*	*18%*	-	*20%*	*18%*	*18%*
The Government (including Northern Ireland Assembly/ Scottish Executive/Welsh Executive)	**61**	42	51	45	23	42	31	25	24	11	51	31	30	31	11	61	-	47	60	61
	15%	*15%*	*16%*	*14%*	*13%*	*15%*	*16%*	*12%*	*17%*	*11%*	*16%*	*15%*	*13%*	*20%*	*11%*	*16%*	-	*14%*	*16%*	*16%*
Ofcom/Office of Communications	**56**	47	42	38	21	37	32	30	23	21	40	32	34	25	22	53	3	43	51	53
	14%	*17%*	*13%*	*12%*	*12%*	*13%*	*17%*	*15%*	*17%*	*21%*	*13%*	*16%*	*14%*	*16%*	*21%*	*14%*	*31%*	*13%*	*13%*	*14%*
The police	**51**	41	41	40	23	40	29	25	22	15	41	29	26	22	15	49	3	45	48	49
	13%	*14%*	*13%*	*13%*	*13%*	*14%*	*15%*	*12%*	*16%*	*15%*	*13%*	*14%*	*11%*	*14%*	*14%*	*12%*	*31%*	*13%*	*13%*	*12%*
ASA/Advertising Standards Authority	**46**	34	37	36	16	31	22	24	22	21	37	22	27	30	21	46	-	32	45	46
	12%	*12%*	*11%*	*12%*	*9%*	*11%*	*12%*	*12%*	*16%*	*21%*	*12%*	*11%*	*11%*	*19%*	*20%*	*12%*	-	*10%*	*12%*	*12%*
MediaWatch/National Viewers and Listeners Association	**46**	31	33	33	18	28	22	29	25	15	30	22	32	25	15	46	-	38	46	46
	11%	*11%*	*10%*	*11%*	*10%*	*10%*	*12%*	*14%*	*18%*	*15%*	*10%*	*11%*	*13%*	*16%*	*14%*	*12%*	-	*11%*	*12%*	*12%*
ATVOD - Authority for Television On Demand	**36**	32	29	30	18	28	23	28	23	18	28	23	29	23	18	36	-	27	35	36
	9%	*11%*	*9%*	*10%*	*10%*	*10%*	*12%*	*14%*	*17%*	*18%*	*9%*	*11%*	*12%*	*15%*	*18%*	*9%*	-	*8%*	*9%*	*9%*
BSC/Broadcasting Standards Commission	**33**	26	26	24	13	21	16	18	13	15	23	16	19	14	16	33	-	33	31	33
	8%	*9%*	*8%*	*8%*	*8%*	*7%*	*9%*	*9%*	*10%*	*15%*	*7%*	*8%*	*8%*	*9%*	*15%*	*8%*	-	*10%*	*8%*	*8%*
BBFC/British Board of Film Classification	**31**	26	21	25	13	15	22	16	15	6	20	22	17	20	6	29	3	24	29	29
	8%	*9%*	*6%*	*8%*	*8%*	*5%*	*12%*	*8%*	*11%*	*6%*	*6%*	*11%*	*7%*	*13%*	*5%*	*7%*	*31%*	*7%*	*8%*	*7%*
BBC	**29**	19	26	19	11	26	11	18	11	11	26	11	18	11	11	29	-	23	29	29
	7%	*6%*	*8%*	*6%*	*6%*	*9%*	*6%*	*9%*	*8%*	*11%*	*8%*	*5%*	*8%*	*7%*	*11%*	*7%*	-	*7%*	*8%*	*7%*
BBC Trust	**15**	14	13	12	10	13	9	9	9	7	13	9	10	9	7	15	-	15	15	15
	4%	*5%*	*4%*	*4%*	*5%*	*5%*	*5%*	*5%*	*7%*	*7%*	*4%*	*4%*	*4%*	*6%*	*6%*	*4%*	-	*5%*	*4%*	*4%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
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Table 167

Q23 - Who do you think is responsible for regulating Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)?
Base: all who are aware of regulation for each service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**399**	287	326	309	176	278	187	205	137*	100*	312	203	235	153*	105*	391	8**	335	384	391
Other	**1**	1	1	1	1	1	1	1	1	-	1	1	1	1	-	1	-	1	1	1
	*	*	*	*	*1%*	*	*	*	*1%*	-	*	*	*	*1%*	-	*	-	*	*	*
Don't know	**73**	50	60	54	30	45	29	29	19	18	56	33	39	22	21	67	6	57	64	67
	18%	*18%*	*18%*	*17%*	*17%*	*16%*	*15%*	*14%*	*14%*	*18%*	*18%*	*16%*	*17%*	*15%*	*20%*	*17%*	*69%*	*17%*	*17%*	*17%*
Net: Ofcom/ ATVOD	**74**	64	57	52	34	51	45	43	35	31	53	45	47	37	32	71	3	61	68	71
	18%	*22%*	*17%*	*17%*	*19%*	*18%*	*24%*	*21%*	*26%*	*31%*	*17%*	*22%*	*20%*	*24%*	*30%*	*18%*	*31%*	*18%*	*18%*	*18%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
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Base: all who are aware of regulation for each service

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	371	246	54	63	276	134	237	94	49	8	47	198	123	321	75	87	177	64	241	234
Base	399	235	76**	62*	287	149*	250	97*	57**	12**	77**	191	128*	319	101*	111*	182*	56*	238	226
Effective Base	190	163	21	51	143	70	121	62	20	6	26	107	62	167	37	44	82	57	123	122
The TV channels themselves/ The provider of the content (e.g. iPlayer, LoveFilm, YouTube etc.) (i.e. the service making it available to users)	130	79	24	13	107	45	85	30	21	-	29	52	48	101	26	28	64	20	84	85
	33%	33%	32%	20%	37%d	30%	34%	31%	36%	-	38%	27%	38%	32%	25%	25%	35%	35%	35%	37%
Self regulated i.e. the Service providers themselves	101	67	16	11	87	34	67	22	14	3	26	46	28	74	24	25	53	13	66	61
	25%	28%	21%	17%	30%	23%	27%	23%	25%	22%	34%	24%	22%	23%	23%	23%	29%	23%	28%	27%
The programme maker or producer	76	55	8	15	52	24	52	19	8	-	18	33	25	58	13	18	41	11	52	51
	19%	23%	11%	24%	18%	16%	21%	19%	13%	-	23%	17%	20%	18%	13%	16%	23%	20%	22%	22%
The internet service provider (ISP) (e.g. Talk Talk, BT Broadband etc.)	70	41	14	11	54	31	38	24	13	-	11	40	17	57	10	12	39	14	53	45
	17%	17%	18%	18%	19%	21%	15%	25%	22%	-	15%	21%	14%	18%	10%	11%	21%	25%n	22%	20%
The Government (including Northern Ireland Assembly/ Scottish Executive/Welsh Executive)	61	44	6	7	53	17	44	10	7	2	18	22	21	42	16	17	29	8	37	35
	15%	19%	8%	11%	18%	11%	18%	10%	12%	20%	24%	11%	16%	13%	16%	15%	16%	14%	16%	15%
Ofcom/Office of Communications	56	39	5	5	49	18	38	11	8	2	11	26	18	45	14	15	30	8	38	35
	14%	16%	7%	8%	17%	12%	15%	12%	14%	14%	14%	14%	14%	14%	14%	13%	16%	14%	16%	16%
The police	51	33	14	16	33	24	27	22	7	-	4	32	15	47	9	12	29	7	35	25
	13%	14%	19%	26%ad	12%	16%	11%	22%	13%	-	6%	17%	11%	15%	9%	11%	16%	12%	15%	11%
ASA/Advertising Standards Authority	46	28	7	9	35	12	34	8	2	2	15	19	13	32	12	13	25	5	30	28
	12%	12%	9%	14%	12%	8%	14%	9%	4%	16%	19%	10%	10%	10%	12%	12%	14%	9%	13%	12%
MediaWatch/National Viewers and Listeners Association	46	28	5	6	36	15	31	10	9	1	11	19	14	34	6	7	24	8	32	34
	11%	12%	6%	10%	12%	10%	12%	11%	16%	5%	14%	10%	11%	11%	5%	6%	13%	14%	14%	15%
ATVOD - Authority for Television On Demand	36	28	3	13	22	16	20	10	7	1	4	17	15	32	4	4	23	7	30	28
	9%	12%	4%	21%d	8%	10%	8%	11%	11%	10%	6%	9%	12%	10%	4%	3%	13%	13%	13%	12%
BSC/Broadcasting Standards Commission	33	25	3	7	26	14	19	9	6	2	10	14	9	23	6	7	16	7	23	23
	8%	11%	4%	11%	9%	9%	8%	10%	10%	16%	12%	7%	7%	7%	6%	6%	9%	12%	10%	10%
BBFC/British Board of Film Classification	31	23	7	15	16	14	18	7	8	2	13	12	7	19	1	2	23	4	27	23
	8%	10%	9%	24%ad	6%	9%	7%	7%	14%	16%	16%	6%	6%	6%	1%	1%	13%no	7%	11%no	10%
BBC	29	21	2	13	13	14	15	10	6	1	7	14	8	22	4	6	14	3	17	17
	7%	9%	3%	22%ad	5%	9%	6%	10%	10%	8%	9%	7%	6%	7%	4%	5%	7%	6%	7%	7%
BBC Trust	15	11	2	9	4	11	4	8	5	2	1	9	6	14	2	2	7	4	11	9
	4%	5%	2%	15%ad	1%	8%i	2%	8%	9%	14%	1%	5%	4%	5%	1%	2%	4%	7%	5%	4%
Other	1	1	-	-	1	-	1	-	-	-	-	1	-	1	-	-	1	-	1	1
	*	*	-	-	*	-	*	-	-	-	-	*	-	*	-	-	1%	-	*	*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Base: all who are aware of regulation for each service

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	**399**	235	76**	62*	287	149*	250	97*	57**	12**	77**	191	128*	319	101*	111*	182*	56*	238	226
Don't know	**73**	35	13	9	40	21	51	12	7	5	16	40	15	56	27	29	28	8	36	35
	18%	*15%*	*17%*	*15%*	*14%*	*14%*	*21%*	*12%*	*12%*	*40%*	*21%*	*21%*	*12%*	*17%*	*27%*	*26%*	*16%*	*14%*	*15%*	*16%*
Net: Ofcom/ ATVOD	**74**	52	8	17	54	31	43	19	13	3	12	35	27	62	14	15	42	13	55	50
	18%	*22%*	*10%*	*28%*	*19%*	*20%*	*17%*	*20%*	*23%*	*24%*	*15%*	*18%*	*21%*	*19%*	*14%*	*13%*	*23%*	*23%*	*23%*	*22%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Base: all who are aware of regulation for each service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	371	102	255	14	87	15	92	10	32	158	75
Base	399	95*	291	12**	79*	17**	83*	12**	30*	157*	86*
Effective Base	190	75	121	11	67	10	71	6	29	95	35
The TV channels themselves/ The provider of the content (e.g. iPlayer, LoveFilm, YouTube etc.) (i.e. the service making it available to users)	130	27	100	3	23	4	23	4	9	49	21
	33%	28%	34%	27%	29%	23%	28%	32%	29%	31%	24%
Self regulated i.e. the Service providers themselves	101	13	82	6	12	1	12	1	5	37	26
	25%	14%	28%a	48%	16%	4%	15%	5%	16%	23%	30%
The programme maker or producer	76	22	49	5	21	1	21	1	9	37	9
	19%	23%	17%	39%	26%	8%	25%	11%	31%	23%	10%
The internet service provider (ISP) (e.g. Talk Talk, BT Broadband etc.)	70	23	46	1	20	3	21	2	12	33	13
	17%	24%	16%	6%	26%	15%	25%	14%	38%	21%	15%
The Government (including Northern Ireland Assembly/ Scottish Executive/Welsh Executive)	61	8	52	-	8	-	8	-	2	19	22
	15%	9%	18%	-	10%	-	10%	-	8%	12%	26%
Ofcom/Office of Communications	56	6	48	1	6	1	6	-	1	25	15
	14%	7%	17%	7%	7%	4%	8%	-	3%	16%	18%
The police	51	17	33	1	16	1	17	-	8	21	16
	13%	18%	11%	6%	21%	6%	21%	-	27%	14%	18%
ASA/Advertising Standards Authority	46	11	35	1	8	3	9	2	9	24	10
	12%	12%	12%	6%	10%	19%	11%	14%	29%	15%	12%
MediaWatch/National Viewers and Listeners Association	46	14	31	1	14	-	14	-	4	24	11
	11%	14%	11%	6%	17%	-	16%	-	14%	16%	13%
ATVOD - Authority for Television On Demand	36	14	22	1	13	1	13	1	10	12	9
	9%	14%	7%	4%	17%	4%	15%	8%	32%	8%	10%
BSC/Broadcasting Standards Commission	33	10	22	1	9	1	9	1	6	22	4
	8%	10%	8%	6%	11%	4%	11%	6%	20%	14%	4%
BBFC/British Board of Film Classification	31	11	20	1	10	1	10	1	8	20	6
	8%	11%	7%	6%	13%	4%	12%	6%	25%	13%	6%
BBC	29	15	13	1	13	2	14	1	6	18	3
	7%	16%b	5%	5%	16%	13%	17%	11%	20%	12%	3%
BBC Trust	15	12	3	-	11	1	12	-	7	7	3
	4%	13%b	1%	-	14%	6%	15%	-	23%	4%	3%
Other	1	-	1	-	-	-	-	-	-	-	-
	*	-	*	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 167

Q23 - Who do you think is responsible for regulating Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)?
Base: all who are aware of regulation for each service

		Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
	Total	Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**399**	95*	291	12**	79*	17**	83*	12**	30*	157*	86*
Don't know	**73**	10	61	2	3	7	7	3	2	22	22
	18%	*10%*	*21%*	*16%*	*4%*	*43%*	*8%*	*24%*	*8%*	*14%*	*25%*
Net: Ofcom/ ATVOD	**74**	18	54	1	18	1	17	1	10	34	17
	18%	*19%*	*19%*	*11%*	*22%*	*4%*	*21%*	*8%*	*32%*	*21%*	*20%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 168

Q23 - Who do you think is responsible for regulating Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)?
Base: all who are aware of regulation for each service

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**754**	395	359	181	196	152	110	72	43	377	262	115	173	147	45	30	204	115	27	13	228	275	127	124	503	251
Base	**683**	379	304	170	164	143*	123*	52*	31**	334	266	83*	161	164*	31*	23**	173	102*	21**	8**	193	252	119*	120*	444	238
Effective Base	**441**	205	258	155	110	83	51	49	29	259	131	78	110	65	37	19	154	80	15	12	155	139	83	74	284	157
The TV channels themselves/ The provider of the content (e.g. iPlayer, LoveFilm, YouTube etc.) (i.e. the service making it available to users)	**269**	137	132	82	71	53	44	13	5	153	98	18	62	64	8	4	92	34	6	1	77	111	39	43	188	81
	39%	*36%*	*44%*	48%gjk	44%gk	37%k	*36%*	*26%*	*14%*	46%gk	37%k	*22%*	*38%*	*39%*	*24%*	*16%*	53%q	*33%*	*29%*	*9%*	*40%*	*44%*	*33%*	*36%*	*42%*	*34%*
Ofcom/Office of Communications	**165**	94	71	29	32	40	38	18	9	61	78	26	34	44	10	6	27	33	8	3	41	62	31	31	103	62
	24%	*25%*	*23%*	*17%*	*20%*	*28%*	31%c	34%cdi	*28%*	*18%*	29%ci	32%ci	*21%*	*27%*	*31%*	*27%*	*16%*	32%q	*39%*	*33%*	*21%*	*25%*	*26%*	*26%*	*23%*	*26%*
Self regulated i.e. the Service providers themselves	**144**	82	61	40	40	21	24	12	6	80	45	19	45	26	7	4	35	19	5	2	31	57	30	26	87	56
	21%	*22%*	*20%*	*24%*	*24%*	*15%*	*19%*	*24%*	*21%*	*24%*	*17%*	*23%*	*28%*	*16%*	*23%*	*18%*	*21%*	*18%*	*24%*	*29%*	*16%*	*23%*	*26%*	*22%*	*20%*	*24%*
The programme maker or producer	**137**	77	60	49	34	15	24	9	7	82	39	16	39	25	5	7	43	13	4	-	38	49	28	22	87	50
	20%	*20%*	*20%*	29%ej	*21%*	*10%*	*19%*	*17%*	*23%*	25%ej	*14%*	*19%*	*24%*	*16%*	*17%*	*31%*	25%q	*13%*	*18%*	-	*20%*	*20%*	*24%*	*18%*	*20%*	*21%*
The internet service provider (ISP) (e.g. Talk Talk, BT Broadband etc.)	**109**	63	46	28	26	19	23	7	7	53	42	14	27	27	5	4	26	14	2	3	25	40	22	22	65	44
	16%	*17%*	*15%*	*16%*	*16%*	*13%*	*18%*	*14%*	*22%*	*16%*	*16%*	*17%*	*17%*	*17%*	*15%*	*17%*	*15%*	*14%*	*12%*	*37%*	*13%*	*16%*	*18%*	*18%*	*15%*	*18%*
BSC/Broadcasting Standards Commission	**99**	59	39	16	23	25	19	12	4	39	44	16	19	28	10	3	20	16	2	1	30	31	18	20	61	38
	14%	*16%*	*13%*	*9%*	*14%*	*18%*	*15%*	24%cl	*12%*	*12%*	*17%*	19%c	*12%*	*17%*	32%j	*12%*	*11%*	*16%*	*11%*	*14%*	*16%*	*12%*	*15%*	*17%*	*14%*	*16%*
MediaWatch/National Viewers and Listeners Association	**88**	42	45	26	19	22	16	3	3	44	38	6	20	19	2	2	25	19	1	1	18	33	22	15	50	37
	13%	*11%*	*15%*	*15%*	*11%*	*15%*	*13%*	*5%*	*10%*	*13%*	*14%*	*7%*	*12%*	*12%*	*6%*	*8%*	*14%*	*18%*	*4%*	*16%*	*9%*	*13%*	19%t	*12%*	*11%*	*16%*
The Government (including Northern Ireland Assembly/ Scottish Executive/Welsh Executive)	**84**	62	22	21	23	19	17	4	1	44	36	5	33	26	2	1	11	10	1	-	14	28	20	22	43	42
	12%	16%b	*7%*	*13%*	*14%*	*13%*	*14%*	*7%*	*3%*	*13%*	*13%*	*6%*	*20%*	*16%*	*8%*	*4%*	*7%*	*10%*	*5%*	-	*7%*	*11%*	17%t	18%tx	*10%*	18%tx
ASA/Advertising Standards Authority	**84**	49	36	28	16	16	17	4	3	44	33	8	25	18	3	2	19	14	1	1	21	38	18	8	59	25
	12%	*13%*	*12%*	*17%*	*10%*	*11%*	*14%*	*8%*	*11%*	*13%*	*12%*	*9%*	*16%*	*11%*	*11%*	*9%*	*11%*	*14%*	*5%*	*16%*	*11%*	*15%*	*15%*	*6%*	*13%*	*11%*
BBFC/British Board of Film Classification	**64**	45	20	13	20	11	10	8	2	33	21	10	18	17	7	2	15	4	1	-	18	26	12	9	44	21
	9%	*12%*	*7%*	*8%*	*12%*	*8%*	*8%*	*16%*	*5%*	*10%*	*8%*	*12%*	*11%*	*11%*	*24%*	*7%*	*9%*	*4%*	*5%*	-	*9%*	*10%*	*10%*	*8%*	*10%*	*9%*
ATVOD - Authority for Television On Demand	**48**	28	20	14	14	9	4	3	3	29	14	6	14	10	3	1	14	3	1	2	14	17	10	7	32	17
	7%	*7%*	*7%*	*8%*	*9%*	*7%*	*3%*	*7%*	*9%*	*9%*	*5%*	*8%*	*9%*	*6%*	*8%*	*4%*	*8%*	*3%*	*5%*	*22%*	*7%*	*7%*	*8%*	*6%*	*7%*	*7%*
The police	**46**	30	16	16	16	9	4	1	1	32	12	2	21	8	1	1	11	5	*	-	16	18	7	6	33	13
	7%	*8%*	*5%*	*9%*	*10%*	*6%*	*3%*	*2%*	*3%*	*9%*	*5%*	*3%*	*13%*	*5%*	*2%*	*5%*	*6%*	*4%*	*2%*	-	*8%*	*7%*	*6%*	*5%*	*7%*	*5%*
BBC	**28**	17	11	10	13	2	2	-	1	23	4	1	14	3	-	1	9	1	-	-	7	15	3	3	22	6
	4%	*4%*	*4%*	6%j	8%egjk	*2%*	*1%*	-	*2%*	7%jk	*2%*	*1%*	8%m	*2%*	-	*2%*	*5%*	*1%*	-	-	*4%*	*6%*	*3%*	*2%*	*5%*	*2%*
BBC Trust	**20**	14	7	5	9	3	2	1	-	15	5	1	10	4	1	-	5	1	-	-	4	8	8	1	12	9
	3%	*4%*	*2%*	*3%*	*6%*	*2%*	*2%*	*1%*	-	*4%*	*2%*	*1%*	*6%*	*2%*	*2%*	-	*3%*	*1%*	-	-	*2%*	*3%*	*6%*	*1%*	*3%*	*4%*
Other	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 168

Q23 - Who do you think is responsible for regulating Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)?
Base: all who are aware of regulation for each service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	**683**	379	304	170	164	143*	123*	52*	31**	334	266	83*	161	164*	31*	23**	173	102*	21**	8**	193	252	119*	120*	444	238
Don't know	**128**	60	69	28	32	32	21	8	8	60	53	15	22	27	5	5	38	25	3	2	40	46	22	21	86	43
	19%	*16%*	*23%*	*17%*	*20%*	*22%*	*17%*	*15%*	*24%*	*18%*	*20%*	*19%*	*14%*	*17%*	*16%*	*23%*	*22%*	*25%*	*14%*	*28%*	*21%*	*18%*	*18%*	*17%*	*19%*	*18%*
Net: Ofcom/ ATVOD	**186**	108	78	35	37	46	40	19	10	72	86	28	40	51	10	7	32	34	9	3	49	66	37	34	115	71
	27%	*28%*	*26%*	*20%*	*23%*	*32%*	*32%*	*36%cl*	*31%*	*22%*	*32%cl*	*34%cl*	*25%*	*31%*	*31%*	*30%*	*19%*	*34%p*	*44%*	*33%*	*26%*	*26%*	*31%*	*28%*	*26%*	*30%*

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base; ** very small base (under 30) ineligible for sig testing

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Table 168

Q23 - Who do you think is responsible for regulating Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)?
Base: all who are aware of regulation for each service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	754	474	277	477	260	4	36	83	78	45	75	34	83	108	107	649	43	19	43	197	120	332
Base	683	437	242	426	241	3**	26*	70*	53*	47**	59*	67**	96*	102*	61*	580	32**	14**	56**	149	105*	326
Effective Base	441	272	168	261	168	3	33	64	64	22	58	21	68	76	88	404	26	13	18	158	69	199
The TV channels themselves/ The provider of the content (e.g. iPlayer, LoveFilm, YouTube etc.) (i.e. the service making it available to users)	269	187	80	169	97	-	12	34	22	23	24	12	38	44	20	229	12	3	25	69	47	114
	39%	43%b	33%	40%	40%	-	48%	49%	42%	49%	41%	18%	39%	43%	33%	40%	37%	20%	44%	46%d	45%	35%
Ofcom/Office of Communications	165	106	57	99	66	-	7	11	12	13	10	16	27	24	18	138	6	5	16	30	23	85
	24%	24%	23%	23%	27%	-	27%	16%	22%	28%	17%	25%	28%	23%	30%q	24%	18%	36%	29%	20%	22%	26%
Self regulated i.e. the Service providers themselves	144	96	46	87	56	-	10	15	13	16	11	10	15	22	14	127	8	2	8	38	27	62
	21%	22%	19%	20%	23%	-	38%kl	22%	24%	35%	19%	16%	15%	22%	23%	22%	24%	11%	14%	25%	26%	19%
The programme maker or producer	137	92	44	81	50	-	8	10	14	12	12	9	25	18	12	121	7	3	6	32	24	65
	20%	21%	18%	19%	21%	-	30%	14%	27%	26%	20%	14%	26%	18%	19%	21%	22%	20%	11%	22%	23%	20%
The internet service provider (ISP) (e.g. Talk Talk, BT Broadband etc.)	109	71	38	69	37	-	8	13	13	12	10	7	11	13	11	98	3	2	7	33	22	43
	16%	16%	16%	16%	15%	-	30%lm	18%	24%	25%	17%	11%	12%	13%	18%	17%	10%	13%	12%	22%d	21%	13%
BSC/Broadcasting Standards Commission	99	58	40	52	43	1	3	4	12	3	8	5	20	11	9	74	7	4	14	19	10	45
	14%	13%	17%	12%	18%	43%	10%	6%	22%q	6%	13%	8%	21%q	10%	15%	13%	22%	28%	25%	12%	10%	14%
MediaWatch/National Viewers and Listeners Association	88	50	37	51	35	-	4	8	8	4	7	10	11	12	9	73	4	*	11	19	11	42
	13%	11%	15%	12%	15%	-	14%	11%	15%	9%	12%	15%	12%	12%	15%	13%	12%	2%	19%	13%	11%	13%
The Government (including Northern Ireland Assembly/ Scottish Executive/Welsh Executive)	84	59	24	38	45	-	4	6	10	10	5	10	6	14	6	71	10	-	3	20	16	36
	12%	13%	10%	9%	19%c	-	14%	9%	18%l	22%	9%	15%	6%	14%	9%	12%	32%	-	6%	13%	15%	11%
ASA/Advertising Standards Authority	84	57	28	52	29	-	4	9	9	7	5	12	10	12	8	78	3	-	4	23	13	42
	12%	13%	11%	12%	12%	-	16%	14%	17%	16%	9%	18%	11%	12%	13%	13%	9%	-	7%	15%	12%	13%
BBFC/British Board of Film Classification	64	44	21	34	28	-	3	6	10	2	4	4	8	6	6	49	4	2	10	18	6	24
	9%	10%	9%	8%	12%	-	10%	8%	19%jm	5%	7%	5%	9%	6%	10%	8%	14%	11%	18%	12%	6%	7%
ATVOD - Authority for Television On Demand	48	32	16	29	18	-	3	6	7	2	5	2	3	4	8	39	5	-	4	16	7	17
	7%	7%	7%	7%	8%	-	13%l	8%	13%lm	4%	9%	2%	3%	4%	13%lm	7%	16%	-	6%	11%d	7%	5%
The police	46	36	10	26	19	-	3	1	5	5	5	5	6	5	6	41	4	-	1	10	10	21
	7%	8%	4%	6%	8%	-	12%q	1%	10%q	10%	9%q	8%	6%	5%	9%q	7%	12%	-	2%	6%	10%	7%
BBC	28	18	9	18	9	-	1	2	5	-	3	1	2	6	4	25	1	-	2	8	3	14
	4%	4%	4%	4%	4%	-	5%	2%	10%	-	5%	2%	2%	6%	7%	4%	3%	-	3%	5%	3%	4%
BBC Trust	20	16	4	12	7	-	2	1	5	-	-	2	3	4	2	18	2	-	-	8	-	10
	3%	4%	2%	3%	3%	-	7%l	1%	9%kl	-	-	2%	3%	4%	3%	3%	8%	-	-	5%d	-	3%
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 168

Q23 - Who do you think is responsible for regulating Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)?
Base: all who are aware of regulation for each service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	**683**	437	242	426	241	3**	26*	70*	53*	47**	59*	67**	96*	102*	61*	580	32**	14**	56**	149	105*	326
Don't know	**128**	76	52	87	36	2	2	9	10	8	11	20	20	16	10	107	6	4	11	22	19	67
	19%	*17%*	*22%*	*20%*	*15%*	*57%*	*8%*	*13%*	*19%*	*17%*	*19%*	*30%*	*21%*	*16%*	*16%*	*18%*	*19%*	*30%*	*19%*	*14%*	*18%*	*20%*
Net: Ofcom/ ATVOD	**186**	122	61	110	74	-	9	14	14	14	12	18	27	25	22	156	8	5	17	37	26	92
	27%	*28%*	*25%*	*26%*	*31%*	-	*35%*	*20%*	*27%*	*30%*	*21%*	*27%*	*29%*	*24%*	*36%*	*27%*	*26%*	*36%*	*30%*	*25%*	*25%*	*28%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 168

Q23 - Who do you think is responsible for regulating Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)?
Base: all who are aware of regulation for each service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**754**	604	643	586	372	546	375	359	284	221	619	405	431	317	239	744	10	707	718	744
Base	**683**	526	575	526	316	486	309	330	236	202	548	347	395	265	216	672	11**	597	650	672
Effective Base	**441**	365	380	361	247	315	278	208	196	145	361	239	256	216	158	432	8	508	414	432
The TV channels themselves/ The provider of the content (e.g. iPlayer, LoveFilm, YouTube etc.) (i.e. the service making it available to users)	**269**	212	233	215	134	200	119	142	96	84	227	144	175	110	89	269	-	235	260	269
	39%	*40%*	*41%*	*41%*	*42%*	*41%*	*39%*	*43%*	*41%*	*42%*	*41%*	*42%*	*44%*	*41%*	*41%*	*40%*	-	*39%*	*40%*	*40%*
Ofcom/Office of Communications	**165**	141	151	131	85	126	83	72	60	62	146	91	92	68	65	163	2	152	154	163
	24%	*27%*	*26%*	*25%*	*27%*	*26%*	*27%*	*22%*	*26%*	*30%*	*27%*	*26%*	*23%*	*26%*	*30%*	*24%*	*18%*	*25%*	*24%*	*24%*
Self regulated i.e. the Service providers themselves	**144**	112	116	118	67	109	74	80	57	42	116	77	93	59	43	144	-	135	138	144
	21%	*21%*	*20%*	*22%*	*21%*	*23%*	*24%*	*24%*	*24%*	*21%*	*21%*	*22%*	*24%*	*22%*	*20%*	*21%*	-	*23%*	*21%*	*21%*
The programme maker or producer	**137**	113	123	110	71	106	74	70	52	41	122	80	89	57	44	137	-	127	132	137
	20%	*21%*	*21%*	*21%*	*23%*	*22%*	*24%*	*21%*	*22%*	*20%*	*22%*	*23%*	*23%*	*22%*	*21%*	*20%*	-	*21%*	*20%*	*20%*
The internet service provider (ISP) (e.g. Talk Talk, BT Broadband etc.)	**109**	88	95	85	51	88	52	55	43	35	94	56	67	44	36	109	-	100	104	109
	16%	*17%*	*17%*	*16%*	*16%*	*18%*	*17%*	*17%*	*18%*	*17%*	*17%*	*16%*	*17%*	*16%*	*17%*	*16%*	-	*17%*	*16%*	*16%*
BSC/Broadcasting Standards Commission	**99**	86	89	73	49	73	46	37	31	32	84	54	49	33	34	98	1	91	93	98
	14%	*16%*	*15%*	*14%*	*16%*	*15%*	*15%*	*11%*	*13%*	*16%*	*15%*	*16%*	*12%*	*12%*	*16%*	*15%*	*5%*	*15%*	*14%*	*15%*
MediaWatch/National Viewers and Listeners Association	**88**	75	80	72	44	69	46	39	35	26	78	53	49	41	27	87	1	81	85	87
	13%	*14%*	*14%*	*14%*	*14%*	*14%*	*15%*	*12%*	*15%*	*13%*	*14%*	*15%*	*12%*	*15%*	*12%*	*13%*	*5%*	*13%*	*13%*	*13%*
The Government (including Northern Ireland Assembly/ Scottish Executive/Welsh Executive)	**84**	60	77	65	40	68	39	45	41	23	74	41	52	43	24	84	-	75	81	84
	12%	*11%*	*13%*	*12%*	*12%*	*14%*	*13%*	*14%*	*17%*	*11%*	*14%*	*12%*	*13%*	*16%*	*11%*	*13%*	-	*13%*	*12%*	*13%*
ASA/Advertising Standards Authority	**84**	70	75	64	38	63	33	39	31	39	73	38	51	37	42	82	2	79	80	82
	12%	*13%*	*13%*	*12%*	*12%*	*13%*	*11%*	*12%*	*13%*	*19%*	*13%*	*11%*	*13%*	*14%*	*19%*	*12%*	*18%*	*13%*	*12%*	*12%*
BBFC/British Board of Film Classification	**64**	55	58	54	35	50	30	28	24	22	57	35	40	26	24	64	-	64	60	64
	9%	*11%*	*10%*	*10%*	*11%*	*10%*	*10%*	*8%*	*10%*	*11%*	*10%*	*10%*	*10%*	*10%*	*11%*	*10%*	-	*11%*	*9%*	*10%*
ATVOD - Authority for Television On Demand	**48**	43	40	37	28	35	25	21	24	18	39	28	30	25	21	48	1	48	47	48
	7%	*8%*	*7%*	*7%*	*9%*	*7%*	*8%*	*6%*	*10%*	*9%*	*7%*	*8%*	*8%*	*9%*	*10%*	*7%*	*5%*	*8%*	*7%*	*7%*
The police	**46**	40	36	39	23	35	20	25	22	18	36	22	29	22	19	46	-	42	44	46
	7%	*8%*	*6%*	*7%*	*7%*	*7%*	*6%*	*8%*	*9%*	*9%*	*7%*	*6%*	*7%*	*8%*	*9%*	*7%*	-	*7%*	*7%*	*7%*
BBC	**28**	21	25	21	13	23	11	16	12	14	25	14	19	12	14	28	-	25	26	28
	4%	*4%*	*4%*	*4%*	*4%*	*5%*	*3%*	*5%*	*5%*	*7%*	*4%*	*4%*	*5%*	*5%*	*6%*	*4%*	-	*4%*	*4%*	*4%*
BBC Trust	**20**	16	18	15	10	18	5	10	12	10	18	7	13	12	10	20	-	20	20	20
	3%	*3%*	*3%*	*3%*	*3%*	*4%*	*2%*	*3%*	*5%*	*5%*	*3%*	*2%*	*3%*	*5%*	*4%*	*3%*	-	*3%*	*3%*	*3%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 168

Q23 - Who do you think is responsible for regulating Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)?
Base: all who are aware of regulation for each service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**683**	526	575	526	316	486	309	330	236	202	548	347	395	265	216	672	11**	597	650	672
Other	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	**128**	93	100	90	46	76	53	54	35	31	87	61	60	40	37	121	7	102	119	121
	19%	*18%*	*17%*	*17%*	*15%*	*16%*	*17%*	*16%*	*15%*	*15%*	*16%*	*18%*	*15%*	*15%*	*17%*	*18%*	*65%*	*17%*	*18%*	*18%*
Net: Ofcom/ ATVOD	**186**	159	164	148	99	139	96	83	72	69	158	103	104	81	73	184	2	172	174	184
	27%	*30%*	*28%*	*28%*	*31%*	*29%*	*31%*	*25%*	*31%*	*34%*	*29%*	*30%*	*26%*	*31%*	*34%*	*27%*	*18%*	*29%*	*27%*	*27%*

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
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Table 168

Q23 - Who do you think is responsible for regulating Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)?
Base: all who are aware of regulation for each service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	754	499	99	73	629	236	518	158	103	18	114	392	244	636	182	197	339	152	491	464
Base	683	431	94*	63*	562	247	436	157	116*	20**	115*	330	235	565	189*	202	299	124	423	400
Effective Base	441	350	41	61	376	140	305	110	50	13	66	245	135	373	96	106	192	122	302	281
The TV channels themselves/ The provider of the content (e.g. iPlayer, LoveFilm, YouTube etc.) (i.e. the service making it available to users)	269	165	46	23	234	102	167	71	48	4	42	129	98	226	64	68	128	43	171	163
	39%	38%	49%	36%	42%	41%	38%	45%	41%	21%	37%	39%	42%	40%	34%	34%	43%	35%	40%	41%
Ofcom/Office of Communications	165	112	14	9	149	62	103	40	28	6	32	80	53	133	44	48	73	35	108	106
	24%	26%c	14%	14%	26%d	25%	24%	26%	24%	28%	28%	24%	23%	24%	23%	24%	24%	28%	26%	26%
Self regulated i.e. the Service providers themselves	144	103	13	13	119	40	104	30	15	1	27	67	49	116	32	36	72	21	94	88
	21%	24%	14%	21%	21%	16%	24%	19%	13%	5%	24%	20%	21%	21%	17%	18%	24%	17%	22%	22%
The programme maker or producer	137	91	19	13	118	35	101	27	15	2	25	63	49	112	27	29	67	26	93	89
	20%	21%	20%	21%	21%	14%	23%e	17%	12%	10%	22%	19%	21%	20%	14%	14%	22%	21%	22%	22%
The internet service provider (ISP) (e.g. Talk Talk, BT Broadband etc.)	109	82	13	15	87	41	68	29	17	2	21	49	39	88	24	27	52	19	71	67
	16%	19%	14%	24%	16%	16%	16%	19%	14%	9%	18%	15%	17%	16%	12%	13%	17%	15%	17%	17%
BSC/Broadcasting Standards Commission	99	69	14	10	83	38	61	26	16	6	23	46	30	76	20	22	50	20	71	64
	14%	16%	15%	15%	15%	15%	14%	16%	14%	28%	20%	14%	13%	13%	10%	11%	17%	16%	17%	16%
MediaWatch/National Viewers and Listeners Association	88	59	12	12	72	31	56	20	15	3	15	40	31	71	20	21	38	22	61	58
	13%	14%	13%	19%	13%	13%	13%	13%	13%	16%	13%	12%	13%	13%	11%	11%	13%	18%	14%	14%
The Government (including Northern Ireland Assembly/ Scottish Executive/Welsh Executive)	84	60	7	6	72	27	57	20	10	2	18	37	29	66	23	23	34	16	50	47
	12%	14%	7%	9%	13%	11%	13%	13%	9%	8%	16%	11%	13%	12%	12%	12%	12%	13%	12%	12%
ASA/Advertising Standards Authority	84	51	12	12	68	24	60	19	7	1	17	43	25	68	24	25	34	20	53	43
	12%	12%	12%	19%	12%	10%	14%	12%	6%	6%	15%	13%	10%	12%	13%	12%	11%	16%	13%	11%
BBFC/British Board of Film Classification	64	45	8	9	51	22	42	15	10	3	15	31	18	49	10	11	30	18	48	42
	9%	10%	9%	15%	9%	9%	10%	10%	9%	14%	14%	9%	8%	9%	5%	6%	10%	15%no	11%	10%
ATVOD - Authority for Television On Demand	48	34	4	6	39	20	28	13	10	-	10	20	19	39	8	8	20	13	34	33
	7%	8%	5%	10%	7%	8%	6%	8%	9%	-	8%	6%	8%	7%	4%	4%	7%	11%c	8%	8%
The police	46	39	3	13	32	18	28	15	7	-	8	26	13	38	13	13	18	7	25	24
	7%	9%	3%	20%abd	6%	7%	6%	10%	6%	-	7%	8%	5%	7%	7%	7%	6%	6%	6%	6%
BBC	28	22	2	10	15	15	12	14	3	1	4	15	9	24	6	6	12	6	17	15
	4%	5%	2%	16%abd	3%	6%	3%	9%	2%	6%	3%	4%	4%	4%	3%	3%	4%	4%	4%	4%
BBC Trust	20	17	2	8	11	11	9	8	6	1	4	8	9	17	4	4	8	8	15	14
	3%	4%	2%	13%abd	2%	4%	2%	5%	5%	6%	3%	2%	4%	3%	2%	2%	3%	6%	4%	3%
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Absolutes/col percents

Table 168

Q23 - Who do you think is responsible for regulating Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)?
Base: all who are aware of regulation for each service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	**683**	431	94*	63*	562	247	436	157	116*	20**	115*	330	235	565	189*	202	299	124	423	400
Don't know	**128**	69	14	8	98	45	83	20	24	5	25	70	33	103	49	51	46	25	72	67
	19%	*16%*	*15%*	*12%*	*17%*	*18%*	*19%*	*13%*	*20%*	*27%*	*22%*	*21%*	*14%*	*18%*	*26%p*	*25%p*	*16%*	*21%*	*17%*	*17%*
Net: Ofcom/ ATVOD	**186**	127	15	14	163	74	112	47	36	6	33	90	63	153	48	52	81	41	122	119
	27%	*29%*	*16%*	*22%*	*29%*	*30%*	*26%*	*30%*	*31%*	*28%*	*29%*	*27%*	*27%*	*27%*	*25%*	*26%*	*27%*	*33%*	*29%*	*30%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Table 168

Q23 - Who do you think is responsible for regulating Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)?
Base: all who are aware of regulation for each service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**754**	136	595	23	115	21	126	10	34	322	156
Base	**683**	115	544	23**	98*	17**	107	8**	30*	288	145*
Effective Base	**441**	110	329	15	92	18	102	8	30	211	83
The TV channels themselves/ The provider of the content (e.g. iPlayer, LoveFilm, YouTube etc.) (i.e. the service making it available to users)	**269**	41	222	6	36	5	41	1	10	120	47
	39%	*36%*	*41%*	*25%*	*37%*	*29%*	*38%*	*8%*	*32%*	*42%*	*33%*
Ofcom/Office of Communications	**165**	22	142	2	17	5	20	1	4	83	34
	24%	*19%*	*26%*	*6%*	*17%*	*27%*	*19%*	*15%*	*12%*	*29%*	*23%*
Self regulated i.e. the Service providers themselves	**144**	33	107	4	29	4	32	1	9	66	29
	21%	*28%*	*20%*	*17%*	*29%*	*24%*	*29%*	*15%*	*30%*	*23%*	*20%*
The programme maker or producer	**137**	34	100	2	29	6	34	-	6	59	25
	20%	*30%b*	*18%*	*9%*	*29%*	*32%*	*32%*	-	*20%*	*20%*	*17%*
The internet service provider (ISP) (e.g. Talk Talk, BT Broadband etc.)	**109**	26	81	2	23	3	25	1	9	39	19
	16%	*22%*	*15%*	*8%*	*24%*	*15%*	*23%*	*8%*	*28%*	*13%*	*13%*
BSC/Broadcasting Standards Commission	**99**	13	84	1	11	3	13	-	4	45	24
	14%	*12%*	*15%*	*6%*	*11%*	*15%*	*13%*	-	*14%*	*16%*	*17%*
MediaWatch/National Viewers and Listeners Association	**88**	18	69	1	16	2	17	1	7	42	19
	13%	*16%*	*13%*	*3%*	*16%*	*13%*	*16%*	*9%*	*22%*	*15%*	*13%*
The Government (including Northern Ireland Assembly/ Scottish Executive/Welsh Executive)	**84**	15	68	1	13	1	15	-	3	33	29
	12%	*13%*	*13%*	*6%*	*14%*	*8%*	*14%*	-	*10%*	*11%*	*20%*
ASA/Advertising Standards Authority	**84**	24	60	1	21	3	22	2	10	43	15
	12%	*21%b*	*11%*	*2%*	*22%*	*16%*	*21%*	*27%*	*34%*	*15%*	*10%*
BBFC/British Board of Film Classification	**64**	16	47	1	15	1	16	-	10	31	16
	9%	*14%*	*9%*	*6%*	*15%*	*8%*	*15%*	-	*33%*	*11%*	*11%*
ATVOD - Authority for Television On Demand	**48**	18	29	1	15	3	17	1	6	23	7
	7%	*16%b*	*5%*	*4%*	*15%*	*16%*	*16%*	*8%*	*20%*	*8%*	*5%*
The police	**46**	19	27	-	17	2	19	-	9	22	12
	7%	*17%b*	*5%*	-	*17%*	*12%*	*18%*	-	*29%*	*8%*	*8%*
BBC	**28**	14	13	1	11	2	13	1	8	17	5
	4%	*12%b*	*2%*	*6%*	*12%*	*13%*	*12%*	*9%*	*25%*	*6%*	*4%*
BBC Trust	**20**	11	10	-	9	1	11	-	6	11	4
	3%	*9%b*	*2%*	-	*9%*	*8%*	*10%*	-	*19%*	*4%*	*2%*
Other	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 168

Q23 - Who do you think is responsible for regulating Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)?
Base: all who are aware of regulation for each service

		Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
	Total	Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**683**	115	544	23**	98*	17**	107	8**	30*	288	145*
Don't know	**128**	10	109	10	7	2	8	1	1	47	35
	19%	*8%*	*20%*	*44%*	*7%*	*13%*	*8%*	*18%*	*3%*	*16%*	*24%*
Net: Ofcom/ ATVOD	**186**	31	153	2	25	6	29	2	8	91	37
	27%	*27%*	*28%*	*9%*	*26%*	*35%*	*27%*	*23%*	*25%*	*32%*	*25%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 169

Q23 - Who do you think is responsible for regulating Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)?
Base: all who are aware of regulation for each service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	867	441	426	188	203	179	143	91	63	391	322	154	171	174	56	40	220	148	35	23	270	317	133	147	587	280
Base	790	407	384	179	169	163	154*	73*	52*	348	317	125*	154	188*	37*	28**	195	130*	35**	24**	237	291	126*	135	529	262
Effective Base	505	247	259	155	119	101	72	50	31	270	169	81	128	83	48	26	143	99	16	10	171	160	80	103	325	181
The TV channels themselves/ The provider of the content (e.g. iPlayer, LoveFilm, YouTube etc.) (i.e. the service making it available to users)	283	138	146	82	60	53	56	19	12	143	110	31	48	70	12	8	95	40	7	4	73	118	39	52	192	92
	36%	*34%*	*38%*	*46%eghjk*	*36%*	*33%*	*37%*	*26%*	*23%*	*41%gk*	*34%*	*25%*	*31%*	*37%*	*31%*	*30%*	*49%q*	*31%*	*20%*	*16%*	*31%*	*41%*	*31%*	*39%*	*36%*	*35%*
Ofcom/Office of Communications	195	104	91	36	33	47	45	20	14	69	92	34	35	52	9	8	34	39	11	7	56	77	25	37	134	62
	25%	*26%*	*24%*	*20%*	*20%*	*28%*	*29%*	*28%*	*27%*	*20%*	*29%j*	*28%*	*23%*	*28%*	*24%*	*27%*	*17%*	*30%q*	*32%*	*28%*	*24%*	*27%*	*20%*	*27%*	*25%*	*24%*
The programme maker or producer	179	85	94	54	45	19	34	15	13	99	53	28	36	32	7	10	62	20	8	3	57	62	29	31	119	61
	23%	*21%*	*25%*	*30%ej*	*26%ej*	*12%*	*22%*	*21%*	*25%*	*28%ej*	*17%*	*22%*	*24%*	*17%*	*18%*	*35%*	*32%q*	*16%*	*24%*	*13%*	*24%*	*21%*	*23%*	*23%*	*22%*	*23%*
Self regulated i.e. the Service providers themselves	174	89	85	39	35	32	39	17	11	74	71	28	39	38	9	3	35	34	8	9	52	60	30	32	111	62
	22%	*22%*	*22%*	*22%*	*21%*	*20%*	*25%*	*24%*	*21%*	*21%*	*22%*	*23%*	*26%*	*20%*	*25%*	*9%*	*18%*	*26%*	*22%*	*36%*	*22%*	*21%*	*24%*	*24%*	*21%*	*24%*
MediaWatch/National Viewers and Listeners Association	151	70	80	28	28	38	30	15	11	56	69	26	24	36	6	5	32	33	9	7	29	73	24	24	102	48
	19%	*17%*	*21%*	*15%*	*17%*	*24%*	*19%*	*20%*	*22%*	*16%*	*22%*	*21%*	*15%*	*19%*	*17%*	*17%*	*16%*	*25%*	*25%*	*28%*	*12%*	*25%i*	*19%*	*18%*	*19%i*	*18%*
The Government (including Northern Ireland Assembly/ Scottish Executive/Welsh Executive)	115	71	44	34	19	24	24	9	5	53	48	14	27	36	4	4	26	12	5	2	27	45	14	29	72	43
	15%	*18%*	*11%*	*19%*	*11%*	*15%*	*15%*	*12%*	*10%*	*15%*	*15%*	*11%*	*18%*	*19%*	*12%*	*13%*	*13%*	*9%*	*13%*	*7%*	*11%*	*16%*	*11%*	*21%j*	*14%*	*16%*
BSC/Broadcasting Standards Commission	111	57	55	22	16	22	30	17	5	38	52	22	16	29	8	4	22	23	9	1	34	38	17	23	72	40
	14%	*14%*	*14%*	*12%*	*9%*	*14%*	*19%*	*23%cl*	*9%*	*11%*	*16%*	*17%*	*10%*	*15%*	*22%*	*15%*	*11%*	*18%*	*25%*	*2%*	*14%*	*13%*	*13%*	*17%*	*14%*	*15%*
ASA/Advertising Standards Authority	105	56	48	22	16	28	17	9	12	38	45	21	18	27	6	5	20	18	4	7	32	45	17	10	77	28
	13%	*14%*	*13%*	*12%*	*10%*	*17%*	*11%*	*13%*	*23%*	*11%*	*14%*	*17%*	*12%*	*14%*	*16%*	*17%*	*10%*	*14%*	*10%*	*29%*	*14%*	*15%*	*14%*	*8%*	*15%*	*11%*
The internet service provider (ISP) (e.g. Talk Talk, BT Broadband etc.)	92	54	39	23	21	14	23	7	4	44	37	12	24	24	2	3	20	13	5	1	28	36	18	10	64	28
	12%	*13%*	*10%*	*13%*	*12%*	*8%*	*15%*	*10%*	*8%*	*13%*	*12%*	*9%*	*16%*	*13%*	*6%*	*10%*	*10%*	*10%*	*14%*	*6%*	*12%*	*12%*	*14%*	*8%*	*12%*	*11%*
ATVOD - Authority for Television On Demand	57	38	19	15	12	9	13	6	2	27	23	7	14	20	3	2	13	3	3	-	19	21	8	10	40	17
	7%	*9%b*	*5%*	*8%*	*7%*	*6%*	*9%*	*8%*	*3%*	*8%*	*7%*	*6%*	*9%*	*11%*	*7%*	*6%*	*7%*	*2%*	*8%*	-	*8%*	*7%*	*6%*	*7%*	*7%*	*7%*
The police	50	29	21	21	14	9	4	2	*	34	13	3	20	7	2	-	14	6	*	*	19	18	6	7	37	13
	6%	*7%*	*6%*	*11%jk*	*8%*	*6%*	*3%*	*3%*	*1%*	*10%jk*	*4%*	*2%*	*13%m*	*4%*	*5%*	-	*7%*	*5%*	*1%*	*2%*	*8%*	*6%*	*4%*	*5%*	*7%*	*5%*
BBFC/British Board of Film Classification	50	31	19	13	14	8	5	10	-	27	13	10	16	11	3	-	11	2	6	-	12	22	8	8	34	16
	6%	*8%*	*5%*	*7%*	*8%*	*5%*	*3%*	*13%fhj*	-	*8%*	*4%*	*8%*	*10%*	*6%*	*9%*	-	*6%*	*1%*	*18%*	-	*5%*	*8%*	*6%*	*6%*	*6%*	*6%*
BBC	40	23	16	10	14	3	5	3	5	24	8	8	16	5	*	1	8	2	3	4	9	17	7	7	26	14
	5%	*6%*	*4%*	*6%*	*8%ej*	*2%*	*3%*	*4%*	*10%ej*	*7%*	*2%*	*7%*	*11%m*	*3%*	*1%*	*4%*	*4%*	*2%*	*8%*	*16%*	*4%*	*6%*	*5%*	*5%*	*5%*	*5%*
BBC Trust	25	19	6	10	9	3	2	*	1	19	4	1	14	3	*	1	5	1	-	-	5	13	5	1	19	6
	3%	*5%b*	*1%*	*5%j*	*6%j*	*2%*	*1%*	*1%*	*1%*	*5%j*	*1%*	*1%*	*9%m*	*2%*	*1%*	*2%*	*2%*	*1%*	-	-	*2%*	*4%*	*4%*	*1%*	*4%*	*2%*
Other	5	4	1	1	1	-	2	1	1	1	2	2	1	2	1	1	-	-	1	-	4	-	-	1	4	1
	1%	*1%*	*	*	*	-	*1%*	*2%*	*1%*	*	*	*2%*	*1%*	*1%*	*1%*	*3%*	-	-	*2%*	-	*2%*	-	-	*1%*	*1%*	*

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 169

Q23 - Who do you think is responsible for regulating Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)?
Base: all who are aware of regulation for each service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	**790**	407	384	179	169	163	154*	73*	52*	348	317	125*	154	188*	37*	28**	195	130*	35**	24**	237	291	126*	135	529	262
Don't know	**127**	64	64	26	24	32	25	13	7	50	58	19	19	34	8	3	31	24	5	4	40	45	28	14	85	42
	16%	*16%*	*17%*	*15%*	*14%*	*20%*	*16%*	*18%*	*13%*	*14%*	*18%*	*16%*	*12%*	*18%*	*21%*	*9%*	*16%*	*18%*	*14%*	*17%*	*17%*	*16%*	*22%w*	*10%*	*16%*	*16%*
Net: Ofcom/ ATVOD	**221**	120	101	44	40	53	48	22	15	84	100	37	43	59	10	8	41	42	12	7	67	86	28	40	153	68
	28%	*30%*	*26%*	*24%*	*24%*	*32%*	*31%*	*30%*	*29%*	*24%*	*32%*	*29%*	*28%*	*31%*	*26%*	*30%*	*21%*	*32%p*	*33%*	*28%*	*28%*	*30%*	*22%*	*30%*	*29%*	*26%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Table 169

Q23 - Who do you think is responsible for regulating Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)?
Base: all who are aware of regulation for each service

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	867	545	322	548	302	8	36	91	90	66	85	39	87	126	121	741	52	26	48	217	151	373
Base	790	507	283	495	282	4**	26*	76*	64*	64*	68*	67**	102*	110*	77*	655	39**	21**	75**	166	132*	357
Effective Base	505	306	201	294	204	7	32	68	69	36	54	26	68	95	83	479	28	18	22	167	87	240
The TV channels themselves/ The provider of the content (e.g. iPlayer, LoveFilm, YouTube etc.) (i.e. the service making it available to users)	283	187	96	175	106	1	9	34	19	25	25	13	48	38	25	235	11	4	33	61	50	124
	36%	37%	34%	35%	38%	19%	34%	45%	29%	39%	37%	19%	47%h	34%	33%	36%	27%	19%	44%	37%	38%	35%
Ofcom/Office of Communications	195	121	74	116	78	1	6	19	19	14	10	20	35	24	23	169	6	5	16	43	23	102
	25%	24%	26%	23%	28%	15%	22%	24%	30%j	22%	14%	30%	34%j	22%	30%j	26%	15%	22%	21%	26%	18%	29%t
The programme maker or producer	179	121	58	115	62	1	6	20	20	21	12	10	23	19	18	150	7	3	20	47	33	70
	23%	24%	21%	23%	22%	15%	24%	27%	32%m	32%	18%	15%	22%	17%	23%	23%	17%	13%	27%	28%u	25%	20%
Self regulated i.e. the Service providers themselves	174	118	56	105	67	1	8	14	21	17	21	14	20	19	17	150	10	3	11	43	38	69
	22%	23%	20%	21%	24%	33%	30%	19%	32%m	27%	30%	21%	20%	17%	22%	23%	25%	15%	14%	26%	29%	19%
MediaWatch/National Viewers and Listeners Association	151	97	54	82	68	-	4	10	13	17	9	17	24	19	19	132	4	3	12	27	25	80
	19%	19%	19%	17%	24%c	-	16%	13%	20%	26%	13%	26%	24%	17%	24%	20%	11%	13%	16%	16%	19%	22%
The Government (including Northern Ireland Assembly/ Scottish Executive/Welsh Executive)	115	66	49	57	57	-	5	8	14	12	6	7	13	21	13	100	10	1	4	28	18	54
	15%	13%	17%	11%	20%c	-	21%	11%	22%	18%	9%	10%	13%	19%	17%	15%	26%	3%	6%	17%	13%	15%
BSC/Broadcasting Standards Commission	111	64	47	64	47	-	3	10	13	5	8	5	28	12	9	92	5	6	9	26	12	54
	14%	13%	17%	13%	17%	-	12%	13%	20%	7%	12%	7%	28%gijmn	11%	11%	14%	13%	27%	12%	15%	9%	15%
ASA/Advertising Standards Authority	105	60	45	70	33	-	6	12	6	15	7	9	10	11	12	88	3	2	11	24	22	42
	13%	12%	16%	14%	12%	-	25%hlm	16%	10%	24%m	10%	14%	10%	10%	15%	14%	8%	10%	14%	15%	17%	12%
The internet service provider (ISP) (e.g. Talk Talk, BT Broadband etc.)	92	71	21	58	32	-	4	9	7	17	8	9	9	10	11	84	-	1	7	20	25	39
	12%	14%b	7%	12%	11%	-	14%	12%	11%	26%lm	12%	14%	9%	9%	14%	13%	-	7%	9%	12%	19%	11%
ATVOD - Authority for Television On Demand	57	41	16	34	23	-	4	4	6	11	3	2	5	8	10	52	3	1	2	13	14	25
	7%	8%	6%	7%	8%	-	14%	5%	9%	17%l	4%	2%	5%	7%	13%	8%	8%	3%	2%	8%	11%	7%
The police	50	35	15	30	20	-	2	3	7	5	4	8	6	8	5	48	3	-	-	12	9	27
	6%	7%	5%	6%	7%	-	8%	4%	11%	7%	6%	11%	6%	7%	6%	7%	6%	-	-	7%	7%	8%
BBFC/British Board of Film Classification	50	35	14	25	24	*	1	4	6	2	3	3	6	5	14	44	2	-	4	11	5	27
	6%	7%	5%	5%	9%	9%	3%	5%	10%	3%	5%	5%	6%	4%	18%gijlm	7%	5%	-	5%	7%	4%	8%
BBC	40	26	13	21	18	-	3	1	7	5	2	2	6	5	7	37	2	-	-	10	7	19
	5%	5%	5%	4%	7%	-	11%g	1%	11%g	8%	4%	2%	6%	5%	9%g	6%	6%	-	-	6%	6%	5%
BBC Trust	25	19	6	13	10	-	1	2	4	-	2	3	1	5	6	24	*	-	-	7	2	15
	3%	4%	2%	3%	3%	-	5%	3%	5%	-	2%	4%	1%	4%	8%l	4%	1%	-	-	4%	1%	4%
Other	5	4	1	3	2	-	-	1	-	1	-	-	1	1	1	4	-	-	1	1	1	3
	1%	1%	*	1%	1%	-	-	1%	-	1%	-	-	1%	1%	1%	1%	-	-	1%	*	1%	1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Table 169

Q23 - Who do you think is responsible for regulating Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)?
Base: all who are aware of regulation for each service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	**790**	507	283	495	282	4**	26*	76*	64*	64*	68*	67**	102*	110*	77*	655	39**	21**	75**	166	132*	357
Don't know	**127**	85	42	95	27	2	5	12	6	9	16	14	17	18	10	107	7	4	9	23	25	59
	16%	*17%*	*15%*	*19%k*	*10%*	*48%*	*19%*	*15%*	*10%*	*14%*	*23%h*	*21%*	*16%*	*16%*	*13%*	*16%*	*18%*	*19%*	*12%*	*14%*	*19%*	*17%*
Net: Ofcom/ ATVOD	**221**	142	79	127	91	1	7	19	21	18	10	22	37	29	28	192	7	5	16	48	28	117
	28%	*28%*	*28%*	*26%*	*32%*	*15%*	*29%*	*25%*	*33%j*	*27%*	*15%*	*33%*	*36%k*	*27%*	*36%k*	*29%*	*19%*	*25%*	*21%*	*29%*	*21%*	*33%t*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Table 169

Q23 - Who do you think is responsible for regulating Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)?
Base: all who are aware of regulation for each service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**867**	685	746	664	404	620	410	372	290	236	710	445	457	329	264	850	17	801	814	850
Base	**790**	603	678	595	338	549	345	342	239	217	636	386	417	270	241	771	19**	683	735	771
Effective Base	**505**	403	431	398	283	363	292	214	228	142	404	266	263	248	161	492	13	542	471	492
The TV channels themselves/ The provider of the content (e.g. iPlayer, LoveFilm, YouTube etc.) (i.e. the service making it available to users)	**283**	216	255	209	131	208	127	125	99	77	246	149	158	112	83	278	5	238	268	278
	36%	*36%*	*38%*	*35%*	*39%*	*38%*	*37%*	*36%*	*41%*	*35%*	*39%*	*39%*	*38%*	*42%*	*34%*	*36%*	*25%*	*35%*	*36%*	*36%*
Ofcom/Office of Communications	**195**	164	172	143	84	135	95	79	65	64	163	103	99	77	69	191	4	171	179	191
	25%	*27%*	*25%*	*24%*	*25%*	*25%*	*28%*	*23%*	*27%*	*29%*	*26%*	*27%*	*24%*	*28%*	*29%*	*25%*	*21%*	*25%*	*24%*	*25%*
The programme maker or producer	**179**	143	154	130	74	128	94	79	64	50	146	98	94	68	56	176	3	162	164	176
	23%	*24%*	*23%*	*22%*	*22%*	*23%*	*27%*	*23%*	*27%*	*23%*	*23%*	*25%*	*22%*	*25%*	*23%*	*23%*	*15%*	*24%*	*22%*	*23%*
Self regulated i.e. the Service providers themselves	**174**	139	154	143	68	127	90	84	52	47	150	98	101	57	52	173	1	153	163	173
	22%	*23%*	*23%*	*24%*	*20%*	*23%*	*26%*	*25%*	*22%*	*22%*	*24%*	*25%*	*24%*	*21%*	*22%*	*22%*	*3%*	*22%*	*22%*	*22%*
MediaWatch/National Viewers and Listeners Association	**151**	112	132	112	59	109	61	73	51	48	128	67	85	57	52	146	5	119	142	146
	19%	*19%*	*19%*	*19%*	*18%*	*20%*	*18%*	*21%*	*21%*	*22%*	*20%*	*17%*	*20%*	*21%*	*22%*	*19%*	*24%*	*17%*	*19%*	*19%*
The Government (including Northern Ireland Assembly/ Scottish Executive/Welsh Executive)	**115**	85	104	92	47	90	51	55	46	27	101	56	67	53	30	115	-	105	112	115
	15%	*14%*	*15%*	*15%*	*14%*	*16%*	*15%*	*16%*	*19%*	*12%*	*16%*	*15%*	*16%*	*19%*	*12%*	*15%*	-	*15%*	*15%*	*15%*
BSC/Broadcasting Standards Commission	**111**	93	99	71	41	77	44	40	27	36	89	53	53	31	38	109	3	97	103	109
	14%	*15%*	*15%*	*12%*	*12%*	*14%*	*13%*	*12%*	*12%*	*16%*	*14%*	*14%*	*13%*	*12%*	*16%*	*14%*	*14%*	*14%*	*14%*	*14%*
ASA/Advertising Standards Authority	**105**	88	90	83	45	70	45	48	35	43	86	49	65	42	47	102	3	88	98	102
	13%	*15%*	*13%*	*14%*	*13%*	*13%*	*13%*	*14%*	*15%*	*20%*	*13%*	*13%*	*16%*	*15%*	*20%*	*13%*	*13%*	*13%*	*13%*	*13%*
The internet service provider (ISP) (e.g. Talk Talk, BT Broadband etc.)	**92**	82	73	64	39	63	48	45	32	31	71	51	48	34	33	90	3	75	86	90
	12%	*14%*	*11%*	*11%*	*12%*	*11%*	*14%*	*13%*	*13%*	*14%*	*11%*	*13%*	*12%*	*13%*	*14%*	*12%*	*14%*	*11%*	*12%*	*12%*
ATVOD - Authority for Television On Demand	**57**	45	49	48	22	41	31	33	24	16	46	35	41	25	19	57	-	52	57	57
	7%	*8%*	*7%*	*8%*	*7%*	*8%*	*9%*	*10%*	*10%*	*7%*	*7%*	*9%*	*10%*	*9%*	*8%*	*7%*	-	*8%*	*8%*	*7%*
The police	**50**	44	43	42	23	41	21	30	25	21	43	24	34	26	24	50	-	46	50	50
	6%	*7%*	*6%*	*7%*	*7%*	*7%*	*6%*	*9%*	*11%*	*10%*	*7%*	*6%*	*8%*	*9%*	*10%*	*6%*	-	*7%*	*7%*	*6%*
BBFC/British Board of Film Classification	**50**	39	40	40	18	36	24	29	24	18	39	27	36	25	19	47	3	44	46	47
	6%	*7%*	*6%*	*7%*	*5%*	*7%*	*7%*	*8%*	*10%*	*8%*	*6%*	*7%*	*9%*	*9%*	*8%*	*6%*	*14%*	*6%*	*6%*	*6%*
BBC	**40**	25	31	26	17	28	12	18	14	12	30	15	21	14	13	37	3	31	37	37
	5%	*4%*	*5%*	*4%*	*5%*	*5%*	*4%*	*5%*	*6%*	*6%*	*5%*	*4%*	*5%*	*5%*	*5%*	*5%*	*14%*	*5%*	*5%*	*5%*
BBC Trust	**25**	21	21	20	9	19	11	13	13	9	19	13	16	14	10	25	-	22	24	25
	3%	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*4%*	*6%*	*4%*	*3%*	*3%*	*4%*	*5%*	*4%*	*3%*	-	*3%*	*3%*	*3%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 169

Q23 - Who do you think is responsible for regulating Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)?
Base: all who are aware of regulation for each service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**790**	603	678	595	338	549	345	342	239	217	636	386	417	270	241	771	19**	683	735	771
Other	**5**	5	4	3	1	3	2	1	1	1	4	3	1	1	1	4	1	3	4	4
	1%	*1%*	*1%*	*	*	*1%*	*1%*	*	*1%*	*	*1%*	*1%*	*	*	*	*1%*	*4%*	*	*1%*	*1%*
Don't know	**127**	98	100	94	51	81	54	52	34	34	87	64	61	36	39	121	6	107	115	121
	16%	*16%*	*15%*	*16%*	*15%*	*15%*	*16%*	*15%*	*14%*	*16%*	*14%*	*17%*	*15%*	*13%*	*16%*	*16%*	*33%*	*16%*	*16%*	*16%*
Net: Ofcom/ ATVOD	**221**	183	195	167	97	154	107	96	77	72	184	116	118	89	80	217	4	196	205	217
	28%	*30%*	*29%*	*28%*	*29%*	*28%*	*31%*	*28%*	*32%*	*33%*	*29%*	*30%*	*28%*	*33%*	*33%*	*28%*	*21%*	*29%*	*28%*	*28%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
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Table 169

Q23 - Who do you think is responsible for regulating Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)?
Base: all who are aware of regulation for each service

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	867	557	129	72	733	262	605	176	111	24	145	452	265	717	214	230	379	177	556	523
Base	790	479	129*	74*	655	280	510	181	127*	28**	136*	386	265	650	209	221	351	148	499	463
Effective Base	505	385	55	47	433	153	359	115	56	19	99	262	146	404	113	124	214	129	334	316
The TV channels themselves/ The provider of the content (e.g. iPlayer, LoveFilm, YouTube etc.) (i.e. the service making it available to users)	283 36%	170 36%	57 45%	24 33%	244 37%	106 38%	177 35%	66 36%	48 38%	9 31%	50 37%	120 31%	112 42%k	232 36%	60 29%	65 29%	140 40%n	48 32%	188 38%	178 38%
Ofcom/Office of Communications	195 25%	127 26%	25 19%	11 15%	175 27%	59 21%	137 27%	39 21%	28 22%	6 22%	45 33%km	87 23%	63 24%	150 23%	48 23%	51 23%	95 27%	35 24%	130 26%	125 27%
The programme maker or producer	179 23%	115 24%	22 17%	25 34%	148 23%	54 19%	125 25%	37 20%	17 13%	6 20%	26 19%	93 24%	60 23%	153 24%	38 18%	45 20%	83 24%	33 22%	115 23%	107 23%
Self regulated i.e. the Service providers themselves	174 22%	114 24%	29 22%	15 20%	152 23%	47 17%	127 25%e	33 18%	21 16%	3 11%	38 28%	83 22%	53 20%	136 21%	54 26%	55 25%	80 23%	31 21%	110 22%	104 23%
MediaWatch/National Viewers and Listeners Association	151 19%	94 20%	20 15%	16 22%	126 19%	46 16%	104 20%	36 20%	27 21%	1 4%	33 24%	70 18%	46 17%	116 18%	41 19%	41 19%	68 19%	25 17%	93 19%	84 18%
The Government (including Northern Ireland Assembly/ Scottish Executive/Welsh Executive)	115 15%	81 17%	20 16%	12 16%	97 15%	32 11%	83 16%	20 11%	15 12%	5 19%	23 17%	44 11%	47 18%	91 14%	33 16%	36 16%	51 15%	14 10%	66 13%	64 14%
BSC/Broadcasting Standards Commission	111 14%	68 14%	22 17%	9 12%	98 15%	34 12%	77 15%	24 13%	14 11%	3 11%	31 23%klm	47 12%	33 12%	80 12%	22 10%	23 10%	59 17%	15 10%	75 15%	70 15%
ASA/Advertising Standards Authority	105 13%	68 14%	16 12%	9 12%	84 13%	32 11%	73 14%	26 15%	15 11%	1 5%	19 14%	52 13%	33 13%	85 13%	30 15%	32 14%	44 13%	18 12%	62 12%	55 12%
The internet service provider (ISP) (e.g. Talk Talk, BT Broadband etc.)	92 12%	65 14%	14 11%	17 24%d	70 11%	32 11%	60 12%	22 12%	12 10%	1 3%	17 12%	43 11%	32 12%	75 12%	20 10%	21 10%	37 11%	22 15%	59 12%	57 12%
ATVOD - Authority for Television On Demand	57 7%	43 9%	9 7%	6 8%	49 8%	20 7%	37 7%	11 6%	10 8%	1 3%	18 13%km	17 4%	22 8%	39 6%	7 3%	7 3%	33 9%no	11 7%	44 9%no	41 9%no
The police	50 6%	41 9%	5 4%	9 12%	41 6%	17 6%	33 7%	13 7%	7 6%	- -	8 6%	24 6%	17 7%	41 6%	14 7%	15 7%	17 5%	10 7%	27 5%	25 5%
BBFC/British Board of Film Classification	50 6%	35 7%	7 5%	5 7%	42 6%	13 5%	37 7%	10 6%	5 4%	- -	15 11%lm	24 6%	10 4%	34 5%	7 3%	7 3%	31 9%o	6 4%	38 8%	32 7%
BBC	40 5%	29 6%	5 4%	13 18%abd	25 4%	14 5%	26 5%	9 5%	5 4%	- -	12 9%m	15 4%	12 4%	27 4%	7 3%	8 3%	18 5%	7 5%	26 5%	25 5%
BBC Trust	25 3%	17 4%	2 2%	7 10%ad	14 2%	9 3%	15 3%	8 4%	4 3%	- -	5 4%	11 3%	8 3%	18 3%	3 2%	3 1%	11 3%	5 3%	16 3%	14 3%
Other	5 1%	2 *	2 1%	1 1%	4 1%	- -	5 1%	- -	- -	- -	1 1%	3 1%	1 *	4 1%	2 1%	2 1%	1 *	2 1%	3 1%	3 1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 169

Q23 - Who do you think is responsible for regulating Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)?
Base: all who are aware of regulation for each service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	**790**	479	129*	74*	655	280	510	181	127*	28**	136*	386	265	650	209	221	351	148	499	463
Don't know	**127**	74	10	8	103	45	82	22	24	11	25	67	35	102	39	41	60	21	81	75
	16%	*15%*	*8%*	*11%*	*16%*	*16%*	*16%*	*12%*	*19%*	*38%*	*18%*	*17%*	*13%*	*16%*	*19%*	*19%*	*17%*	*14%*	*16%*	*16%*
Net: Ofcom/ ATVOD	**221**	146	27	16	195	73	148	47	35	6	50	97	74	171	52	54	107	42	149	142
	28%	*30%*	*21%*	*22%*	*30%*	*26%*	*29%*	*26%*	*28%*	*22%*	*37%km*	*25%*	*28%*	*26%*	*25%*	*25%*	*30%*	*29%*	*30%*	*31%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Table 169

Q23 - Who do you think is responsible for regulating Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)?
Base: all who are aware of regulation for each service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**867**	164	673	30	138	26	149	15	33	385	171
Base	**790**	142	620	29**	122	20**	131	11**	29*	356	146
Effective Base	**505**	127	371	19	106	22	115	12	30	243	103
The TV channels themselves/ The provider of the content (e.g. iPlayer, LoveFilm, YouTube etc.) (i.e. the service making it available to users)	**283**	52	226	5	46	5	52	-	10	137	46
	36%	*37%*	*37%*	*17%*	*38%*	*28%*	*40%*	-	*34%*	*38%*	*31%*
Ofcom/Office of Communications	**195**	25	168	2	22	4	25	1	4	96	36
	25%	*18%*	*27%b*	*8%*	*18%*	*19%*	*19%*	*5%*	*14%*	*27%*	*25%*
The programme maker or producer	**179**	45	129	6	42	3	43	1	9	82	21
	23%	*31%b*	*21%*	*20%*	*34%*	*16%*	*33%*	*12%*	*32%*	*23%*	*14%*
Self regulated i.e. the Service providers themselves	**174**	30	138	6	27	4	29	2	10	79	38
	22%	*21%*	*22%*	*21%*	*22%*	*19%*	*22%*	*14%*	*33%*	*22%*	*26%*
MediaWatch/National Viewers and Listeners Association	**151**	27	116	8	24	3	27	*	6	85	24
	19%	*19%*	*19%*	*27%*	*20%*	*13%*	*20%*	*3%*	*20%*	*24%*	*17%*
The Government (including Northern Ireland Assembly/ Scottish Executive/Welsh Executive)	**115**	22	90	3	21	1	22	-	4	48	31
	15%	*16%*	*14%*	*10%*	*17%*	*7%*	*17%*	-	*13%*	*13%*	*21%*
BSC/Broadcasting Standards Commission	**111**	17	93	2	13	4	17	-	4	51	22
	14%	*12%*	*15%*	*6%*	*11%*	*20%*	*13%*	-	*15%*	*14%*	*15%*
ASA/Advertising Standards Authority	**105**	26	76	2	24	3	26	1	8	57	19
	13%	*19%*	*12%*	*6%*	*19%*	*15%*	*20%*	*6%*	*26%*	*16%*	*13%*
The internet service provider (ISP) (e.g. Talk Talk, BT Broadband etc.)	**92**	32	59	2	28	4	30	2	12	46	11
	12%	*22%b*	*9%*	*8%*	*23%*	*20%*	*23%*	*15%*	*41%*	*13%*	*7%*
ATVOD - Authority for Television On Demand	**57**	22	34	1	20	2	22	-	8	22	8
	7%	*15%b*	*5%*	*5%*	*16%*	*9%*	*17%*	-	*27%*	*6%*	*6%*
The police	**50**	23	26	1	21	2	22	*	8	22	14
	6%	*16%b*	*4%*	*4%*	*17%*	*8%*	*17%*	*4%*	*27%*	*6%*	*10%*
BBFC/British Board of Film Classification	**50**	18	32	-	16	2	18	-	8	27	10
	6%	*12%b*	*5%*	-	*13%*	*9%*	*13%*	-	*28%*	*8%*	*7%*
BBC	**40**	17	22	1	16	1	16	1	5	25	5
	5%	*12%b*	*4%*	*2%*	*13%*	*7%*	*12%*	*7%*	*18%*	*7%*	*4%*
BBC Trust	**25**	16	8	-	13	3	15	2	9	10	7
	3%	*11%b*	*1%*	-	*11%*	*14%*	*11%*	*15%*	*31%*	*3%*	*5%*
Other	**5**	2	3	-	1	1	1	1	-	2	-
	1%	*1%*	*1%*	-	*1%*	*4%*	*	*8%*	-	*	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 169

Q23 - Who do you think is responsible for regulating Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)?
Base: all who are aware of regulation for each service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**790**	142	620	29**	122	20**	131	11**	29*	356	146
Don't know	**127**	11	108	8	7	4	8	3	1	55	28
	16%	*7%*	*17%*	*29%*	*6%*	*19%*	*6%*	*25%*	*4%*	*16%*	*19%*
Net: Ofcom/ ATVOD	**221**	39	178	4	34	5	39	1	10	104	40
	28%	*28%*	*29%*	*13%*	*28%*	*26%*	*30%*	*5%*	*36%*	*29%*	*28%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 170

Q23 - Who do you think is responsible for regulating Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)?
Base: all who are aware of regulation for each service

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**260**	160	100	76	93	55	26	7	3	169	81	10	91	61	5	3	78	20	2	-	69	97	52	42	166	94
Base	**232**	144	88*	69*	74*	60**	23**	4**	2**	143	83*	6**	79*	60*	4**	2**	64*	23**	1**	-**	56*	83*	56**	37**	139	93*
Effective Base	**155**	109	49	69	58	23	23	6	3	125	38	9	74	35	4	3	52	7	2	-	51	57	26	30	107	52
The TV channels themselves/ The provider of the content (e.g. iPlayer, LoveFilm, YouTube etc.) (i.e. the service making it available to users)	**81**	42	40	24	36	15	6	-	1	61	20	1	26	15	-	1	34	5	-	-	17	27	20	17	44	37
	35%	*29%*	*45%*	*35%*	*50%*	*24%*	*24%*	-	*32%*	*43%*	*24%*	*10%*	*33%*	*25%*	-	*32%*	*54%*	*22%*	-	-	*30%*	*33%*	*36%*	*46%*	*32%*	*40%*
Self regulated i.e. the Service providers themselves	**58**	39	18	22	21	10	4	1	1	42	14	2	27	11	1	1	15	3	*	-	18	12	14	14	30	28
	25%	*27%*	*21%*	*32%*	*28%*	*16%*	*17%*	*27%*	*28%*	*30%*	*16%*	*28%*	*34%*	*18%*	*23%*	*28%*	*24%*	*11%*	*47%*	-	*31%*	*14%*	*25%*	*39%*	*21%*	*30%*
The programme maker or producer	**52**	32	20	23	17	9	3	-	1	40	12	1	22	10	-	1	18	2	-	-	16	18	15	5	33	19
	23%	*22%*	*23%*	*33%*	*24%*	*15%*	*14%*	-	*28%*	*28%*	*15%*	*9%*	*28%*	*16%*	-	*28%*	*28%*	*10%*	-	-	*28%*	*21%*	*26%*	*13%*	*24%*	*21%*
Ofcom/Office of Communications	**36**	24	11	11	11	8	3	1	1	22	11	3	13	9	1	1	9	2	*	-	12	13	8	3	25	11
	15%	*17%*	*13%*	*15%*	*15%*	*14%*	*12%*	*34%*	*60%*	*15%*	*13%*	*42%*	*17%*	*15%*	*31%*	*60%*	*14%*	*10%*	*47%*	-	*21%*	*15%*	*14%*	*8%*	*18%*	*12%*
The internet service provider (ISP) (e.g. Talk Talk, BT Broadband etc.)	**36**	28	7	7	12	13	3	-	-	19	16	-	13	15	-	-	6	1	-	-	7	17	8	4	23	12
	15%	*20%*	*8%*	*11%*	*16%*	*21%*	*15%*	-	-	*14%*	*19%*	-	*17%*	*26%*	-	-	*10%*	*3%*	-	-	*12%*	*20%*	*15%*	*11%*	*17%*	*13%*
The Government (including Northern Ireland Assembly/ Scottish Executive/Welsh Executive)	**29**	17	13	7	11	4	6	1	-	18	10	1	6	10	-	-	12	-	1	-	7	7	9	6	14	15
	13%	*11%*	*15%*	*10%*	*15%*	*7%*	*26%*	*17%*	-	*13%*	*12%*	*12%*	*8%*	*17%*	-	-	*19%*	-	*100%*	-	*13%*	*8%*	*16%*	*17%*	*10%*	*16%*
BSC/Broadcasting Standards Commission	**28**	17	12	8	10	6	4	-	1	18	10	1	7	9	-	1	11	1	-	-	7	9	10	2	16	12
	12%	*12%*	*13%*	*12%*	*13%*	*9%*	*18%*	-	*28%*	*13%*	*12%*	*9%*	*9%*	*15%*	-	*28%*	*17%*	*4%*	-	-	*13%*	*11%*	*18%*	*6%*	*12%*	*13%*
ASA/Advertising Standards Authority	**22**	12	10	8	10	1	3	-	-	18	4	-	9	4	-	-	10	-	-	-	10	4	3	5	15	7
	9%	*9%*	*11%*	*12%*	*13%*	*1%*	*14%*	-	-	*13%*	*5%*	-	*11%*	*6%*	-	-	*15%*	-	-	-	*19%*	*5%*	*5%*	*13%*	*10%*	*8%*
MediaWatch/National Viewers and Listeners Association	**21**	11	10	6	12	2	1	-	1	18	3	1	9	2	-	1	9	1	-	-	6	8	5	3	14	8
	9%	*8%*	*11%*	*9%*	*16%*	*4%*	*3%*	-	*28%*	*12%*	*4%*	*9%*	*11%*	*4%*	-	*28%*	*15%*	*3%*	-	-	*10%*	*9%*	*8%*	*9%*	*10%*	*9%*
ATVOD - Authority for Television On Demand	**21**	12	8	8	6	2	3	*	1	15	5	1	7	4	*	1	7	1	-	-	13	3	3	2	16	5
	9%	*9%*	*9%*	*12%*	*8%*	*4%*	*11%*	*9%*	*28%*	*10%*	*6%*	*15%*	*9%*	*7%*	*11%*	*28%*	*12%*	*3%*	-	-	*22%y*	*4%*	*5%*	*6%*	*11%*	*5%*
BBFC/British Board of Film Classification	**21**	16	4	7	7	2	3	1	1	13	5	2	9	5	1	1	4	-	-	-	6	9	4	1	15	5
	9%	*11%*	*5%*	*9%*	*9%*	*4%*	*13%*	*17%*	*60%*	*9%*	*6%*	*30%*	*11%*	*9%*	*21%*	*60%*	*7%*	-	-	-	*11%*	*11%*	*7%*	*3%*	*11%*	*6%*
The police	**12**	8	4	3	7	2	-	*	-	10	2	*	6	2	-	-	4	-	*	-	5	3	2	2	8	5
	5%	*6%*	*5%*	*5%*	*9%*	*4%*	-	*8%*	-	*7%*	*3%*	*6%*	*7%*	*4%*	-	-	*6%*	-	*47%*	-	*9%*	*4%*	*4%*	*6%*	*6%*	*5%*
BBC	**11**	8	3	1	6	2	2	-	-	8	4	-	4	4	-	-	3	-	-	-	4	3	5	-	6	5
	5%	*6%*	*4%*	*2%*	*9%*	*3%*	*9%*	-	-	*5%*	*4%*	-	*6%*	*6%*	-	-	*5%*	-	-	-	*7%*	*3%*	*9%*	-	*5%*	*5%*
BBC Trust	**7**	4	2	1	4	-	2	-	-	5	2	-	3	2	-	-	2	-	-	-	2	2	2	1	4	2
	3%	*3%*	*3%*	*2%*	*5%*	-	*7%*	-	-	*3%*	*2%*	-	*3%*	*3%*	-	-	*3%*	-	-	-	*4%*	*2%*	*3%*	*2%*	*3%*	*2%*
Other	**1**	1	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	1
	1%	*1%*	-	-	*2%*	-	-	-	-	*1%*	-	-	*2%*	-	-	-	-	-	-	-	-	-	-	*4%*	-	*2%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 170

Q23 - Who do you think is responsible for regulating Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)?
Base: all who are aware of regulation for each service

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	**232**	144	88*	69*	74*	60**	23**	4**	2**	143	83*	6**	79*	60*	4**	2**	64*	23**	1**	-**	56*	83*	56**	37**	139	93*
Don't know	**58**	31	27	15	14	21	7	1	1	29	27	1	16	13	1	1	13	14	-	-	13	22	18	5	35	23
	25%	*21%*	*31%*	*22%*	*19%*	*34%*	*30%*	*12%*	*40%*	*20%*	*33%*	*20%*	*21%*	*22%*	*14%*	*40%*	*20%*	*61%*	-	-	*24%*	*26%*	*31%*	*14%*	*25%*	*24%*
Net: Ofcom/ ATVOD	**48**	32	16	16	15	11	4	2	1	30	15	3	17	12	2	1	13	3	*	-	20	15	10	4	34	14
	21%	*22%*	*18%*	*23%*	*20%*	*18%*	*19%*	*43%*	*60%*	*21%*	*18%*	*48%*	*22%*	*20%*	*42%*	*60%*	*20%*	*13%*	*47%*	-	35%ut	*18%*	*17%*	*12%*	*25%*	*15%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 170

Q23 - Who do you think is responsible for regulating Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)?
Base: all who are aware of regulation for each service

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	260	181	79	146	105	2	21	25	20	17	34	9	28	41	40	235	13	6	6	66	51	118
Base	232	168*	64*	134*	91*	1**	18**	21**	13**	18**	27*	15**	38**	37*	22*	209	11**	5**	7**	51*	45**	112*
Effective Base	155	99	65	75	80	2	12	22	19	6	30	7	14	32	35	137	9	5	5	49	27	67
The TV channels themselves/ The provider of the content (e.g. iPlayer, LoveFilm, YouTube etc.) (i.e. the service making it available to users)	81	55	27	38	42	-	10	8	6	5	10	1	12	15	8	73	5	1	2	23	15	35
	35%	33%	42%	28%	47%c	-	56%	37%	43%	28%	36%	7%	32%	40%	34%	35%	43%	22%	29%	45%	33%	31%
Self regulated i.e. the Service providers themselves	58	34	24	33	25	-	6	8	2	2	6	10	6	7	4	53	3	-	2	17	8	28
	25%	20%	37%a	25%	27%	-	36%	40%	16%	11%	21%	68%	17%	19%	19%	25%	31%	-	27%	33%	17%	25%
The programme maker or producer	52	33	20	26	24	-	4	7	2	3	3	1	10	13	6	49	3	1	-	12	7	30
	23%	20%	31%	19%	27%	-	20%	32%	13%	18%	12%	10%	27%	36%j	26%	23%	25%	15%	-	23%	14%	27%
Ofcom/Office of Communications	36	23	12	21	15	-	4	1	3	2	6	1	6	7	4	34	2	-	-	8	8	18
	15%	14%	19%	16%	16%	-	20%	5%	27%	13%	21%	7%	16%	18%	19%	16%	14%	-	-	16%	18%	16%
The internet service provider (ISP) (e.g. Talk Talk, BT Broadband etc.)	36	27	9	19	16	-	3	-	3	7	2	4	5	5	3	33	3	-	-	6	10	18
	15%	16%	13%	14%	17%	-	17%	-	20%	40%	9%	26%	13%	14%	15%	16%	25%	-	-	11%	21%	16%
The Government (including Northern Ireland Assembly/ Scottish Executive/Welsh Executive)	29	22	7	15	14	-	6	1	1	3	2	-	5	6	1	26	2	-	2	8	6	12
	13%	13%	11%	11%	16%	-	31%	5%	9%	17%	9%	-	13%	17%	5%	12%	18%	-	24%	15%	12%	11%
BSC/Broadcasting Standards Commission	28	19	9	15	13	-	1	2	3	3	6	-	6	4	1	25	1	-	2	6	8	11
	12%	12%	14%	11%	14%	-	4%	11%	22%	15%	21%	-	15%	12%	6%	12%	13%	-	24%	11%	18%	10%
ASA/Advertising Standards Authority	22	17	5	10	11	-	1	-	3	1	3	-	3	8	2	21	-	1	-	5	4	13
	9%	10%	8%	8%	12%	-	8%	-	27%	6%	9%	-	9%	21%	7%	10%	-	16%	-	9%	8%	11%
MediaWatch/National Viewers and Listeners Association	21	15	7	11	10	-	1	2	3	-	4	-	7	2	1	20	*	-	1	5	4	11
	9%	9%	11%	9%	11%	-	4%	8%	21%	-	14%	-	19%	6%	7%	10%	4%	-	16%	10%	8%	10%
ATVOD - Authority for Television On Demand	21	16	5	14	5	-	2	3	1	1	3	2	2	4	2	19	*	1	-	6	3	10
	9%	9%	7%	11%	6%	-	10%	13%	10%	3%	11%	11%	6%	12%	8%	9%	4%	16%	-	11%	8%	9%
BBFC/British Board of Film Classification	21	13	8	9	12	-	1	3	1	*	3	-	6	2	3	18	*	-	2	5	3	10
	9%	7%	12%	6%	13%	-	8%	15%	6%	2%	10%	-	15%	4%	13%	9%	4%	-	24%	10%	7%	9%
The police	12	9	3	7	5	-	1	1	2	2	1	-	2	2	1	12	-	-	-	4	3	5
	5%	6%	5%	5%	6%	-	8%	7%	12%	10%	4%	-	5%	6%	5%	6%	-	-	-	8%	6%	5%
BBC	11	11	1	6	5	-	1	1	-	2	1	2	-	1	2	11	1	-	-	3	3	5
	5%	6%	1%	4%	6%	-	8%	7%	-	9%	5%	11%	-	4%	8%	5%	6%	-	-	6%	7%	4%
BBC Trust	7	5	1	4	3	-	1	1	-	1	1	-	1	2	-	7	-	-	-	2	1	3
	3%	3%	2%	3%	3%	-	8%	5%	-	3%	3%	-	2%	6%	-	3%	-	-	-	5%	3%	2%
Other	1	-	1	-	1	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1
	1%	-	2%	-	2%	-	-	-	-	-	-	-	-	-	7%	1%	-	-	-	-	-	1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 170

Q23 - Who do you think is responsible for regulating Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)?
Base: all who are aware of regulation for each service

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	**232**	168*	64*	134*	91*	1**	18**	21**	13**	18**	27*	15**	38**	37*	22*	209	11**	5**	7**	51*	45**	112*
Don't know	**58**	47	10	41	12	1	2	5	3	4	8	2	16	5	4	50	3	3	2	10	12	28
	25%	*28%*	*16%*	*30%*	*13%*	*100%*	*12%*	*23%*	*26%*	*21%*	*29%*	*14%*	*43%*	*15%*	*19%*	*24%*	*24%*	*47%*	*35%*	*20%*	*26%*	*25%*
Net: Ofcom/ ATVOD	**48**	36	12	29	18	-	5	3	4	2	8	3	7	8	5	46	2	1	-	12	10	24
	21%	*21%*	*19%*	*22%*	*20%*	-	*26%*	*16%*	*31%*	*13%*	*29%*	*18%*	*19%*	*23%*	*24%*	*22%*	*14%*	*16%*	-	*23%*	*22%*	*21%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 170

Q23 - Who do you think is responsible for regulating Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)?
Base: all who are aware of regulation for each service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**260**	215	240	238	260	219	148	164	129	86	234	155	190	142	88	258	2	252	256	258
Base	**232**	190	216	217	232	195	119	150*	108	87*	209	125	175	125*	90*	222	10**	209	221	222
Effective Base	**155**	125	140	141	155	127	127	95	115	42	136	130	111	90	44	178	2	201	177	178
The TV channels themselves/ The provider of the content (e.g. iPlayer, LoveFilm, YouTube etc.) (i.e. the service making it available to users)	**81**	57	76	76	81	66	46	49	34	25	74	46	60	37	25	81	-	81	81	81
	35%	*30%*	*35%*	*35%*	*35%*	*34%*	*39%*	*32%*	*31%*	*29%*	*36%*	*37%*	*34%*	*30%*	*28%*	*37%*	-	*39%*	*37%*	*37%*
Self regulated i.e. the Service providers themselves	**58**	47	53	56	58	53	29	38	31	21	53	30	44	32	22	58	-	54	57	58
	25%	*25%*	*25%*	*26%*	*25%*	*27%*	*25%*	*25%*	*29%*	*25%*	*25%*	*24%*	*25%*	*25%*	*25%*	*26%*	-	*26%*	*26%*	*26%*
The programme maker or producer	**52**	42	49	49	52	46	33	37	35	22	48	33	42	36	22	52	-	52	52	52
	23%	*22%*	*23%*	*22%*	*23%*	*23%*	*28%*	*24%*	*32%*	*25%*	*23%*	*26%*	*24%*	*29%*	*24%*	*24%*	-	*25%*	*24%*	*24%*
Ofcom/Office of Communications	**36**	31	33	34	36	30	24	22	20	12	33	25	26	21	12	36	-	36	34	36
	15%	*17%*	*15%*	*16%*	*15%*	*15%*	*20%*	*15%*	*18%*	*13%*	*16%*	*20%*	*15%*	*17%*	*13%*	*16%*	-	*17%*	*16%*	*16%*
The internet service provider (ISP) (e.g. Talk Talk, BT Broadband etc.)	**36**	32	31	35	36	30	22	29	17	14	31	22	32	18	14	36	-	28	36	36
	15%	*17%*	*14%*	*16%*	*15%*	*15%*	*18%*	*19%*	*16%*	*17%*	*15%*	*18%*	*19%*	*14%*	*16%*	*16%*	-	*14%*	*16%*	*16%*
The Government (including Northern Ireland Assembly/ Scottish Executive/Welsh Executive)	**29**	23	28	29	29	26	18	16	15	5	27	19	18	15	5	29	-	29	28	29
	13%	*12%*	*13%*	*13%*	*13%*	*13%*	*15%*	*10%*	*14%*	*6%*	*13%*	*15%*	*10%*	*12%*	*6%*	*13%*	-	*14%*	*13%*	*13%*
BSC/Broadcasting Standards Commission	**28**	27	28	28	28	24	21	20	18	8	27	21	24	19	8	28	-	28	28	28
	12%	*14%*	*13%*	*13%*	*12%*	*12%*	*17%*	*13%*	*17%*	*9%*	*13%*	*17%*	*14%*	*15%*	*9%*	*13%*	-	*14%*	*13%*	*13%*
ASA/Advertising Standards Authority	**22**	20	20	21	22	19	15	18	14	10	20	15	20	14	10	22	-	22	22	22
	9%	*10%*	*9%*	*10%*	*9%*	*10%*	*13%*	*12%*	*12%*	*11%*	*9%*	*12%*	*12%*	*11%*	*11%*	*10%*	-	*11%*	*10%*	*10%*
MediaWatch/National Viewers and Listeners Association	**21**	18	21	21	21	17	16	17	13	6	21	17	18	13	6	21	-	21	21	21
	9%	*9%*	*10%*	*10%*	*9%*	*9%*	*13%*	*11%*	*12%*	*7%*	*10%*	*14%*	*10%*	*10%*	*6%*	*10%*	-	*10%*	*10%*	*10%*
ATVOD - Authority for Television On Demand	**21**	20	21	20	21	21	15	17	16	10	21	15	17	17	10	21	-	21	21	21
	9%	*10%*	*10%*	*9%*	*9%*	*11%*	*13%*	*11%*	*15%*	*11%*	*10%*	*12%*	*10%*	*14%*	*11%*	*9%*	-	*10%*	*9%*	*9%*
BBFC/British Board of Film Classification	**21**	16	20	21	21	18	10	12	12	6	20	11	16	12	6	21	-	21	21	21
	9%	*9%*	*9%*	*9%*	*9%*	*9%*	*8%*	*8%*	*11%*	*7%*	*10%*	*9%*	*9%*	*10%*	*7%*	*9%*	-	*10%*	*9%*	*9%*
The police	**12**	10	11	12	12	11	7	9	6	5	11	8	10	6	6	12	-	12	12	12
	5%	*5%*	*5%*	*6%*	*5%*	*5%*	*6%*	*6%*	*6%*	*6%*	*5%*	*6%*	*6%*	*5%*	*7%*	*6%*	-	*6%*	*5%*	*6%*
BBC	**11**	9	10	10	11	10	5	10	9	6	10	5	10	9	6	11	-	11	11	11
	5%	*4%*	*5%*	*5%*	*5%*	*5%*	*4%*	*7%*	*9%*	*7%*	*5%*	*4%*	*6%*	*8%*	*6%*	*5%*	-	*5%*	*5%*	*5%*
BBC Trust	**7**	5	7	6	7	6	4	5	5	2	7	4	6	6	2	7	-	7	7	7
	3%	*3%*	*3%*	*3%*	*3%*	*3%*	*4%*	*4%*	*5%*	*3%*	*3%*	*3%*	*3%*	*5%*	*3%*	*3%*	-	*3%*	*3%*	*3%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 170

Q23 - Who do you think is responsible for regulating Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)?
Base: all who are aware of regulation for each service

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**232**	190	216	217	232	195	119	150*	108	87*	209	125	175	125*	90*	222	10**	209	221	222
Other	**1**	1	1	-	1	1	-	-	1	-	1	-	-	1	-	1	-	1	1	1
	1%	*1%*	*1%*	-	*1%*	*1%*	-	-	*1%*	-	*1%*	-	-	*1%*	-	*1%*	-	*1%*	*1%*	*1%*
Don't know	**58**	52	53	54	58	47	27	39	20	28	48	31	43	30	30	47	10	46	47	47
	25%	*27%*	*24%*	*25%*	*25%*	*24%*	*23%*	*26%*	*18%*	*32%*	*23%*	*25%*	*25%*	*24%*	*33%*	*21%*	*100%*	*22%*	*22%*	*21%*
Net: Ofcom/ ATVOD	**48**	44	46	47	48	42	32	33	29	20	46	32	37	32	20	48	-	48	47	48
	21%	*23%*	*21%*	*21%*	*21%*	*22%*	*27%*	*22%*	*27%*	*22%*	*22%*	*26%*	*21%*	*25%*	*22%*	*22%*	-	*23%*	*21%*	*22%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Table 170

Q23 - Who do you think is responsible for regulating Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)?
Base: all who are aware of regulation for each service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	260	205	22	27	228	104	156	77	38	8	23	138	98	236	44	50	128	57	185	173
Base	232	177	22**	32**	197	110*	122	83*	41**	9**	19**	117*	94*	212	40**	46**	115*	48*	163	147
Effective Base	155	141	14	19	133	57	111	38	21	7	13	74	68	141	20	24	73	50	117	140
The TV channels themselves/ The provider of the content (e.g. iPlayer, LoveFilm, YouTube etc.) (i.e. the service making it available to users)	81	58	10	15	66	31	50	27	8	2	11	45	25	70	10	11	36	18	54	53
	35%	*33%*	*47%*	*47%*	*34%*	*28%*	*41%*	*32%*	*18%*	*22%*	*58%*	*38%*	*27%*	*33%*	*24%*	*24%*	*31%*	*38%*	*33%*	*36%*
Self regulated i.e. the Service providers themselves	58	46	6	10	48	25	32	19	8	3	2	31	25	55	12	12	29	13	42	37
	25%	*26%*	*30%*	*33%*	*24%*	*23%*	*27%*	*23%*	*20%*	*33%*	*12%*	*26%*	*26%*	*26%*	*31%*	*27%*	*25%*	*27%*	*26%*	*25%*
The programme maker or producer	52	42	5	9	42	22	30	22	4	1	3	33	16	50	6	8	28	7	35	34
	23%	*23%*	*23%*	*30%*	*21%*	*20%*	*25%*	*26%*	*9%*	*14%*	*13%*	*28%*	*17%*	*24%*	*16%*	*17%*	*24%*	*15%*	*22%*	*23%*
Ofcom/Office of Communications	36	31	2	3	33	15	21	11	6	1	4	15	17	31	9	10	17	8	25	24
	15%	*17%*	*11%*	*8%*	*17%*	*13%*	*17%*	*13%*	*14%*	*12%*	*22%*	*13%*	*18%*	*15%*	*22%*	*23%*	*14%*	*17%*	*15%*	*16%*
The internet service provider (ISP) (e.g. Talk Talk, BT Broadband etc.)	36	29	6	4	30	23	13	19	12	1	2	15	18	33	10	10	16	7	22	21
	15%	*16%*	*25%*	*13%*	*15%*	*21%*	*10%*	*23%*	*30%*	*14%*	*12%*	*13%*	*19%*	*16%*	*24%*	*22%*	*14%*	*14%*	*14%*	*14%*
The Government (including Northern Ireland Assembly/ Scottish Executive/Welsh Executive)	29	26	2	6	23	12	17	7	6	2	8	12	9	21	5	6	13	6	19	19
	13%	*15%*	*11%*	*18%*	*12%*	*11%*	*14%*	*8%*	*15%*	*18%*	*42%*	*11%*	*9%*	*10%*	*12%*	*12%*	*11%*	*13%*	*12%*	*13%*
BSC/Broadcasting Standards Commission	28	26	1	5	23	14	14	10	4	2	3	16	9	26	1	2	18	6	23	21
	12%	*15%*	*5%*	*17%*	*12%*	*13%*	*12%*	*12%*	*10%*	*18%*	*14%*	*14%*	*10%*	*12%*	*3%*	*5%*	*16%*	*12%*	*14%*	*15%*
ASA/Advertising Standards Authority	22	16	2	6	16	12	10	8	4	1	-	13	9	22	2	2	12	5	17	15
	9%	*9%*	*7%*	*19%*	*8%*	*11%*	*8%*	*10%*	*10%*	*16%*	-	*11%*	*9%*	*10%*	*4%*	*4%*	*10%*	*11%*	*11%*	*10%*
MediaWatch/National Viewers and Listeners Association	21	18	2	2	19	8	13	6	3	-	1	13	6	19	2	2	12	5	17	14
	9%	*10%*	*11%*	*5%*	*9%*	*7%*	*11%*	*8%*	*8%*	-	*6%*	*11%*	*7%*	*9%*	*5%*	*5%*	*10%*	*10%*	*10%*	*10%*
ATVOD - Authority for Television On Demand	21	16	3	5	16	14	7	7	8	1	-	9	12	21	2	2	11	7	18	17
	9%	*9%*	*13%*	*16%*	*8%*	*12%*	*6%*	*8%*	*21%*	*9%*	-	*8%*	*12%*	*10%*	*6%*	*5%*	*10%*	*13%*	*11%*	*11%*
BBFC/British Board of Film Classification	21	17	2	2	18	9	11	6	4	2	1	12	8	20	4	5	8	5	13	15
	9%	*10%*	*11%*	*6%*	*9%*	*8%*	*9%*	*7%*	*9%*	*18%*	*5%*	*10%*	*8%*	*9%*	*9%*	*10%*	*7%*	*11%*	*8%*	*10%*
The police	12	11	1	5	7	7	6	6	1	-	1	8	3	11	2	2	6	4	10	8
	5%	*6%*	*5%*	*17%*	*4%*	*6%*	*5%*	*8%*	*3%*	-	*7%*	*7%*	*4%*	*5%*	*6%*	*5%*	*5%*	*9%*	*6%*	*6%*
BBC	11	10	-	7	4	8	3	7	3	-	-	7	4	11	1	1	6	4	10	9
	5%	*6%*	-	*22%*	*2%*	*7%*	*3%*	*8%*	*8%*	-	-	*6%*	*5%*	*5%*	*3%*	*3%*	*5%*	*9%*	*6%*	*6%*
BBC Trust	7	5	1	2	4	4	3	4	2	-	-	5	2	7	1	1	4	1	5	4
	3%	*3%*	*3%*	*6%*	*2%*	*4%*	*2%*	*5%*	*4%*	-	-	*4%*	*2%*	*3%*	*2%*	*1%*	*4%*	*3%*	*3%*	*3%*
Other	1	1	-	-	1	-	1	-	-	-	-	-	1	1	-	-	1	-	1	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	-	-	-	-	*2%*	*1%*	-	-	*1%*	-	*1%*	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 170

Q23 - Who do you think is responsible for regulating Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)?
Base: all who are aware of regulation for each service

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	**232**	177	22**	32**	197	110*	122	83*	41**	9**	19**	117*	94*	212	40**	46**	115*	48*	163	147
Don't know	**58**	37	5	6	51	32	26	27	10	1	4	31	22	54	7	9	36	10	46	36
	25%	*21%*	*25%*	*18%*	*26%*	*29%*	*21%*	*33%*	*24%*	*7%*	*21%*	*27%*	*24%*	*25%*	*17%*	*20%*	*31%*	*21%*	*28%*	*25%*
Net: Ofcom/ ATVOD	**48**	42	3	8	41	24	25	14	12	2	4	20	24	44	11	13	22	13	35	33
	21%	*24%*	*13%*	*24%*	*21%*	*21%*	*20%*	*17%*	*29%*	*21%*	*22%*	*17%*	*25%*	*21%*	*28%*	*28%*	*19%*	*26%*	*21%*	*22%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Absolutes/col percents

Table 170

Q23 - Who do you think is responsible for regulating Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)?
Base: all who are aware of regulation for each service

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**260**	62	189	9	50	12	56	6	11	109	57
Base	**232**	58*	168	6**	49*	9**	54*	4**	10*	97*	47*
Effective Base	**155**	46	105	7	36	10	41	5	10	69	48
The TV channels themselves/ The provider of the content (e.g. iPlayer, LoveFilm, YouTube etc.) (i.e. the service making it available to users)	**81**	23	54	4	19	4	23	1	3	38	17
	35%	*40%*	*32%*	*59%*	*40%*	*43%*	*42%*	*16%*	*32%*	*39%*	*35%*
Self regulated i.e. the Service providers themselves	**58**	14	42	2	12	2	13	1	2	24	16
	25%	*24%*	*25%*	*29%*	*25%*	*23%*	*25%*	*16%*	*21%*	*25%*	*34%*
The programme maker or producer	**52**	17	32	3	13	5	17	1	3	25	9
	23%	*30%*	*19%*	*50%*	*26%*	*50%*	*31%*	*15%*	*25%*	*25%*	*18%*
Ofcom/Office of Communications	**36**	7	27	2	7	-	7	-	1	18	8
	15%	*12%*	*16%*	*29%*	*14%*	-	*13%*	-	*7%*	*18%*	*17%*
The internet service provider (ISP) (e.g. Talk Talk, BT Broadband etc.)	**36**	11	24	1	8	3	11	-	2	22	7
	15%	*18%*	*14%*	*20%*	*16%*	*29%*	*20%*	-	*16%*	*22%*	*15%*
The Government (including Northern Ireland Assembly/ Scottish Executive/Welsh Executive)	**29**	8	20	1	7	1	8	-	-	12	2
	13%	*13%*	*12%*	*20%*	*14%*	*9%*	*14%*	-	-	*13%*	*5%*
BSC/Broadcasting Standards Commission	**28**	7	20	1	5	2	7	-	3	15	2
	12%	*12%*	*12%*	*20%*	*10%*	*23%*	*13%*	-	*34%*	*16%*	*5%*
ASA/Advertising Standards Authority	**22**	7	14	1	6	1	7	-	1	11	2
	9%	*11%*	*8%*	*20%*	*12%*	*9%*	*12%*	-	*13%*	*12%*	*5%*
MediaWatch/National Viewers and Listeners Association	**21**	8	13	1	5	3	8	-	2	10	7
	9%	*13%*	*8%*	*12%*	*10%*	*29%*	*14%*	-	*21%*	*10%*	*14%*
ATVOD - Authority for Television On Demand	**21**	8	12	1	8	-	8	-	3	8	3
	9%	*13%*	*7%*	*21%*	*16%*	-	*14%*	-	*29%*	*9%*	*6%*
BBFC/British Board of Film Classification	**21**	7	12	1	6	1	7	-	1	6	5
	9%	*13%*	*7%*	*12%*	*13%*	*14%*	*14%*	-	*6%*	*6%*	*10%*
The police	**12**	6	6	1	5	1	6	-	3	7	2
	5%	*10%*	*4%*	*8%*	*10%*	*9%*	*10%*	-	*27%*	*8%*	*4%*
BBC	**11**	7	4	1	6	1	7	-	4	7	1
	5%	*11%b*	*2%*	*12%*	*12%*	*6%*	*12%*	-	*36%*	*7%*	*2%*
BBC Trust	**7**	2	4	1	1	1	2	-	1	3	1
	3%	*3%*	*2%*	*12%*	*2%*	*6%*	*3%*	-	*10%*	*3%*	*3%*
Other	**1**	1	-	-	1	-	1	-	-	-	1
	1%	*3%*	-	-	*3%*	-	*3%*	-	-	-	*3%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 170

Q23 - Who do you think is responsible for regulating Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)?
Base: all who are aware of regulation for each service

		Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
	Total	Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**232**	58*	168	6**	49*	9**	54*	4**	10*	97*	47*
Don't know	**58**	12	45	1	8	4	9	3	-	22	10
	25%	*20%*	*27%*	*16%*	*16%*	*43%*	*16%*	*68%*	-	*23%*	*21%*
Net: Ofcom/ ATVOD	**48**	13	33	2	13	-	13	-	4	22	9
	21%	*23%*	*19%*	*38%*	*27%*	-	*24%*	-	*36%*	*23%*	*19%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 171
Q23 Summary - net mentions
Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**2102**	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	**2102**	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	**1150**	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
The TV channels themselves/ The provider of the content (e.g. iPlayer, LoveFilm, YouTube etc.) (i.e. the service making it available to users)	**924**	460	464	224	180	187	177	86	69	404	365	155	162	201	48	48	242	163	38	20	248	345	152	179	593	331
	44%	*44%*	*44%*	**56%defghijk**	*41%*	**45%hk**	**44%h**	*37%*	*33%*	**48%ghk**	**45%hk**	*35%*	*44%*	*48%*	*37%*	*37%*	**51%qs**	*41%*	*38%*	*26%*	**47%wy**	**47%y**	*40%*	*39%*	**47%wy**	*39%*
Ofcom/Office of Communications	**534**	283	252	106	98	118	113	59	40	204	231	99	91	135	34	22	113	96	25	18	147	211	76	101	357	177
	25%	*27%*	*24%*	*27%*	*22%*	*28%*	*28%*	*26%*	*19%*	*24%*	**28%h**	*22%*	*25%*	**32%o**	*26%*	*17%*	*24%*	*24%*	*25%*	*22%*	**28%wy**	**29%wy**	*20%*	*22%*	**28%wy**	*21%*
The programme maker or producer	**521**	257	264	150	119	91	91	39	33	268	181	72	125	87	21	24	144	95	18	9	150	176	97	99	325	196
	25%	*24%*	*25%*	**38%defghijk**	**27%ghk**	*22%*	*23%*	*17%*	*16%*	**32%efghijk**	*22%*	*16%*	**34%mno**	*21%*	*16%*	*19%*	**30%rs**	*24%*	*17%*	*11%*	*29%*	*24%*	*25%*	*22%*	*26%*	*23%*
Self regulated i.e. the Service providers themselves	**518**	287	231	125	115	89	92	60	37	240	181	97	125	105	34	24	116	76	27	13	160	168	95	95	328	190
	25%	**27%b**	*22%*	**31%efhjk**	*26%*	*21%*	*23%*	*26%*	*18%*	**29%ehj**	*22%*	*22%*	**34%mo**	*25%*	*26%*	*19%*	*24%*	*19%*	*26%*	*16%*	**31%uwy**	*23%*	*25%*	*21%*	*26%*	*23%*
ASA/Advertising Standards Authority	**500**	273	226	99	93	106	106	50	46	192	211	96	99	121	25	28	93	90	25	18	141	190	91	78	331	168
	24%	*26%*	*22%*	*25%*	*21%*	*25%*	*26%*	*22%*	*22%*	*23%*	*26%*	*22%*	*27%*	*29%*	*19%*	*21%*	*20%*	*23%*	*25%*	*22%*	**27%wy**	**26%w**	*24%*	*17%*	**26%wy**	*20%*
The internet service provider (ISP) (e.g. Talk Talk, BT Broadband etc.)	**452**	236	216	119	83	94	73	50	34	202	166	84	102	92	22	20	99	75	28	14	122	159	85	86	281	171
	22%	*22%*	*21%*	**30%dfhjk**	*19%*	*22%*	*18%*	*22%*	*16%*	*24%*	*20%*	*19%*	**28%o**	*22%*	*17%*	*16%*	*21%*	*19%*	*28%*	*17%*	*23%*	*22%*	*22%*	*19%*	*22%*	*20%*
BSC/Broadcasting Standards Commission	**451**	228	223	85	79	98	104	62	23	164	202	85	70	110	32	17	94	92	31	6	132	162	71	86	294	157
	21%	*22%*	*21%*	**21%h**	*18%*	**23%h**	**26%dh**	**27%h**	*11%*	**19%h**	**25%dh**	**19%h**	*19%*	**26%o**	*24%*	*13%*	**20%s**	**23%s**	**31%efs**	*8%*	**25%y**	*22%*	*19%*	*19%*	*23%*	*19%*
BBFC/British Board of Film Classification	**399**	237	162	80	69	82	89	54	25	149	171	79	76	112	27	22	73	59	27	3	100	152	71	76	252	147
	19%	**23%b**	*15%*	*20%*	*16%*	*19%*	**22%h**	**23%h**	*12%*	*18%*	**21%h**	*18%*	*21%*	*27%*	*21%*	*17%*	**16%s**	*15%*	**27%pqs**	*4%*	*19%*	*21%*	*19%*	*16%*	*20%*	*17%*
BBC	**385**	218	167	100	93	66	50	39	36	194	117	75	105	63	27	23	88	53	12	13	111	124	70	80	235	150
	18%	**21%b**	*16%*	**25%efjk**	**21%fj**	*16%*	*13%*	*17%*	*17%*	**23%efj**	*14%*	*17%*	**29%m**	*15%*	*20%*	*18%*	*19%*	*13%*	*12%*	*16%*	*21%*	*17%*	*18%*	*17%*	*19%*	*18%*
MediaWatch/National Viewers and Listeners Association	**365**	174	191	95	73	73	68	31	26	168	140	57	71	75	15	13	97	66	16	13	83	146	61	75	229	136
	17%	*17%*	*18%*	**24%dghjk**	*17%*	*17%*	*17%*	*13%*	*12%*	**20%k**	*17%*	*13%*	*19%*	*18%*	*12%*	*10%*	*20%*	*16%*	*16%*	*16%*	*16%*	*20%*	*16%*	*16%*	*18%*	*16%*
ATVOD - Authority for Television On Demand	**341**	175	165	84	66	61	75	35	19	150	137	54	69	77	18	10	81	59	17	8	99	111	66	64	211	130
	16%	*17%*	*16%*	**21%hk**	*15%*	*15%*	**19%h**	*15%*	*9%*	**18%h**	**17%h**	*12%*	**19%o**	**18%o**	*14%*	*8%*	*17%*	*15%*	*16%*	*10%*	*19%*	*15%*	*17%*	*14%*	*17%*	*15%*
The Government (including Northern Ireland Assembly/ Scottish Executive/Welsh Executive)	**302**	172	130	93	60	62	49	20	18	153	110	38	74	71	13	14	79	40	7	4	71	103	61	66	174	127
	14%	*16%*	*12%*	**23%defghijk**	*14%*	**15%k**	*12%*	*9%*	*8%*	**18%ghijk**	*13%*	*9%*	*20%*	*17%*	*10%*	*11%*	**17%qs**	*10%*	*7%*	*5%*	*14%*	*14%*	*16%*	*14%*	*14%*	*15%*
BBC Trust	**228**	146	83	59	53	38	47	18	15	112	85	32	61	58	14	14	51	27	4	1	61	85	43	39	146	82
	11%	**14%b**	*8%*	**15%ehk**	*12%*	*9%*	*12%*	*8%*	*7%*	**13%k**	*10%*	*7%*	*16%*	*14%*	*11%*	*10%*	**11%s**	*7%*	*4%*	*1%*	*12%*	*12%*	*11%*	*8%*	*12%*	*10%*
The police	**184**	118	66	60	43	33	30	9	8	103	64	17	65	41	6	7	39	23	4	1	59	57	40	28	116	68
	9%	**11%b**	*6%*	**15%efghjk**	**10%hk**	*8%*	*8%*	*4%*	*4%*	**12%ghjk**	*8%*	*4%*	**18%mno**	*10%*	*4%*	*5%*	*8%*	*6%*	*4%*	*1%*	**11%w**	*8%*	*10%*	*6%*	*9%*	*8%*
Other	**19**	13	6	1	4	4	5	1	4	4	9	6	3	8	1	1	1	1	1	3	6	2	8	3	8	11
	1%	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	**2%c**	*1%*	*1%*	*1%*	*1%*	*2%*	*	*1%*	*	*	*1%*	**4%pq**	*1%*	*	**2%u**	*1%*	*1%*	*1%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 171
Q23 Summary - net mentions
Base: All respondents

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	**2102**	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Don't know	**389**	188	201	70	86	104	62	35	32	156	166	67	68	85	18	17	88	81	17	15	110	129	75	76	238	151
	19%	*18%*	*19%*	*18%*	*19%*	25%cfghk	*16%*	*15%*	*15%*	*19%*	*20%*	*15%*	*19%*	*20%*	*14%*	*13%*	*19%*	*20%*	*17%*	*19%*	*21%*	*17%*	*20%*	*17%*	*19%*	*18%*
Net: Ofcom/ATVOD	**672**	356	316	145	123	138	143	75	49	268	281	123	126	164	40	26	142	118	34	22	189	250	113	121	439	234
	32%	*34%*	*30%*	36%dhk	*28%*	*33%*	36%h	*32%*	*23%*	*32%*	34%h	*28%*	34%o	39%o	*31%*	*20%*	*30%*	*30%*	*34%*	*28%*	36%wy	*34%*	*30%*	*26%*	35%wy	*28%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base

bdrc continental
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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 171
Q23 Summary - net mentions
Base: All respondents

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	2102	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	1150	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
The TV channels themselves/ The provider of the content (e.g. iPlayer, LoveFilm, YouTube etc.) (i.e. the service making it available to users)	924	555	364	548	357	9	46	115	78	79	74	65	115	121	78	771	46	15	92	239	153	379
	44%	44%	44%	43%	46%	30%	55%k	55%jklm	47%k	47%k	40%	29%	42%	45%k	47%k	44%	37%	35%	49%	52%tu	43%	40%
Ofcom/Office of Communications	534	328	203	332	196	2	21	52	50	41	43	48	70	71	51	447	23	12	52	123	84	240
	25%	26%	25%	26%	25%	6%	26%	25%	30%	24%	23%	21%	26%	26%	30%	26%	19%	29%	28%	27%	24%	26%
The programme maker or producer	521	328	191	312	200	2	26	56	52	48	49	37	65	63	55	453	26	6	36	134	98	221
	25%	26%	23%	25%	26%	7%	31%k	27%	31%k	29%	26%	16%	24%	23%	33%klm	26%	21%	15%	19%	29%	28%	24%
Self regulated i.e. the Service providers themselves	518	323	191	305	204	3	22	53	39	45	52	46	64	63	55	440	33	7	39	114	97	228
	25%	25%	23%	24%	26%	9%	26%	26%	24%	27%	28%	20%	24%	23%	33%klm	25%	26%	17%	21%	25%	27%	24%
ASA/Advertising Standards Authority	500	319	178	326	165	4	25	55	41	47	35	38	60	68	46	416	18	15	51	121	82	213
	24%	25%	22%	26%	21%	13%	30%	27%	25%	28%	19%	17%	22%	25%	27%	24%p	14%	37%p	27%	26%	23%	23%
The internet service provider (ISP) (e.g. Talk Talk, BT Broadband etc.)	452	296	153	269	176	2	18	54	40	50	33	38	54	56	50	394	16	5	38	111	84	199
	22%	23%	19%	21%	23%	7%	21%	26%	24%	30%	18%	17%	20%	21%	30%klm	23%p	13%	11%	20%	24%	24%	21%
BSC/Broadcasting Standards Commission	451	280	168	276	166	4	21	44	41	37	31	36	66	56	32	364	24	12	51	106	67	191
	21%	22%	21%	22%	21%	14%	25%	21%	25%	22%	16%	16%	24%	21%	19%	21%	20%	29%	27%	23%	19%	20%
BBFC/British Board of Film Classification	399	249	148	235	157	3	17	38	29	35	33	40	48	43	38	323	20	8	48	85	69	170
	19%	20%	18%	19%	20%	9%	20%	18%	18%	21%	18%	18%	18%	16%	23%	18%	16%	20%	26%	18%	19%	18%
BBC	385	224	160	236	141	2	13	44	36	39	30	34	51	44	45	339	24	3	19	93	70	176
	18%	18%	19%	19%	18%	6%	16%	21%	22%	24%	16%	15%	19%	16%	27%klm	19%	19%	8%	10%	20%	20%	19%
MediaWatch/National Viewers and Listeners Association	365	228	135	210	151	-	12	41	35	32	27	30	50	46	35	309	16	6	34	89	59	161
	17%	18%	16%	17%	19%	-	15%	20%	21%	19%	14%	13%	18%	17%	21%	18%	13%	15%	18%	19%	17%	17%
ATVOD - Authority for Television On Demand	341	220	118	207	128	2	14	39	26	31	27	25	40	44	41	287	17	5	31	80	58	150
	16%	17%	14%	16%	17%	5%	17%	19%	16%	19%	14%	11%	15%	16%	25%klm	16%	13%	13%	17%	17%	16%	16%
The Government (including Northern Ireland Assembly/ Scottish Executive/Welsh Executive)	302	184	115	164	133	1	18	25	30	33	22	22	35	48	24	257	21	3	19	73	56	128
	14%	14%	14%	13%	17%c	3%	21%	12%	18%	20%	12%	10%	13%	18%	14%	15%	17%	8%	10%	16%	16%	14%
BBC Trust	228	160	66	148	76	1	6	25	18	32	21	17	22	27	22	191	10	3	24	50	53	89
	11%	13%b	8%	12%	10%	3%	8%	12%	11%	19%klm	11%	7%	8%	10%	13%	11%	8%	7%	13%	11%	15%u	9%
The police	184	136	47	114	65	1	7	18	18	17	14	13	18	31	24	160	10	2	12	42	32	86
	9%	11%b	6%	9%	8%	3%	9%	8%	11%	10%	8%	6%	7%	12%	15%kl	9%	8%	5%	7%	9%	9%	9%
Other	19	12	7	11	7	-	*	1	-	1	-	4	6	2	3	18	-	-	1	2	1	15
	1%	1%	1%	1%	1%	-	1%	1%	-	1%	-	2%	2%	1%	2%	1%	-	-	*	*	*	2%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 171
Q23 Summary - net mentions
Base: All respondents

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	**2102**	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Don't know	**389**	238	150	254	124	3	13	46	32	23	36	37	66	45	25	322	22	10	35	90	59	173
	19%	*19%*	*18%*	*20%*	*16%*	*10%*	*15%*	*22%*	*19%*	*14%*	*19%*	*16%*	*24%*	*17%*	*15%*	*18%*	*18%*	*25%*	*19%*	*20%*	*17%*	*18%*
Net: Ofcom/ATVOD	**672**	420	249	413	248	2	26	63	60	51	56	62	87	86	71	562	31	15	64	150	107	306
	32%	*33%*	*30%*	*33%*	*32%*	*8%*	*31%*	*30%*	*36%*	*31%*	*30%*	*27%*	*32%*	*32%*	*43%gjkm*	*32%*	*25%*	*35%*	*34%*	*33%*	*30%*	*33%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 171
Q23 Summary - net mentions
Base: All respondents

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**2102**	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	**2102**	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	**1150**	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
The TV channels themselves/ The provider of the content (e.g. iPlayer, LoveFilm, YouTube etc.) (i.e. the service making it available to users)	**924** ***44%***	719 *45%*	767 *47%*	695 *47%*	397 *48%*	636 *52%*	420 *47%*	417 54%fl *54%fl*	278 *54%fl*	256 *47%*	729 *50%*	474 *47%*	502 53%kn *53%kn*	323 *51%*	276 *46%*	906 46%p *46%p*	18 *15%*	793 *48%*	861 *48%*	906 *46%*
Ofcom/Office of Communications	**534** ***25%***	427 *27%*	454 *28%*	401 *27%*	237 *29%*	367 *30%*	256 *29%*	222 *29%*	170 *33%*	157 *29%*	426 *29%*	281 *28%*	268 *29%*	194 *31%*	168 *28%*	514 *26%*	21 *18%*	467 *28%*	488 *27%*	514 *26%*
The programme maker or producer	**521** ***25%***	409 *26%*	431 *26%*	405 *27%*	235 *28%*	362 *30%*	265 *30%*	264 *34%*	181 35% *35%*	153 *28%*	414 *28%*	277 *28%*	307 *33%*	208 *33%*	164 *27%*	515 26%p *26%p*	7 *6%*	454 *27%*	492 *27%*	515 *26%*
Self regulated i.e. the Service providers themselves	**518** ***25%***	404 *25%*	430 *26%*	403 *27%*	228 *28%*	359 *30%*	255 *29%*	232 *30%*	175 34% *34%*	144 *26%*	405 *28%*	277 *28%*	274 *29%*	196 *31%*	153 *25%*	510 26%p *26%p*	8 *7%*	462 *28%*	487 *27%*	510 *26%*
ASA/Advertising Standards Authority	**500** ***24%***	406 *25%*	422 *26%*	387 *26%*	208 *25%*	333 *28%*	235 *27%*	216 *28%*	150 *29%*	161 *29%*	394 *27%*	260 *26%*	268 *29%*	178 *28%*	174 *29%*	487 25%p *25%p*	12 *11%*	432 *26%*	453 *25%*	487 *25%*
The internet service provider (ISP) (e.g. Talk Talk, BT Broadband etc.)	**452** ***22%***	370 *23%*	358 *22%*	345 *23%*	192 *23%*	316 *26%*	241 *27%*	220 *28%*	160 *31%*	143 *26%*	348 *24%*	252 *25%*	252 *27%*	177 *28%*	152 *25%*	443 22%p *22%p*	9 *8%*	393 *24%*	418 *23%*	443 *22%*
BSC/Broadcasting Standards Commission	**451** ***21%***	376 *24%*	386 *23%*	337 *23%*	195 *24%*	304 *25%*	212 *24%*	196 *25%*	147 *29%*	143 *26%*	355 *24%*	238 *24%*	232 *25%*	164 *26%*	152 *25%*	444 22%p *22%p*	7 *6%*	401 *24%*	412 *23%*	444 *22%*
BBFC/British Board of Film Classification	**399** ***19%***	321 *20%*	340 *21%*	310 *21%*	171 *21%*	266 *22%*	194 *22%*	177 *23%*	122 *24%*	111 *20%*	316 *22%*	219 *22%*	212 *22%*	140 *22%*	120 *20%*	388 *20%*	11 *9%*	354 *21%*	362 *20%*	388 *20%*
BBC	**385** ***18%***	298 *19%*	314 *19%*	291 *19%*	177 *21%*	275 23%f *23%f*	158 *18%*	180 23%f *23%f*	148 29%ef *29%ef*	143 26%f *26%f*	308 *21%*	170 *17%*	208 22%k *22%k*	169 27%jk *27%jk*	147 24%k *24%k*	372 *19%*	14 *12%*	314 *19%*	353 *20%*	372 *19%*
MediaWatch/National Viewers and Listeners Association	**365** ***17%***	280 *18%*	305 *19%*	274 *18%*	160 *19%*	260 *21%*	166 *19%*	178 *23%*	129 25% *25%*	120 *22%*	293 *20%*	178 *18%*	204 *22%*	142 *22%*	128 *21%*	356 *18%*	10 *8%*	315 *19%*	339 *19%*	356 *18%*
ATVOD - Authority for Television On Demand	**341** ***16%***	287 *18%*	282 *17%*	262 *18%*	146 *18%*	238 *20%*	174 *20%*	166 *21%*	114 *22%*	117 *21%*	266 *18%*	189 *19%*	197 *21%*	127 *20%*	129 *21%*	337 17%p *17%p*	4 *3%*	308 *19%*	311 *17%*	337 *17%*
The Government (including Northern Ireland Assembly/ Scottish Executive/Welsh Executive)	**302** ***14%***	224 *14%*	263 *16%*	245 *16%*	138 *17%*	227 *19%*	144 *16%*	151 *20%*	120 24%fl *24%fl*	80 *15%*	255 *17%*	156 *15%*	178 *19%*	142 22%jkn *22%jkn*	87 *14%*	299 15%p *15%p*	2 *2%*	276 *17%*	289 *16%*	299 *15%*
BBC Trust	**228** ***11%***	178 *11%*	191 *12%*	184 *12%*	106 *13%*	164 *14%*	105 *12%*	114 *15%*	87 17% *17%*	79 *14%*	188 *13%*	112 *11%*	132 *14%*	100 16%k *16%k*	82 *13%*	226 *11%*	2 *2%*	198 *12%*	217 *12%*	226 *11%*	
The police	**184** ***9%***	153 *10%*	148 *9%*	152 *10%*	83 *10%*	134 *11%*	100 *11%*	98 *13%*	81 16%efl *16%efl*	59 *11%*	144 *10%*	106 *11%*	110 *12%*	84 *13%*	62 *10%*	182 *9%*	3 *2%*	168 *10%*	179 *10%*	182 *9%*	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 171
Q23 Summary - net mentions
Base: All respondents

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**2102**	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Other	**19**	17	14	10	6	10	7	6	4	5	11	8	6	5	8	18	1	14	18	18
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
Don't know	**389**	302	311	289	169	238	166	165	105	121	284	188	199	132	130	366	24	316	342	366
	19%	*19%*	*19%*	*19%*	*21%*	*20%*	*19%*	*21%*	*21%*	*22%*	*19%*	*19%*	*21%*	*21%*	*22%*	*18%*	*20%*	*19%*	*19%*	*18%*
Net: Ofcom/ATVOD	**672**	539	560	505	295	448	323	285	214	203	518	355	343	243	220	649	23	592	607	649
	32%	*34%*	*34%*	*34%*	*36%*	*37%*	*37%*	*37%*	*42%*	*37%*	*35%*	*35%*	*36%*	*38%*	*36%*	*33%*	*19%*	*36%*	*34%*	*33%*

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 171
Q23 Summary - net mentions
Base: All respondents

	Total	Tech savvy: Keep up with new Tech (agree) (a)	Tech savvy: Keep up with new Tech (disagree) (b)	Tech savvy: Computers confuse me (agree) (c)	Tech savvy: Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	Age of Children: 0-10 (g)	Age of Children: 11-16 (h)	Age of Children: 17 (i)	HH size: Single (j)	HH size: 2-3 (k)	HH size: 4+ (l)	HH size: 2+ (m)	TV access: Freeview only (n)	TV access: Freeview (any) (o)	TV access: Sat (p)	TV access: Cab (q)	TV access: Sat/Cab (r)	TV access: Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
The TV channels themselves/ The provider of the content (e.g. iPlayer, LoveFilm, YouTube etc.) (i.e. the service making it available to users)	924	556	161	83	759	315	608	223	138	22	173	436	313	749	223	239	412	167	580	549
	44%	51%bc	36%	39%	47%b	43%	45%	45%	45%	31%	43%	42%	48%	44%	41%	41%	44%	47%	45%	47%
Ofcom/Office of Communications	534	342	74	42	452	184	350	129	76	17	107	254	171	425	136	144	229	104	333	314
	25%	31%bc	17%	19%	28%bc	25%	26%	26%	25%	23%	27%	24%	26%	25%	25%	25%	24%	29%	26%	27%
The programme maker or producer	521	336	74	65	405	172	349	126	68	11	89	249	183	432	110	122	247	97	344	319
	25%	31%bd	16%	30%b	25%b	23%	26%	26%	22%	16%	22%	24%	28%	26%	20%	21%	26%n	27%	27%no	27%no
Self regulated i.e. the Service providers themselves	518	323	97	58	421	179	339	121	77	18	109	233	175	407	123	129	237	100	337	314
	25%	29%b	22%	27%	26%	24%	25%	25%	25%	25%	27%	22%	27%	24%	22%	22%	25%	28%	26%	27%
ASA/Advertising Standards Authority	500	310	80	65	389	186	314	136	74	14	83	248	168	415	125	136	222	101	322	302
	24%	28%b	18%	30%b	24%	25%	23%	28%	24%	20%	21%	24%	25%	25%	23%	23%	24%	28%	25%	26%
The internet service provider (ISP) (e.g. Talk Talk, BT Broadband etc.)	452	279	79	76	336	167	285	118	74	11	84	210	155	365	95	106	201	100	301	284
	22%	25%bd	17%	36%abd	21%	23%	21%	24%	24%	15%	21%	20%	24%	22%	17%	18%	21%	28%no	23%n	24%no
BSC/Broadcasting Standards Commission	451	296	65	52	375	159	292	106	68	17	85	221	144	365	95	105	217	90	307	284
	21%	27%b	14%	24%b	23%b	22%	21%	22%	22%	23%	21%	21%	22%	22%	17%	18%	23%	25%no	24%no	24%no
BBFC/British Board of Film Classification	399	266	62	57	320	139	260	100	53	8	95	184	119	303	79	87	193	77	270	229
	19%	24%bd	14%	27%b	20%b	19%	19%	20%	17%	12%	24%	18%	18%	18%	14%	15%	21%no	22%no	21%no	20%
BBC	385	239	57	62	274	137	248	107	43	14	82	176	127	302	118	129	153	68	221	205
	18%	22%bd	13%	29%bd	17%	19%	18%	22%	14%	20%	21%	17%	19%	18%	21%	22%p	16%	19%	17%	18%
MediaWatch/National Viewers and Listeners Association	365	233	45	41	299	118	248	83	52	10	60	178	125	303	97	101	155	69	225	202
	17%	21%b	10%	19%b	19%b	16%	18%	17%	17%	14%	15%	17%	19%	18%	18%	17%	17%	19%	17%	17%
ATVOD - Authority for Television On Demand	341	207	53	53	266	134	207	93	54	11	56	171	109	280	76	85	157	67	224	212
	16%	19%b	12%	25%bd	16%	18%	15%	19%	18%	16%	14%	17%	17%	17%	14%	14%	17%	19%	17%	18%
The Government (including Northern Ireland Assembly/ Scottish Executive/Welsh Executive)	302	200	46	26	257	95	206	65	37	9	53	142	106	247	78	86	126	55	181	166
	14%	18%b	10%	12%	16%b	13%	15%	13%	12%	13%	13%	14%	16%	15%	14%	15%	13%	15%	14%	14%
BBC Trust	228	161	24	39	174	87	142	66	35	5	37	111	77	188	60	68	95	44	139	131
	11%	15%bd	5%	18%bd	11%b	12%	10%	14%	11%	6%	9%	11%	12%	11%	11%	12%	10%	12%	11%	11%
The police	184	117	37	56	119	77	107	61	30	3	25	86	71	157	40	46	82	40	122	112
	9%	11%d	8%	26%abd	7%	10%	8%	12%	10%	4%	6%	8%	11%	9%	7%	8%	9%	11%	9%	10%
Other	19	11	2	1	17	3	16	2	-	1	4	11	4	15	6	6	8	4	12	8
	1%	1%	*	*	1%	*	1%	*	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 171
Q23 Summary - net mentions
Base: All respondents

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	**2102**	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Don't know	**389**	208	62	27	309	143	247	96	64	14	69	208	108	316	115	123	169	71	239	217
	19%	*19%*	*14%*	*13%*	*19%*	*19%*	*18%*	*20%*	*21%*	*20%*	*17%*	*20%*	*16%*	*19%*	*21%*	*21%*	*18%*	*20%*	*18%*	*19%*
Net: Ofcom/ATVOD	**672**	412	105	74	547	247	426	172	101	19	123	325	217	542	166	178	291	134	425	400
	32%	38%b	*23%*	35%b	34%b	*34%*	*31%*	*35%*	*33%*	*27%*	*31%*	*31%*	*33%*	*32%*	*30%*	*30%*	*31%*	*37%*	*33%*	*34%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 171
Q23 Summary - net mentions
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	2102	328	1662	112	258	70	270	58	67	852	360
Base	2102	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	1150	221	878	70	170	53	180	42	47	483	196
The TV channels themselves/ The provider of the content (e.g. iPlayer, LoveFilm, YouTube etc.) (i.e. the service making it available to users)	924	154	731	38	138	16	145	9	42	434	156
	44%	51%bc	43%	36%	57%e	27%	57%g	18%	64%	51%	44%
Ofcom/Office of Communications	534	77	440	18	63	14	70	7	18	254	106
	25%	25%	26%	17%	26%	24%	27%	15%	28%	30%	30%
The programme maker or producer	521	125	376	21	113	12	119	6	29	249	69
	25%	41%bc	22%	19%	46%e	20%	47%g	12%	44%	29%i	19%
Self regulated i.e. the Service providers themselves	518	107	391	20	96	11	100	7	35	238	104
	25%	35%bc	23%	19%	39%e	18%	39%g	14%	54%	28%	29%
ASA/Advertising Standards Authority	500	89	387	23	79	10	83	7	31	255	71
	24%	29%b	23%	22%	32%e	17%	32%g	14%	47%	30%i	20%
The internet service provider (ISP) (e.g. Talk Talk, BT Broadband etc.)	452	113	318	21	98	15	105	8	36	229	71
	22%	37%bc	19%	20%	40%	25%	41%g	17%	55%	27%	20%
BSC/Broadcasting Standards Commission	451	82	354	16	72	10	78	3	25	221	74
	21%	27%c	21%	15%	29%	17%	31%g	7%	38%	26%	21%
BBFC/British Board of Film Classification	399	83	301	14	74	9	79	4	31	190	71
	19%	27%bc	18%	14%	30%e	16%	31%g	9%	47%	22%	20%
BBC	385	98	270	18	86	12	92	6	33	189	70
	18%	32%bc	16%	17%	35%e	20%	36%g	12%	51%	22%	20%
MediaWatch/National Viewers and Listeners Association	365	76	272	17	68	8	73	3	26	196	49
	17%	25%b	16%	16%	28%e	14%	29%g	6%	40%	23%i	14%
ATVOD - Authority for Television On Demand	341	82	241	17	74	9	77	5	30	161	51
	16%	27%b	14%	16%	30%e	15%	30%g	11%	46%	19%	15%
The Government (including Northern Ireland Assembly/ Scottish Executive/Welsh Executive)	302	57	230	15	53	4	56	1	10	138	61
	14%	19%	14%	14%	22%e	6%	22%g	1%	16%	16%	17%
BBC Trust	228	69	153	6	60	8	63	5	30	107	40
	11%	23%bc	9%	6%	25%	14%	25%g	11%	46%	12%	11%
The police	184	74	104	6	65	9	69	5	33	91	32
	9%	24%bc	6%	5%	27%	15%	27%g	10%	51%	11%	9%
Other	19	7	12	-	6	1	5	1	-	4	5
	1%	2%b	1%	-	2%	1%	2%	3%	-	*	1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 171
Q23 Summary - net mentions
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**2102**	303	1692	106*	244	59*	255	48*	65*	857	353
Don't know	**389**	41	332	16	26	15	31	10	5	160	83
	19%	*13%*	*20%a*	*15%*	*11%*	*25%d*	*12%*	*21%*	*8%*	*19%*	*24%*
Net: Ofcom/ATVOD	**672**	124	524	25	106	17	114	10	36	311	125
	32%	*41%bc*	*31%*	*23%*	*44%*	*29%*	*45%g*	*21%*	*55%*	*36%*	*35%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base

bdrc continental
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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 172

Q25 - TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV) - Do you think the amount of regulation for each of the following is too much, too little or about the right amoun

Base: All who are aware of regulation for TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)

		Total	Gender		Age									Gender/ age								SEG					
			Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base		**1272**	644	628	264	294	259	212	143	100	558	471	243	239	253	84	68	319	218	59	32	376	466	204	226	842	430
Base		**1151**	611	540	253	231	249	235	110*	72*	484	485	182	217	281	64*	48*	266	203	46*	24**	330	401	206	214	731	420
Effective Base		**744**	357	397	224	169	138	110	79	69	390	247	145	160	128	49	49	233	124	31	20	243	251	113	145	491	255
Too much	(3)	**121**	89	32	46	33	17	17	6	1	79	35	8	54	29	5	1	25	5	1	-	37	40	26	18	77	44
		11%	15%b	*6%*	18%efghjk	14%ehjk	*7%*	*7%*	*6%*	*2%*	16%efghjk	*7%*	*4%*	25%mno	*10%*	*8%*	*3%*	9%o	*3%*	*3%*	-	*11%*	*10%*	*13%*	*8%*	*11%*	*10%*
Too little	(1)	**78**	49	29	23	20	12	16	4	4	42	28	8	24	21	2	3	18	7	2	1	23	28	16	12	51	27
		7%	*8%*	*5%*	*9%*	*8%*	*5%*	*7%*	*4%*	*5%*	*9%*	*6%*	*4%*	*11%*	*7%*	*3%*	*5%*	*7%*	*4%*	*5%*	*5%*	*7%*	*7%*	*8%*	*6%*	*7%*	*7%*
About the right amount	(2)	**799**	405	394	161	139	181	169	89	59	300	350	148	114	199	53	39	186	152	36	20	237	279	134	148	517	282
		69%	*66%*	73%a	*64%*	*60%*	73%dl	72%d	81%cdi	81%cdi	*62%*	72%cdi	81%cdil	*53%*	71%jl	83%jl	81%jl	*70%*	*75%*	*79%*	*82%*	*72%*	*70%*	*65%*	*69%*	*71%*	*67%*
Don't know		**153**	67	85	23	39	39	33	10	8	63	72	19	26	33	4	5	37	39	6	3	33	54	29	37	86	66
		13%	*11%*	*16%*	*9%*	17%c	*16%*	*14%*	*9%*	*12%*	*13%*	*15%*	*10%*	*12%*	*12%*	*6%*	*11%*	*14%*	*19%*	*14%*	*13%*	*10%*	*13%*	*14%*	17%d	*12%*	*16%*
Mean		**2.04**	2.07b	2.01	2.10hjk	2.07	2.03	2.00	2.02	1.96	2.09	2.02	2.00	2.16	2.03	2.05	1.97	2.03	1.99	1.98	1.94	2.05	2.03	2.06	2.03	2.04	2.05

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y

* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 172

Q25 - TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV) - Do you think the amount of regulation for each of the following is too much, too little or about the right amoun

Base: All who are aware of regulation for TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)

		Total	Working Status		Tenure			Government regions									Nations				Regions		
			Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base		1272	794	474	800	440	17	59	154	128	84	116	64	119	189	164	1077	83	34	78	341	200	536
Base		1151	728	420	718	408	12**	45*	125	93*	74*	88*	114*	152*	157	98	945	64*	25**	117*	263	162	520
Effective Base		744	464	278	449	273	14	42	128	98	62	91	39	74	149	114	673	51	26	39	267	151	302
Too much	(3)	121	90	30	73	45	1	2	11	17	7	9	16	12	17	19	110	6	1	4	31	16	64
		11%	12%b	7%	10%	11%	6%	5%	9%	19%fgl	10%	10%	14%	8%	11%	19%fgl	12%	9%	2%	4%	12%	10%	12%
Too little	(1)	78	56	22	48	30	1	2	13	7	5	7	19	3	8	6	71	3	2	2	22	13	36
		7%	8%	5%	7%	7%	6%	4%	10%l	8%	7%	8%	17%lm	2%	5%	7%	7%	5%	9%	2%	8%	8%	7%
About the right amount	(2)	799	502	295	513	269	9	35	82	61	54	59	64	103	110	65	634	46	16	102	179	113	342
		69%	69%	70%	71%	66%	77%	80%k	66%	66%	73%	67%	56%	68%	70%	67%	67%	72%	65%	87%o	68%	70%	66%
Don't know		153	80	72	85	64	1	5	19	7	7	13	15	33	22	7	130	9	6	8	32	20	77
		13%	11%	17%a	12%	16%	11%	12%	16%h	8%	9%	15%	14%	22%hn	14%	7%	14%	13%	23%	7%	12%	13%	15%
Mean		2.04	2.05	2.02	2.04	2.04	1.99	2.01	1.98	2.12	2.03	2.02	1.97	2.08	2.07	2.14g	2.05	2.04	1.91	2.02	2.04	2.02	2.06

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u

* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 172

Q25 - TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV) - Do you think the amount of regulation for each of the following is too much, too little or about the right amoun
Base: All who are aware of regulation for TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)

		Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
			Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base		**1272**	1019	1063	949	565	866	606	524	414	372	1006	662	636	483	405	1238	34	1171	1168	1238
Base		**1151**	896	952	860	497	768	523	481	347	326	883	589	575	406	355	1110	41**	997	1043	1110
Effective Base		**744**	624	620	569	365	503	426	312	300	249	590	399	388	314	273	738	15	811	690	738
Too much	(3)	**121**	85	101	92	56	94	54	56	45	32	97	60	64	50	34	120	1	112	116	120
		11%	*9%*	*11%*	*11%*	*11%*	*12%*	*10%*	*12%*	*13%*	*10%*	*11%*	*10%*	*11%*	*12%*	*10%*	*11%*	*3%*	*11%*	*11%*	*11%*
Too little	(1)	**78**	62	60	66	39	50	31	46	30	27	54	40	49	32	27	76	2	74	75	76
		7%	*7%*	*6%*	*8%*	*8%*	*6%*	*6%*	*10%*	*9%*	*8%*	*6%*	*7%*	*9%*	*8%*	*8%*	*7%*	*5%*	*7%*	*7%*	*7%*
About the right amount	(2)	**799**	632	675	597	335	546	385	325	244	225	629	423	396	286	241	770	28	697	718	770
		69%	*71%*	*71%*	*69%*	*67%*	*71%*	*74%*	*68%*	*70%*	*69%*	*71%*	*72%*	*69%*	*71%*	*68%*	*69%*	*70%*	*70%*	*69%*	*69%*
Don't know		**153**	117	116	105	67	79	53	53	28	42	104	66	66	37	53	144	9	115	133	144
		13%	*13%*	*12%*	*12%*	*13%*	*10%*	*10%*	*11%*	*8%*	*13%*	*12%*	*11%*	*11%*	*9%*	*15%*	*13%*	*22%*	*12%*	*13%*	*13%*
Mean		**2.04**	2.03	2.05	2.03	2.04	2.06	2.05	2.02	2.05	2.02	2.06	2.04	2.03	2.05	2.03	2.05	1.97	2.04	2.05	2.05

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 172

Q25 - TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV) - Do you think the amount of regulation for each of the following is too much, too little or about the right amoun
Base: All who are aware of regulation for TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)

		Total	Tech savvy				Parent		Age of Children			HH size				TV access					
			Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base		1272	787	206	129	1031	392	880	275	165	34	208	666	393	1059	318	346	557	247	804	762
Base		1151	681	206*	127*	912	427	724	295	176*	37**	210	556	382	938	281	302	517	213	730	673
Effective Base		744	557	94	88	608	229	533	164	99	27	117	395	235	627	188	208	309	165	468	476
Too much	(3)	121	78	28	35	72	42	79	27	15	5	23	56	42	98	34	40	46	26	72	70
		11%	12%d	*13%*	27%abd	*8%*	*10%*	*11%*	*9%*	*9%*	*13%*	*11%*	*10%*	*11%*	*10%*	*12%*	*13%*	*9%*	*12%*	*10%*	*10%*
Too little	(1)	78	48	11	14	53	36	42	31	10	2	9	33	36	69	14	18	40	10	51	47
		7%	*7%*	*5%*	*11%*	*6%*	*9%*	*6%*	*11%*	*6%*	*5%*	*4%*	*6%*	*9%*	*7%*	*5%*	*6%*	*8%*	*5%*	*7%*	*7%*
About the right amount	(2)	799	475	137	70	666	294	505	199	134	24	142	394	260	654	184	194	372	151	523	479
		69%	70%c	*66%*	*55%*	73%c	*69%*	*70%*	*67%*	*76%*	*63%*	*67%*	*71%*	*68%*	*70%*	*66%*	*64%*	*72%*	*71%*	*72%*	*71%*
Don't know		153	80	31	9	121	54	98	38	16	7	36	73	44	117	49	51	59	26	84	76
		13%	*12%*	*15%*	*7%*	*13%*	*13%*	*14%*	*13%*	*9%*	*18%*	*17%*	*13%*	*12%*	*12%*	17%s	17%s	*11%*	*12%*	*12%*	*11%*
Mean		2.04	2.05	2.10	2.18ad	2.02	2.01	2.06	1.98	2.03	2.10	2.08	2.05	2.02	2.03	2.09	2.09	2.01	2.08	2.03	2.04

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Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Absolutes/col percents

Table 172

Q25 - TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV) - Do you think the amount of regulation for each of the following is too much, too little or about the right amoun
Base: All who are aware of regulation for TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)

		Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
			Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base		1272	230	990	52	194	36	201	29	52	565	228
Base		1151	205	905	41*	177	28*	184	21**	54*	510	210
Effective Base		744	170	548	42	140	32	147	25	36	371	117
Too much	(3)	121	51	68	1	46	5	46	5	19	37	49
		11%	25%bc	8%	3%	26%	17%	25%	26%	36%	7%	23%h
Too little	(1)	78	29	44	6	27	1	29	-	9	44	8
		7%	14%b	5%	14%b	15%	5%	16%	-	18%	9%	4%
About the right amount	(2)	799	111	663	25	91	20	98	13	23	367	123
		69%	54%	73%a	61%	51%	70%	53%	63%	43%	72%g	59%
Don't know		153	14	130	9	12	2	12	2	2	62	30
		13%	7%	14%a	21%a	7%	7%	6%	11%	4%	12%	14%
Mean		2.04	2.12bc	2.03c	1.86	2.12	2.13	2.10	2.29	2.19	1.99	2.23h

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 173

Q25 - On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix) - Do you think the amount of regulation for each of the following is too much, too little or about th
Base: All who are aware of regulation for On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)

		Total	Gender		Age									Gender/ age								SEG					
			Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base		**848**	420	428	177	214	194	149	80	34	391	343	114	166	184	47	23	225	159	33	11	251	322	126	149	573	275
Base		**796**	420	376	169	179	193*	161*	68*	26**	349	354	94*	159	204*	40**	17**	190	150*	28**	8**	220	300	133*	144*	520	277
Effective Base		**465**	220	253	151	110	96	75	40	20	252	171	59	102	89	25	14	154	86	15	6	167	157	67	87	313	153
Too much	(3)	**70**	54	15	17	22	18	9	3	1	39	26	4	27	24	2	1	12	2	*	1	18	23	18	11	41	29
		9%	*13%b*	*4%*	*10%*	*12%*	*9%*	*5%*	*4%*	*5%*	*11%*	*7%*	*5%*	*17%*	*12%*	*6%*	*3%*	*6%*	*1%*	*2%*	*9%*	*8%*	*8%*	*13%*	*8%*	*8%*	*10%*
Too little	(1)	**65**	43	22	20	17	14	10	2	3	37	24	5	22	18	1	3	15	6	1	*	21	24	12	8	45	20
		8%	*10%*	*6%*	*12%*	*9%*	*7%*	*6%*	*3%*	*12%*	*10%*	*7%*	*5%*	*14%*	*9%*	*2%*	*16%*	*8%*	*4%*	*4%*	*5%*	*9%*	*8%*	*9%*	*5%*	*9%*	*7%*
About the right amount	(2)	**509**	271	238	99	106	120	121	50	12	205	241	62	87	145	33	6	118	96	17	6	144	196	77	93	340	169
		64%	*65%*	*63%*	*59%*	*59%*	*62%*	*75%cdi*	*73%*	*48%*	*59%*	*68%*	*66%*	*55%*	*71%j*	*82%*	*35%*	*62%*	*64%*	*61%*	*74%*	*65%*	*65%*	*58%*	*65%*	*65%*	*61%*
Don't know		**152**	51	101	33	34	41	22	13	9	68	63	22	23	17	4	8	45	46	9	1	38	57	26	32	94	58
		19%	*12%*	*27%a*	*20%*	*19%*	*21%*	*13%*	*20%*	*35%*	*19%*	*18%*	*24%*	*14%*	*8%*	*10%*	*46%*	*24%*	*30%*	*34%*	*13%*	*17%*	*19%*	*20%*	*22%*	*18%*	*21%*
Mean		**2.01**	2.03	1.97	1.98	2.04	2.02	1.99	2.02	1.89	2.01	2.01	1.99	2.04	2.04	2.04	1.76	1.98	1.96	1.97	2.05	1.98	1.99	2.05	2.03	1.99	2.04

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Absolutes/col percents

Table 173

Q25 - On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix) - Do you think the amount of regulation for each of the following is too much, too little or about th
Base: All who are aware of regulation for On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)

		Total	Working Status		Tenure			Government regions									Nations				Regions		
			Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base		**848**	565	280	534	295	10	46	94	84	61	82	45	84	120	108	724	51	23	50	224	143	357
Base		**796**	532	262	497	284	7**	37**	73*	61*	58*	66*	87**	110*	105*	66*	663	42**	17**	74**	171	124*	369
Effective Base		**465**	309	155	274	181	7	27	84	64	31	58	28	50	96	71	419	29	21	23	169	84	195
Too much	(3)	**70**	51	19	44	26	*	5	9	11	1	5	13	8	6	6	65	3	1	2	25	6	34
		9%	*9%*	*7%*	*9%*	*9%*	*4%*	*14%*	*12%*	**18%lm**	*2%*	*7%*	*15%*	*8%*	*6%*	*9%*	*10%*	*6%*	*3%*	*2%*	**15%l**	*5%*	*9%*
Too little	(1)	**65**	54	11	43	20	-	4	6	3	5	8	8	4	15	7	60	3	2	1	12	13	34
		8%	**10%b**	*4%*	*9%*	*7%*	-	*10%*	*8%*	*4%*	*9%*	*13%*	*9%*	*3%*	**15%hl**	*11%*	*9%*	*7%*	*10%*	*1%*	*7%*	*11%*	*9%*
About the right amount	(2)	**509**	340	167	316	183	7	23	47	39	44	40	51	63	60	46	412	30	12	55	109	84	219
		64%	*64%*	*64%*	*64%*	*64%*	*96%*	*62%*	*64%*	*64%*	*76%*	*61%*	*59%*	*57%*	*57%*	*69%*	*62%*	*70%*	*74%*	*75%*	*64%*	*68%*	*59%*
Don't know		**152**	87	64	94	56	-	5	11	8	8	12	15	36	24	7	127	7	2	16	25	20	82
		19%	*16%*	**25%a**	*19%*	*20%*	-	*14%*	*16%*	*13%*	*13%*	*19%*	*17%*	**32%ghn**	*23%*	*11%*	*19%*	*17%*	*14%*	*22%*	*14%*	*16%*	*22%*
Mean		**2.01**	1.99	2.04	2.00	2.03	2.04	2.05	2.05	**2.16jm**	1.92	1.93	2.07	**2.06m**	1.89	1.99	2.01	1.99	1.93	2.02	**2.09t**	1.93	2.00

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Base: All who are aware of regulation for On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)

		Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
			Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base		**848**	675	726	648	405	602	417	367	299	241	693	451	448	339	263	837	11	792	798	837
Base		**796**	607	671	614	369	549	369	365	260	223	630	407	436	298	242	778	18**	685	736	778
Effective Base		**465**	390	397	364	229	321	289	194	209	140	373	269	243	207	154	471	4	549	446	471
Too much	(3)	**70**	44	58	53	30	57	23	30	28	21	58	27	37	32	22	70	-	61	67	70
		9%	*7%*	*9%*	*9%*	*8%*	*10%*	*6%*	*8%*	*11%*	*9%*	*9%*	*7%*	*8%*	*11%*	*9%*	*9%*	-	*9%*	*9%*	*9%*
Too little	(1)	**65**	48	55	55	35	52	31	44	28	23	54	33	45	28	23	65	1	62	64	65
		8%	*8%*	*8%*	*9%*	*10%*	*9%*	*8%*	*12%*	*11%*	*10%*	*9%*	*8%*	*10%*	*9%*	*10%*	*8%*	*4%*	*9%*	*9%*	*8%*
About the right amount	(2)	**509**	401	442	396	229	348	258	232	163	138	405	280	282	186	150	504	5	448	475	504
		64%	*66%*	*66%*	*65%*	*62%*	*63%*	*70%*	*64%*	*63%*	*62%*	*64%*	*69%*	*65%*	*62%*	*62%*	*65%*	*26%*	*65%*	*65%*	*65%*
Don't know		**152**	114	116	110	74	93	57	59	41	42	112	66	73	53	47	140	12	114	130	140
		19%	*19%*	*17%*	*18%*	*20%*	*17%*	*15%*	*16%*	*16%*	*19%*	*18%*	*16%*	*17%*	*18%*	*19%*	*18%*	*69%*	*17%*	*18%*	*18%*
Mean		**2.01**	1.99	2.01	1.99	1.98	2.01	1.98	1.95	2.00	1.99	2.01	1.98	1.98	2.02	1.99	2.01	1.86	2.00	2.01	2.01

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 173

Q25 - On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix) - Do you think the amount of regulation for each of the following is too much, too little or about th
Base: All who are aware of regulation for On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)

		Total	Tech savvy				Parent		Age of Children			HH size				TV access					
			Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base		**848**	544	124	80	700	264	584	182	109	21	136	450	257	707	213	230	372	173	545	516
Base		**796**	486	128*	81*	642	296	500	203	127*	24**	146*	386	258	644	199	214	353	152	505	472
Effective Base		**465**	360	52	52	393	143	333	103	55	16	72	259	139	394	109	121	201	107	305	309
Too much	(3)	**70**	43	14	9	52	19	50	13	6	2	18	28	20	48	26	28	21	14	34	37
		9%	*9%*	*11%*	*11%*	*8%*	*7%*	*10%*	*7%*	*5%*	*9%*	*13%*	*7%*	*8%*	*7%*	13%pr	13%pr	*6%*	*9%*	*7%*	*8%*
Too little	(1)	**65**	40	9	23	32	27	38	23	10	-	8	41	16	57	15	18	22	12	35	35
		8%	*8%*	*7%*	28%abd	*5%*	*9%*	*8%*	*11%*	*8%*	-	*6%*	*11%*	*6%*	*9%*	*8%*	*9%*	*6%*	*8%*	*7%*	*7%*
About the right amount	(2)	**509**	321	86	39	437	199	310	126	102	18	90	240	177	417	113	119	244	104	348	329
		64%	66%c	*67%*	*48%*	68%c	*67%*	*62%*	*62%*	81%g	*73%*	*62%*	*62%*	*69%*	*65%*	*57%*	*56%*	69%no	*68%*	69%no	70%no
Don't know		**152**	82	19	11	121	50	102	40	9	4	29	78	45	123	46	49	66	22	88	71
		19%	*17%*	*15%*	*13%*	*19%*	*17%*	*20%*	20%h	*7%*	*18%*	*20%*	*20%*	*17%*	*19%*	*23%*	*23%*	*19%*	*14%*	*18%*	*15%*
Mean		**2.01**	2.01c	2.05c	1.81	2.04c	1.97	2.03	1.94	1.97	2.11	2.09	1.96	2.02	1.98	2.07	2.06	1.99	2.01	2.00	2.01

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 173

Q25 - On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix) - Do you think the amount of regulation for each of the following is too much, too little or about th
Base: All who are aware of regulation for On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)

		Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
			Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base		**848**	149	678	21	122	27	134	15	30	381	164
Base		**796**	135	646	15**	110*	24**	120	14**	29*	346	161*
Effective Base		**465**	109	353	18	91	18	101	9	27	248	80
Too much	(3)	**70**	17	52	1	12	5	13	4	4	17	40
		9%	*13%*	*8%*	*4%*	*11%*	*19%*	*11%*	*26%*	*15%*	*5%*	25%h
Too little	(1)	**65**	31	33	1	26	5	28	3	10	37	3
		8%	23%b	*5%*	*9%*	*24%*	*20%*	*23%*	*20%*	*35%*	11%i	*2%*
About the right amount	(2)	**509**	75	426	8	63	12	68	7	14	227	94
		64%	*56%*	66%a	*50%*	*57%*	*49%*	*57%*	*47%*	*50%*	*66%*	*58%*
Don't know		**152**	12	135	6	9	3	11	1	-	65	25
		19%	*9%*	21%a	*37%*	*8%*	*12%*	*9%*	*7%*	-	*19%*	*15%*
Mean		**2.01**	1.89	2.04a	1.91	1.87	1.99	1.87	2.07	1.80	1.93	2.27h

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 174

Q25 - Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go) - Do you think the amount of regulation for each of the following is too much, t
Base: All who are aware of regulation for Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go)

		Total	Gender		Age									Gender/ age								SEG					
			Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base		**947**	494	453	185	219	209	161	107	66	404	370	173	180	205	63	46	224	165	44	20	278	348	147	174	626	321
Base		**883**	478	405	176	177	215	179*	86*	50*	353	394	137*	161	236*	48*	32*	191	158*	38**	18**	244	323	151*	165	568	316
Effective Base		**534**	266	273	156	144	106	81	54	34	300	186	88	135	99	33	30	165	92	21	8	173	171	81	122	336	198
Too much	(3)	**65**	49	16	16	18	13	15	3	1	34	27	4	25	22	2	1	9	5	1	-	20	16	18	11	36	29
		7%	10%b	*4%*	*9%*	10%k	*6%*	*8%*	*3%*	*2%*	10%k	*7%*	*3%*	*15%*	*9%*	*3%*	*3%*	*5%*	*3%*	*3%*	-	*8%*	*5%*	*12%*	*7%*	*6%*	*9%*
Too little	(1)	**76**	50	27	16	17	20	17	3	3	33	37	6	18	29	-	3	15	8	3	*	23	26	14	13	49	27
		9%	*10%*	*7%*	*9%*	*10%*	*9%*	*10%*	*4%*	*6%*	*9%*	*9%*	*5%*	11%n	12%n	-	*8%*	*8%*	*5%*	*8%*	*2%*	*9%*	*8%*	*9%*	*8%*	*9%*	*9%*
About the right amount	(2)	**589**	317	273	114	112	141	123	70	29	226	264	99	101	159	39	18	125	105	31	11	159	224	92	114	383	207
		67%	*66%*	*67%*	*65%*	*63%*	*66%*	*69%*	81%cdehi	*59%*	*64%*	*67%*	*73%*	*62%*	*67%*	81%jo	*57%*	*65%*	*67%*	*81%*	*63%*	*65%*	*69%*	*61%*	*69%*	*67%*	*65%*
Don't know		**153**	63	90	31	29	41	24	10	17	60	66	27	18	27	8	11	42	39	3	6	43	57	27	27	100	53
		17%	*13%*	22%a	*17%*	*17%*	*19%*	*14%*	*12%*	33%cdfgij	*17%*	*17%*	*20%*	*11%*	*11%*	*16%*	33%lm	*22%*	*24%*	*8%*	*35%*	*18%*	*18%*	*18%*	*16%*	*18%*	*17%*
Mean		**1.98**	2.00	1.97	2.00	2.01	1.96	1.98	2.00	1.93	2.00	1.97	1.98	2.04	1.97	2.04	1.92	1.97	1.97	1.95	1.96	1.99	1.96	2.03	1.99	1.97	2.01

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Absolutes/col percents

Table 174

Q25 - Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go) - Do you think the amount of regulation for each of the following is too much, t
Base: All who are aware of regulation for Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go)

		Total	Working Status		Tenure			Government regions									Nations				Regions		
			Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base		**947**	616	329	594	332	11	49	112	93	67	92	48	87	131	122	801	58	29	59	254	159	388
Base		**883**	583	299	544	322	9**	38*	92*	70*	64*	75*	89*	114*	116	76*	734	44*	19**	86**	200	140*	395
Effective Base		**534**	345	188	312	209	9	34	90	67	36	68	30	52	104	79	480	36	25	28	190	98	218
Too much	(3)	**65**	49	15	45	19	-	1	4	9	3	5	13	8	8	9	60	3	1	2	13	8	38
		7%	*8%*	*5%*	*8%*	*6%*	-	*3%*	*4%*	*13%g*	*4%*	*7%*	*15%*	*7%*	*7%*	*11%*	*8%*	*6%*	*5%*	*2%*	*7%*	*6%*	*10%*
Too little	(1)	**76**	50	27	37	38	*	3	10	7	7	11	11	2	8	6	65	2	3	7	19	18	28
		9%	*9%*	*9%*	*7%*	*12%c*	*4%*	*7%*	*11%j*	*10%*	*10%*	*15%j*	*13%*	*2%*	*7%*	*8%*	*9%*	*4%*	*14%*	*8%*	*10%*	*13%*	*7%*
About the right amount	(2)	**589**	390	199	364	213	7	28	68	43	43	45	55	69	74	52	478	34	12	64	140	88	250
		67%	*67%*	*66%*	*67%*	*66%*	*86%*	*73%*	*74%j*	*62%*	*67%*	*59%*	*62%*	*60%*	*64%*	*69%*	*65%*	*78%*	*65%*	*75%*	*70%*	*63%*	*63%*
Don't know		**153**	95	58	98	52	1	7	10	10	12	15	9	35	26	9	132	5	3	13	27	26	78
		17%	*16%*	*19%*	*18%*	*16%*	*9%*	*17%*	*11%*	*15%*	*18%*	*19%*	*10%*	*30%gkn*	*22%g*	*12%*	*18%*	*12%*	*15%*	*15%*	*14%*	*19%*	*20%*
Mean		**1.98**	2.00	1.95	2.02d	1.93	1.95	1.94	1.92	2.04	1.92	1.90	2.02	2.08gj	2.00	2.04	1.99	2.02	1.90	1.92	1.97	1.91	2.03

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Absolutes/col percents

Table 174

Q25 - Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go) - Do you think the amount of regulation for each of the following is too much, t
Base: All who are aware of regulation for Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go)

		Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
			Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base		**947**	775	800	726	443	654	494	406	323	251	757	543	499	373	275	930	17	882	879	930
Base		**883**	696	745	688	396	597	427	393	270	236	691	483	480	318	255	860	24**	776	809	860
Effective Base		**534**	444	440	411	281	355	349	221	248	141	417	322	276	246	157	538	6	586	505	538
Too much	(3)	**65**	47	55	42	22	49	30	23	20	15	53	36	29	22	16	65	-	57	61	65
		7%	*7%*	*7%*	*6%*	*6%*	*8%*	*7%*	*6%*	*7%*	*6%*	*8%*	*7%*	*6%*	*7%*	*6%*	*8%*	-	*7%*	*8%*	*8%*
Too little	(1)	**76**	54	66	65	38	59	30	40	29	22	60	38	41	33	23	76	-	70	75	76
		9%	*8%*	*9%*	*9%*	*10%*	*10%*	*7%*	*10%*	*11%*	*9%*	*9%*	*8%*	*9%*	*10%*	*9%*	*9%*	-	*9%*	*9%*	*9%*
About the right amount	(2)	**589**	468	494	460	262	397	308	272	189	155	455	338	329	216	165	579	11	516	544	579
		67%	*67%*	*66%*	*67%*	*66%*	*66%*	*72%*	*69%*	*70%*	*65%*	*66%*	*70%*	*69%*	*68%*	*65%*	*67%*	*44%*	*67%*	*67%*	*67%*
Don't know		**153**	126	129	120	74	92	58	59	32	44	124	72	81	48	52	140	13	132	129	140
		17%	*18%*	*17%*	*17%*	*19%*	*15%*	*14%*	*15%*	*12%*	*19%*	*18%*	*15%*	*17%*	*15%*	*20%*	*16%*	*56%*	*17%*	*16%*	*16%*
Mean		**1.98**	1.99	1.98	1.96	1.95	1.98	2.00	1.95	1.96	1.96	1.99	2.00	1.97	1.96	1.97	1.98	2.00	1.98	1.98	1.98

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
** very small base (under 30) ineligible for sig testing

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Q25 - Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go) - Do you think the amount of regulation for each of the following is too much, t
Base: All who are aware of regulation for Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go)

		Total	Tech savvy				Parent		Age of Children			HH size				TV access					
			Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base		**947**	601	131	83	784	292	655	197	130	27	156	509	277	786	208	225	430	207	637	612
Base		**883**	543	143*	82*	720	329	554	220	148*	31**	164*	436	277	714	204	217	400	180	579	546
Effective Base		**534**	397	55	53	447	163	385	113	68	22	92	295	151	440	115	126	236	133	365	366
Too much	(3)	**65**	37	16	10	44	20	45	11	10	2	12	33	20	53	20	20	26	14	40	39
		7%	*7%*	*11%*	*12%*	*6%*	*6%*	*8%*	*5%*	*7%*	*6%*	*7%*	*8%*	*7%*	*7%*	*10%*	*9%*	*6%*	*8%*	*7%*	*7%*
Too little	(1)	**76**	48	12	15	53	36	41	33	10	-	15	35	23	58	14	17	30	11	41	40
		9%	*9%*	*9%*	18%ad	*7%*	*11%*	*7%*	*15%*	*6%*	-	*9%*	*8%*	*8%*	*8%*	*7%*	*8%*	*7%*	*6%*	*7%*	*7%*
About the right amount	(2)	**589**	382	87	52	496	221	369	139	112	25	107	283	197	480	125	133	276	125	401	384
		67%	*70%*	*61%*	*64%*	*69%*	*67%*	*67%*	*63%*	*76%*	*79%*	*65%*	*65%*	*71%*	*67%*	*61%*	*61%*	*69%*	*69%*	*69%*	*70%*
Don't know		**153**	77	29	5	127	53	99	37	16	5	30	84	38	122	44	47	68	29	97	82
		17%	*14%*	20%c	*6%*	18%c	*16%*	*18%*	*17%*	*11%*	*15%*	*18%*	*19%*	*14%*	*17%*	*22%*	*22%*	*17%*	*16%*	*17%*	*15%*
Mean		**1.98**	1.98	2.03	1.94	1.99	1.94	2.01	1.88	2.01	2.07	1.97	1.99	1.99	1.99	2.04	2.02	1.99	2.02	2.00	2.00

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 174

Q25 - Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go) - Do you think the amount of regulation for each of the following is too much, t
Base: All who are aware of regulation for Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go)

		Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
			Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base		947	162	755	30	135	27	144	18	32	424	179
Base		883	145	712	26**	123*	22**	131	14**	33*	389	165*
Effective Base		534	116	406	22	93	24	101	16	20	275	94
Too much	(3)	65	16	48	1	15	1	15	1	5	13	35
		7%	11%	7%	2%	12%	3%	12%	5%	14%	3%	21%h
Too little	(1)	76	30	43	3	28	2	29	1	14	46	9
		9%	21%b	6%	13%	23%	9%	22%	7%	41%	12%	5%
About the right amount	(2)	589	82	491	16	67	14	71	10	13	266	96
		67%	56%	69%a	63%	55%	64%	54%	73%	40%	69%	58%
Don't know		153	17	130	6	12	5	15	2	2	63	26
		17%	12%	18%	22%	10%	23%	12%	15%	5%	16%	16%
Mean		1.98	1.89	2.01a	1.86	1.88	1.92	1.88	1.99	1.72	1.90	2.19h

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 175

Q25 - Paid Video On-demand content available through your subscription service provider - Do you think the amount of regulation for each of the following is too much, too little or about the righ

Base: All who are aware of regulation for Paid Video On-demand content available through your subscription service provider

		Total	Gender		Age									Gender/ age								SEG					
			Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base		**938**	494	444	176	219	203	170	108	62	395	373	170	178	207	66	43	217	166	42	19	273	340	147	178	613	325
Base		**875**	482	393	169	179	201	192*	85*	49*	348	393	134*	165	233	51*	33*	183	161*	34**	16**	236	321	144*	174	557	318
Effective Base		**531**	265	273	152	130	104	86	60	34	279	189	94	120	101	36	30	163	92	24	8	185	168	83	110	339	192
Too much	(3)	**59**	47	12	14	16	12	15	2	1	30	27	2	23	23	1	1	7	4	*	-	11	21	18	9	32	27
		7%	10%b	*3%*	8%k	9%k	*6%*	*8%*	*2%*	*2%*	9%k	*7%*	*2%*	*14%*	*10%*	*2%*	*3%*	*4%*	*2%*	*1%*	-	*5%*	*7%*	13%lx	*5%*	*6%*	*9%*
Too little	(1)	**79**	51	28	22	16	16	21	3	3	37	36	6	23	26	1	1	15	10	2	2	26	28	14	11	54	25
		9%	*11%*	*7%*	13%gk	*9%*	*8%*	*11%*	*4%*	*5%*	*11%*	*9%*	*4%*	*14%*	*11%*	*3%*	*2%*	*8%*	*6%*	*5%*	*11%*	*11%*	*9%*	*10%*	*6%*	*10%*	*8%*
About the right amount	(2)	**569**	309	260	104	109	132	127	66	30	213	259	96	93	155	41	21	121	105	25	10	163	215	83	109	377	191
		65%	*64%*	*66%*	*62%*	*61%*	*66%*	*66%*	78%cdl	*62%*	*61%*	*66%*	*72%*	*56%*	*66%*	80%j	*62%*	*66%*	*65%*	*74%*	*62%*	*69%*	*67%*	*58%*	*62%*	*68%*	*60%*
Don't know		**168**	74	93	29	39	41	30	14	15	67	71	29	27	29	8	11	41	42	6	4	36	57	28	46	94	74
		19%	*15%*	24%a	*17%*	*22%*	*20%*	*16%*	*17%*	*31%*	*19%*	*18%*	*22%*	*16%*	*12%*	*15%*	33%lm	*22%*	*26%*	*19%*	*26%*	*15%*	*18%*	*20%*	26%lx	*17%*	*23%*
Mean		**1.97**	1.99	1.95	1.95	2.00	1.98	1.96	1.98	1.95	1.97	1.97	1.97	2.00	1.98	1.99	2.00	1.95	1.95	1.95	1.85	1.92	1.97	2.03	1.98	1.95	2.01

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y

* small base; ** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 175

Q25 - Paid Video On-demand content available through your subscription service provider - Do you think the amount of regulation for each of the following is too much, too little or about the righ
Base: All who are aware of regulation for Paid Video On-demand content available through your subscription service provider

		Total	Working Status		Tenure			Government regions									Nations				Regions		
			Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base		**938**	605	331	596	322	11	49	107	93	71	96	50	85	129	110	790	62	30	56	249	167	374
Base		**875**	559	314	549	309	9**	38*	86*	64*	68*	78*	89**	115*	113	72*	723	52*	22**	79**	189	146	388
Effective Base		**531**	349	181	318	201	9	34	83	76	39	71	29	52	101	70	467	37	22	27	191	104	207
Too much	(3)	**59**	48	11	43	16	-	2	4	6	2	4	14	10	6	7	55	3	1	1	12	5	38
		7%	9%b	*3%*	*8%*	*5%*	-	*4%*	*5%*	*9%*	*2%*	*5%*	*16%*	*9%*	*6%*	*10%*	*8%*	*5%*	*5%*	*1%*	*6%*	*4%*	*10%*
Too little	(1)	**79**	53	26	45	32	*	2	9	7	6	8	16	2	7	9	65	6	2	6	18	13	34
		9%	*9%*	*8%*	*8%*	*10%*	*4%*	*5%*	10%l	11%l	*8%*	10%l	*18%*	*2%*	*6%*	13%l	*9%*	*12%*	*10%*	*7%*	*9%*	*9%*	*9%*
About the right amount	(2)	**569**	358	209	357	202	7	30	63	41	43	49	43	70	70	47	457	33	13	66	134	92	231
		65%	*64%*	*66%*	*65%*	*65%*	*86%*	*77%*	*73%*	*65%*	*64%*	*63%*	*49%*	*61%*	*62%*	*65%*	*63%*	*64%*	*58%*	*84%*	71%d	*63%*	*59%*
Don't know		**168**	99	68	105	59	1	5	10	10	17	18	16	32	29	8	146	10	6	6	26	35	86
		19%	*18%*	*22%*	*19%*	*19%*	*9%*	*13%*	*12%*	*16%*	*26%*	*23%*	*18%*	28%gn	26%gn	*12%*	*20%*	*20%*	*26%*	*7%*	*14%*	24%s	22%s
Mean		**1.97**	1.99	1.94	1.99	1.94	1.95	1.98	1.94	1.98	1.92	1.93	1.98	2.10gj	2.00	1.96	1.98	1.92	1.92	1.93	1.96	1.92	2.01

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 175

Q25 - Paid Video On-demand content available through your subscription service provider - Do you think the amount of regulation for each of the following is too much, too little or about the righ
Base: All who are aware of regulation for Paid Video On-demand content available through your subscription service provider

		Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
			Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base		**938**	777	788	711	440	637	490	396	318	261	745	539	487	368	281	922	16	873	870	922
Base		**875**	700	732	668	403	580	420	383	267	244	677	477	468	314	261	852	23**	759	803	852
Effective Base		**531**	453	441	410	264	354	354	218	235	152	419	324	272	235	166	536	6	601	496	536
Too much	(3)	**59**	47	53	38	22	48	29	20	18	17	50	36	27	22	18	59	-	52	56	59
		7%	*7%*	*7%*	*6%*	*5%*	*8%*	*7%*	*5%*	*7%*	*7%*	*7%*	*7%*	*6%*	*7%*	*7%*	*7%*	-	*7%*	*7%*	*7%*
Too little	(1)	**79**	60	65	65	38	57	32	47	26	26	59	39	50	29	26	79	-	72	79	79
		9%	*9%*	*9%*	*10%*	*9%*	*10%*	*8%*	*12%*	*10%*	*11%*	*9%*	*8%*	*11%*	*9%*	*10%*	*9%*	-	*9%*	*10%*	*9%*
About the right amount	(2)	**569**	460	481	445	258	382	302	258	181	155	446	331	317	205	165	560	8	499	525	560
		65%	*66%*	*66%*	*67%*	*64%*	*66%*	*72%*	*67%*	*68%*	*64%*	*66%*	*69%*	*68%*	*65%*	*63%*	*66%*	*37%*	*66%*	*65%*	*66%*
Don't know		**168**	133	133	120	85	94	57	58	42	46	122	72	74	58	52	154	14	136	142	154
		19%	*19%*	*18%*	*18%*	*21%*	*16%*	*14%*	*15%*	*16%*	*19%*	*18%*	*15%*	*16%*	*19%*	*20%*	*18%*	*63%*	*18%*	*18%*	*18%*
Mean		**1.97**	1.98	1.98	1.95	1.95	1.98	1.99	1.92	1.96	1.95	1.99	1.99	1.94	1.97	1.96	1.97	2.00	1.97	1.97	1.97

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 175

Q25 - Paid Video On-demand content available through your subscription service provider - Do you think the amount of regulation for each of the following is too much, too little or about the righ
Base: All who are aware of regulation for Paid Video On-demand content available through your subscription service provider

		Total	Tech savvy				Parent		Age of Children			HH size				TV access					
			Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base		938	598	128	84	770	290	648	194	133	26	156	502	275	777	206	224	428	204	632	605
Base		875	536	131*	83*	701	322	553	211	152*	30**	164*	426	278	705	198	213	406	175	581	547
Effective Base		531	396	55	61	446	163	380	113	71	21	85	302	152	447	109	121	233	141	365	366
Too much	(3)	59	39	8	6	43	17	42	9	8	1	13	35	11	46	18	18	26	13	39	40
		7%	7%	6%	7%	6%	5%	8%	4%	5%	3%	8%	8%	4%	7%	9%	8%	6%	8%	7%	7%
Too little	(1)	79	51	12	21	50	33	46	24	16	1	12	33	34	68	14	14	36	13	49	44
		9%	10%	9%	25%abd	7%	10%	8%	12%	11%	3%	7%	8%	12%	10%	7%	7%	9%	8%	8%	8%
About the right amount	(2)	569	368	84	51	475	218	351	143	110	20	102	264	196	461	117	125	271	120	391	373
		65%	69%	64%	61%	68%	68%	63%	68%	72%	68%	62%	62%	71%	65%	59%	59%	67%	69%	67%	68%
Don't know		168	78	27	6	133	54	113	35	18	8	38	94	36	130	49	56	73	28	102	90
		19%	15%	21%c	7%	19%c	17%	21%	16%	12%	26%	23%	22%d	13%	18%	25%e	26%rs	18%	16%	18%	17%
Mean		1.97	1.97c	1.96	1.80	1.99c	1.94	1.99	1.91	1.94	2.00	2.01	2.01l	1.90	1.96	2.03	2.02	1.97	2.00	1.98	1.99

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 175

Q25 - Paid Video On-demand content available through your subscription service provider - Do you think the amount of regulation for each of the following is too much, too little or about the righ
Base: All who are aware of regulation for Paid Video On-demand content available through your subscription service provider

		Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
			Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base		938	155	752	31	129	26	137	18	35	420	176
Base		875	135	716	24**	114	21**	121	14**	32*	386	162*
Effective Base		531	122	405	23	100	22	108	15	31	269	92
Too much	(3)	59	7	52	-	7	-	7	-	6	4	35
		7%	5%	7%	-	6%	-	6%	-	18%	1%	21%h
Too little	(1)	79	31	45	4	28	3	27	4	12	47	6
		9%	23%b	6%	15%	25%	15%	22%	29%	37%	12%	3%
About the right amount	(2)	569	81	474	13	69	12	74	8	12	262	90
		65%	60%	66%	55%	61%	58%	61%	54%	38%	68%	56%
Don't know		168	15	146	7	9	6	13	2	2	72	31
		19%	11%	20%a	30%	8%	27%	10%	16%	7%	19%	19%
Mean		1.97	1.80	2.01a	1.78	1.80	1.79	1.82	1.65	1.79	1.86	2.22h

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 176

Q25 - Official YouTube channels from brands/ organisations you are familiar with - Do you think the amount of regulation for each of the following is too much, too little or about the right amoun
Base: All who are aware of regulation for Official YouTube channels from brands/ organisations you are familiar with

		Total	Gender		Age									Gender/ age								SEG					
			Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base		**823**	433	390	198	207	168	124	73	53	405	292	126	188	166	44	35	217	126	29	18	250	287	140	146	537	286
Base		**769**	433	336	191	176	161*	135*	60*	46**	367	296	106*	177	187*	37**	31**	189	109*	23**	15**	214	267	142*	146*	481	288
Effective Base		**468**	228	256	162	112	92	61	35	28	268	151	63	121	79	22	18	148	87	13	10	161	147	79	90	300	168
Too much	(3)	**82**	63	19	30	28	11	9	3	2	57	20	5	41	18	3	2	17	2	*	-	21	24	17	20	45	37
		11%	14%b	*6%*	16%ejk	16%ejk	*7%*	*6%*	*5%*	*5%*	16%ejk	*7%*	*5%*	23%m	*9%*	*7%*	*7%*	9%q	*2%*	*2%*	-	*10%*	*9%*	*12%*	*14%*	*9%*	*13%*
Too little	(1)	**103**	67	36	27	28	22	8	6	12	55	30	18	35	18	3	12	20	12	3	1	33	28	25	17	61	42
		13%	*16%*	*11%*	*14%*	16%l	*14%*	*6%*	*10%*	*27%*	15%l	*10%*	17%l	20%m	*10%*	*8%*	*38%*	*10%*	*11%*	*14%*	*4%*	*15%*	*11%*	*18%*	*12%*	*13%*	*15%*
About the right amount	(2)	**489**	266	223	108	101	108	106	44	22	209	215	66	86	137	28	16	123	78	15	7	135	189	85	80	324	165
		64%	*61%*	*66%*	*57%*	*57%*	*67%*	79%cdik	*73%*	*48%*	*57%*	73%cdil	*62%*	*48%*	73%jl	*75%*	*51%*	*65%*	*72%*	*68%*	*43%*	*63%*	71%wy	*60%*	*55%*	67%wy	*57%*
Don't know		**94**	37	58	26	20	20	12	7	10	45	32	17	16	15	4	2	29	17	4	8	26	26	14	28	52	42
		12%	*8%*	17%a	*14%*	*11%*	*12%*	*9%*	*12%*	*21%*	*12%*	*11%*	*16%*	*9%*	*8%*	*10%*	*5%*	*16%*	*15%*	*15%*	*53%*	*12%*	*10%*	*10%*	19%ux	*11%*	*15%*
Mean		**1.97**	1.99	1.94	2.01	2.00	1.92	2.01	1.94	1.72	2.01	1.96	1.85	2.03	2.00	1.99	1.67	1.98	1.89	1.85	1.91	1.94	1.98	1.94	2.03	1.96	1.98

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 176

Q25 - Official YouTube channels from brands/ organisations you are familiar with - Do you think the amount of regulation for each of the following is too much, too little or about the right amoun
Base: All who are aware of regulation for Official YouTube channels from brands/ organisations you are familiar with

		Total	Working Status		Tenure			Government regions									Nations				Regions		
			Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base		823	511	309	491	314	6	38	94	88	52	87	37	84	122	106	708	49	22	44	220	139	349
Base		769	484	282	454	299	5**	26*	77*	70*	55*	74*	70**	95*	104*	64*	635	40**	16**	77**	173	129*	333
Effective Base		468	289	177	260	197	5	36	79	65	30	61	22	63	95	81	453	29	16	20	177	88	208
Too much	(3)	82	54	26	49	33	-	1	5	9	3	6	19	8	13	12	76	4	1	3	15	8	52
		11%	*11%*	*9%*	*11%*	*11%*	-	*3%*	*7%*	*13%*	*5%*	*7%*	*27%*	*8%*	*12%*	*19%fgij*	*12%*	*9%*	*3%*	*3%*	*9%*	*6%*	*16%st*
Too little	(1)	103	69	34	49	52	*	5	12	12	11	8	6	10	13	10	86	4	3	10	29	19	38
		13%	*14%*	*12%*	*11%*	*17%c*	*8%*	*19%*	*16%*	*17%*	*19%*	*11%*	*8%*	*10%*	*13%*	*15%*	*14%*	*9%*	*20%*	*13%*	*17%*	*14%*	*11%*
About the right amount	(2)	489	313	175	297	183	4	19	51	39	34	45	37	60	64	37	385	30	12	63	108	79	198
		64%	*65%*	*62%*	*65%*	*61%*	*92%*	*70%*	*66%*	*56%*	*61%*	*61%*	*52%*	*63%*	*62%*	*59%*	*61%*	*75%*	*72%*	*81%*	*63%*	*61%*	*59%*
Don't know		94	48	47	60	31	-	2	9	9	8	15	9	18	14	4	89	3	1	2	20	24	45
		12%	*10%*	*16%a*	*13%*	*10%*	-	*8%*	*11%*	*13%*	*15%*	*21%h*	*13%*	*19%h*	*13%*	*7%*	*14%*	*8%*	*5%*	*2%*	*12%*	*18%*	*13%*
Mean		1.97	1.97	1.97	2.00	1.93	1.92	1.83	1.89	1.95	1.83	1.95	2.22	1.98	2.00	2.04	1.98	2.00	1.82	1.90	1.91	1.90	2.05s

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 176

Q25 - Official YouTube channels from brands/ organisations you are familiar with - Do you think the amount of regulation for each of the following is too much, too little or about the right amoun

Base: All who are aware of regulation for Official YouTube channels from brands/ organisations you are familiar with

		Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
			Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base		**823**	666	692	631	384	590	395	378	281	242	663	429	447	322	266	807	16	759	774	807
Base		**769**	590	636	577	330	538	349	346	245	210	604	387	401	282	230	752	17**	659	719	752
Effective Base		**468**	397	396	374	264	337	251	227	184	181	374	237	273	203	198	457	12	513	437	457
Too much	(3)	**82**	48	64	51	40	60	29	26	37	17	63	34	32	39	17	81	1	66	79	81
		11%	*8%*	*10%*	*9%*	*12%*	*11%*	*8%*	*8%*	*15%fgl*	*8%*	*10%*	*9%*	*8%*	*14%lm*	*7%*	*11%*	*8%*	*10%*	*11%*	*11%*
Too little	(1)	**103**	78	79	82	45	70	49	53	43	32	78	52	60	53	33	101	2	89	101	101
		13%	*13%*	*12%*	*14%*	*14%*	*13%*	*14%*	*15%*	*18%*	*15%*	*13%*	*13%*	*15%*	*19%*	*14%*	*13%*	*13%*	*14%*	*14%*	*13%*
About the right amount	(2)	**489**	387	418	374	214	351	233	228	140	137	391	256	267	162	149	482	7	423	454	482
		64%	*66%*	*66%*	*65%*	*65%*	*65%*	*67%jl*	*66%*	*57%*	*65%*	*65%*	*66%*	*67%jm*	*58%*	*65%*	*64%*	*44%*	*64%*	*63%*	*64%*
Don't know		**94**	76	75	71	31	57	39	39	25	24	71	45	43	28	31	88	6	81	85	88
		12%	*13%*	*12%*	*12%*	*9%*	*11%*	*11%*	*11%*	*10%*	*11%*	*12%*	*12%*	*11%*	*10%*	*13%*	*12%*	*36%*	*12%*	*12%*	*12%*
Mean		**1.97**	1.94	1.97	1.94	1.98	1.98	1.94	1.91	1.97	1.92	1.97	1.95	1.92	1.94	1.92	1.97	1.92	1.96	1.97	1.97

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s

** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 176

Q25 - Official YouTube channels from brands/ organisations you are familiar with - Do you think the amount of regulation for each of the following is too much, too little or about the right amoun

Base: All who are aware of regulation for Official YouTube channels from brands/ organisations you are familiar with

		Total	Tech savvy: Keep up with new Tech (agree) (a)	Tech savvy: Keep up with new Tech (disagree) (b)	Tech savvy: Computers confuse me (agree) (c)	Tech savvy: Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	Age of Children: 0-10 (g)	Age of Children: 11-16 (h)	Age of Children: 17 (i)	HH size: Single (j)	HH size: 2-3 (k)	HH size: 4+ (l)	HH size: 2+ (m)	TV access: Freeview only (n)	TV access: Freeview (any) (o)	TV access: Sat (p)	TV access: Cab (q)	TV access: Sat/Cab (r)	TV access: Pay TV (s)
Unweighted Base		**823**	520	122	76	688	250	573	169	101	20	132	437	248	685	206	226	345	163	508	491
Base		**769**	451	127*	83*	620	261	508	165	110*	26**	143*	381	238	619	202	218	316	145	462	435
Effective Base		**468**	371	49	53	408	147	323	114	52	15	71	261	140	399	115	130	183	106	286	288
Too much	(3)	**82**	43	11	11	54	13	69	10	4	-	25	36	20	56	34	35	27	12	40	39
		11%	*9%*	*9%*	*13%*	*9%*	*5%*	14%e	*6%*	*4%*	-	18%m	*10%*	*8%*	*9%*	17%prs	16%prs	*9%*	*9%*	*9%*	*9%*
Too little	(1)	**103**	58	26	24	70	37	66	27	13	2	19	50	35	84	10	13	45	24	68	67
		13%	*13%*	*20%*	29%ad	*11%*	*14%*	*13%*	*17%*	*12%*	*8%*	*13%*	*13%*	*15%*	*14%*	*5%*	*6%*	14%no	16%no	15%no	15%no
About the right amount	(2)	**489**	305	71	42	415	182	307	111	85	17	83	241	160	401	127	137	204	93	297	281
		64%	68%c	*56%*	*51%*	67%c	*70%*	*60%*	*68%*	*78%*	*65%*	*58%*	*63%*	*67%*	*65%*	*63%*	*63%*	*64%*	*64%*	*64%*	*65%*
Don't know		**94**	45	19	6	80	28	66	16	8	7	15	54	24	78	32	33	41	16	57	48
		12%	*10%*	*15%*	*7%*	*13%*	*11%*	*13%*	*10%*	*7%*	*26%*	*11%*	*14%*	*10%*	*13%*	*16%*	*15%*	*13%*	*11%*	*12%*	*11%*
Mean		**1.97**	1.96	1.86	1.83	1.97	1.90	2.01	1.89	1.91	1.89	2.05	1.96	1.93	1.95	2.14pqrs	2.12pqrs	1.94	1.91	1.93	1.93

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 176

Q25 - Official YouTube channels from brands/ organisations you are familiar with - Do you think the amount of regulation for each of the following is too much, too little or about the right amoun
Base: All who are aware of regulation for Official YouTube channels from brands/ organisations you are familiar with

		Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
			Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base		**823**	152	634	37	126	26	137	15	35	357	170
Base		**769**	140	592	37**	118*	22**	128*	12**	37*	329	167*
Effective Base		**468**	108	341	25	88	23	97	13	23	226	85
Too much	(3)	**82**	14	68	1	14	-	14	-	7	8	57
		11%	*10%*	*11%*	*2%*	*12%*	*-*	*11%*	*-*	*18%*	*3%*	*34%h*
Too little	(1)	**103**	52	50	1	44	8	49	3	16	62	14
		13%	*37%b*	*8%*	*4%*	*37%*	*35%*	*38%*	*24%*	*44%*	*19%i*	*8%*
About the right amount	(2)	**489**	62	400	27	51	11	55	7	10	215	81
		64%	*44%*	*68%a*	*73%*	*43%*	*49%*	*43%*	*62%*	*28%*	*65%i*	*49%*
Don't know		**94**	13	74	8	9	3	11	2	4	44	16
		12%	*9%*	*12%*	*21%*	*8%*	*16%*	*9%*	*13%*	*10%*	*13%*	*9%*
Mean		**1.97**	1.70	2.03a	1.98	1.72	1.58	1.70	1.72	1.72	1.81	2.28h

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 177

Q25 - Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com) - Do you think the amount of regulation for each of the following is too much, too little or about the ri
Base: All who are aware of regulation for Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)

		Total	Gender		Age									Gender/ age								SEG					
			Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base		**338**	189	149	85	102	65	50	23	13	187	115	36	90	74	18	7	97	41	5	6	100	124	57	57	224	114
Base		**326**	195*	130	83*	87*	61*	66**	19**	10**	170	127*	29**	86*	89**	17**	4**	84*	37*	2**	6**	86*	129*	60*	51*	215	111*
Effective Base		**180**	89	107	73	62	34	21	8	8	134	51	15	63	29	6	7	71	30	5	4	75	52	34	41	110	72
Too much	(3)	**48**	35	13	10	24	9	4	*	-	34	13	*	23	12	-	-	11	1	*	-	10	18	14	6	28	20
		15%	*18%*	*10%*	*12%*	*27%cl*	*15%*	*7%*	*2%*	*-*	*20%*	*11%*	*2%*	*27%*	*14%*	*-*	*-*	*13%*	*3%*	*18%*	*-*	*12%*	*14%*	*23%*	*12%*	*13%*	*18%*
Too little	(1)	**58**	40	18	17	14	15	8	3	1	32	23	3	19	19	2	1	13	4	1	-	23	15	10	10	38	20
		18%	*21%*	*14%*	*21%*	*17%*	*24%*	*13%*	*14%*	*7%*	*19%*	*18%*	*12%*	*22%*	*21%*	*12%*	*19%*	*15%*	*11%*	*30%*	*-*	*27%d*	*11%*	*17%*	*20%*	*18%*	*18%*
About the right amount	(2)	**178**	102	76	45	43	28	43	14	5	88	71	19	41	46	14	2	47	25	*	3	39	81	29	29	120	58
		55%	*52%*	*58%*	*54%*	*50%*	*46%*	*65%*	*74%*	*44%*	*52%*	*56%*	*64%*	*48%*	*51%*	*82%*	*44%*	*56%*	*67%*	*19%*	*45%*	*45%*	*63%d*	*48%*	*57%*	*56%*	*52%*
Don't know		**42**	18	24	11	5	9	10	2	5	16	19	7	3	12	1	1	13	7	1	4	14	15	7	6	29	13
		13%	*9%*	*19%*	*13%*	*6%*	*15%*	*16%*	*9%*	*49%*	*9%*	*15%*	*23%*	*4%*	*14%*	*6%*	*38%*	*15%*	*19%*	*33%*	*55%*	*16%*	*12%*	*12%*	*11%*	*14%*	*12%*
Mean		**1.96**	1.97	1.95	1.90	2.11	1.89	1.93	1.87	1.86	2.02	1.91	1.87	2.05	1.92	1.88	1.70	1.98	1.90	1.83	2.00	1.82	2.03	2.07	1.91	1.95	2.00

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Absolutes/col percents

Table 177

Q25 - Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com) - Do you think the amount of regulation for each of the following is too much, too little or about the ri
Base: All who are aware of regulation for Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)

		Total	Working Status		Tenure			Government regions									Nations				Regions		
			Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base		**338**	240	98	201	132	2	19	41	31	33	30	13	33	50	52	302	15	6	15	91	63	148
Base		**326**	231	94*	196*	127*	1**	16**	34*	26**	31**	28**	33**	45**	43*	30*	285	10**	5**	25**	75*	59*	151*
Effective Base		**180**	125	55	93	91	2	11	35	21	20	23	9	22	40	42	182	13	5	5	65	42	82
Too much	(3)	**48**	35	13	28	19	*	4	3	6	1	3	10	5	9	3	45	2	-	1	13	4	28
		15%	*15%*	*13%*	*14%*	*15%*	*41%*	*26%*	*9%*	*23%*	*3%*	*10%*	*32%*	*11%*	*21%*	*10%*	*16%*	*23%*	-	*4%*	*17%*	*7%*	*18%*
Too little	(1)	**58**	44	14	32	26	-	2	3	8	4	10	7	4	7	8	53	2	2	1	13	14	26
		18%	*19%*	*15%*	*16%*	*21%*	-	*12%*	*9%*	*30%*	*13%*	*36%*	*22%*	*9%*	*16%*	*26%*	*19%*	*17%*	*39%*	*4%*	*17%*	*24%*	*17%*
About the right amount	(2)	**178**	123	55	106	69	*	8	23	9	21	9	10	28	24	16	149	5	3	21	40	30	79
		55%	*53%*	*58%*	*54%*	*54%*	*59%*	*53%*	*67%*	*36%*	*68%*	*31%*	*31%*	*62%*	*56%*	*54%*	*52%*	*52%*	*50%*	*85%*	*54%*	*51%*	*52%*
Don't know		**42**	29	13	30	12	-	1	5	3	5	6	5	8	3	3	39	1	1	2	9	11	19
		13%	*13%*	*13%*	*15%*	*9%*	-	*9%*	*15%*	*10%*	*16%*	*22%*	*15%*	*18%*	*6%*	*9%*	*14%*	*8%*	*11%*	*7%*	*12%*	*19%*	*12%*
Mean		**1.96**	1.96	1.98	1.98	1.94	2.41	2.15	1.99	1.92	1.89	1.66	2.12	2.02	2.05	1.83	1.96	2.06	1.56	2.00	2.00	1.79	2.01

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Table 177

Q25 - Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com) - Do you think the amount of regulation for each of the following is too much, too little or about the ri
Base: All who are aware of regulation for Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)

		Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
			Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base		338	270	288	265	170	248	173	175	129	105	274	185	193	144	114	335	3	317	324	335
Base		326	248	283	254	139	242	149	174*	111*	91*	264	174*	190	124*	101*	321	4**	278	312	321
Effective Base		180	141	147	147	131	123	112	92	95	73	136	90	104	100	78	178	2	217	170	178
Too much	(3)	48	23	43	32	14	40	11	18	16	7	40	16	21	17	7	48	-	42	48	48
		15%	*9%*	*15%*	*13%*	*10%*	*16%d*	*7%*	*10%*	*15%*	*8%*	*15%*	*9%*	*11%*	*13%*	*7%*	*15%*	-	*15%*	*15%*	*15%*
Too little	(1)	58	48	46	51	29	39	32	38	25	26	45	33	39	31	26	58	-	53	58	58
		18%	*19%*	*16%*	*20%*	*21%*	*16%*	*21%*	*22%*	*22%*	*28%e*	*17%*	*19%*	*20%*	*25%*	*26%*	*18%*	-	*19%*	*19%*	*18%*
About the right amount	(2)	178	142	155	138	75	137	87	101	56	47	145	103	112	61	51	174	3	146	167	174
		55%	*57%*	*55%*	*54%*	*54%*	*57%*	*58%*	*58%*	*51%*	*52%*	*55%*	*59%*	*59%*	*49%*	*51%*	*54%*	*80%*	*52%*	*54%*	*54%*
Don't know		42	35	39	32	22	27	20	18	13	11	34	22	19	16	16	41	1	38	39	41
		13%	*14%*	*14%*	*13%*	*16%*	*11%*	*13%*	*10%*	*12%*	*12%*	*13%*	*13%*	*10%*	*13%*	*16%*	*13%*	*20%*	*14%*	*12%*	*13%*
Mean		1.96	1.88	1.99	1.91	1.87	2.00i	1.84	1.88	1.91	1.77	1.98n	1.89	1.89	1.87	1.77	1.96	2.00	1.95	1.96	1.96

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 177

Q25 - Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com) - Do you think the amount of regulation for each of the following is too much, too little or about the ri
Base: All who are aware of regulation for Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)

		Total	Tech savvy				Parent		Age of Children			HH size				TV access					
			Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base		338	223	43	44	260	115	223	80	48	8	46	185	104	289	72	82	156	71	227	208
Base		326	195	55**	43*	246	121*	204	76*	54**	9**	53**	160	108*	268	77*	85*	144*	68*	212	198
Effective Base		180	162	15	36	138	61	120	66	18	7	27	109	49	152	37	44	76	43	118	105
Too much	(3)	48	25	11	10	29	8	40	5	3	-	15	24	8	32	18	19	15	5	20	21
		15%	13%	21%	22%	12%	6%	20%e	6%	5%	-	28%	15%	8%	12%	24%r	23%r	10%	7%	9%	11%
Too little	(1)	58	35	10	13	37	28	30	21	10	1	6	32	17	48	11	14	28	15	43	38
		18%	18%	18%	30%d	15%	23%	15%	27%	18%	13%	12%	20%	16%	18%	14%	16%	19%	22%	20%	19%
About the right amount	(2)	178	105	30	19	142	71	107	41	35	6	27	79	71	150	43	45	80	39	119	113
		55%	54%	54%	43%	58%	58%	52%	54%	65%	65%	51%	49%	66%	56%	56%	53%	55%	57%	56%	57%
Don't know		42	30	4	2	37	15	27	9	6	2	5	25	12	37	5	7	22	9	30	26
		13%	15%	7%	5%	15%	12%	13%	12%	11%	22%	9%	16%	11%	14%	7%	8%	15%	13%	14%	13%
Mean		1.96	1.94	2.03	1.92	1.96	1.81	2.06e	1.76	1.86	1.83	2.18	1.94	1.91	1.93	2.11	2.07	1.89	1.83	1.87	1.90

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 177

Q25 - Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com) - Do you think the amount of regulation for each of the following is too much, too little or about the ri
Base: All who are aware of regulation for Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)

		Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
			Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base		338	94	231	13	78	16	83	11	25	151	63
Base		326	89*	223	14**	73*	16**	77*	11**	24*	138	69**
Effective Base		180	71	109	9	62	10	66	6	23	111	29
Too much	(3)	48	15	32	1	11	4	11	4	5	11	26
		15%	*17%*	*14%*	*6%*	*15%*	*24%*	*14%*	*34%*	*19%*	*8%*	*37%*
Too little	(1)	58	28	29	1	25	3	25	3	12	35	5
		18%	*31%b*	*13%*	*9%*	*35%*	*16%*	*32%*	*28%*	*51%*	*25%*	*7%*
About the right amount	(2)	178	34	134	9	28	6	30	4	6	68	34
		55%	*38%*	*60%a*	*67%*	*38%*	*39%*	*38%*	*38%*	*25%*	*50%*	*50%*
Don't know		42	12	27	3	8	3	12	-	1	24	4
		13%	*14%*	*12%*	*19%*	*12%*	*22%*	*15%*	-	*5%*	*17%*	*6%*
Mean		1.96	1.83	2.02	1.96	1.78	2.10	1.79	2.06	1.67	1.79	2.33

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 178

Q25 - YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional) - Do you think the amount of regulation for each of the following is too much, too little or about

Base: All who are aware of regulation for YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)

		Total	Gender		Age									Gender/ age								SEG					
			Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base		**424**	245	179	129	125	69	52	31	18	254	121	49	128	79	23	15	126	42	8	3	110	148	87	79	258	166
Base		**417**	258	159	123	117*	75*	61**	25**	16**	240	136*	41**	126*	101*	17**	14**	114*	35*	8**	2**	96*	138*	98*	86*	234	184*
Effective Base		**224**	117	122	101	63	34	20	23	8	157	53	28	76	32	20	6	82	35	5	3	79	70	44	43	141	86
Too much	(3)	**75**	57	19	24	29	10	9	2	1	53	19	3	37	16	2	1	16	3	-	-	16	25	13	21	42	34
		18%	***22%b***	*12%*	*20%*	*25%*	*13%*	*15%*	*9%*	*5%*	*22%*	*14%*	*7%*	*30%*	*16%*	*12%*	*6%*	*14%*	*8%*	-	-	*17%*	*18%*	*14%*	*24%*	*18%*	*18%*
Too little	(1)	**76**	44	32	21	29	13	9	4	1	50	22	4	29	12	2	1	21	10	1	-	19	26	17	14	45	32
		18%	*17%*	*20%*	*17%*	*25%*	*17%*	*15%*	*14%*	*6%*	*21%*	*16%*	*11%*	*23%*	*12%*	*13%*	*7%*	*18%*	*28%*	*17%*	-	*20%*	*19%*	*18%*	*17%*	*19%*	*17%*
About the right amount	(2)	**223**	138	85	63	50	46	37	14	13	112	83	28	52	66	9	11	60	17	5	2	47	73	59	44	120	103
		53%	*54%*	*53%*	*51%*	*42%*	*62%*	*60%*	*57%*	*85%*	*47%*	*61%d*	*68%*	*41%*	*65%d*	*54%*	*83%*	*53%*	*49%*	*63%*	*100%*	*49%*	*53%*	*60%*	*51%*	*51%*	*56%*
Don't know		**43**	19	24	15	9	6	6	5	1	25	12	6	8	7	4	1	17	5	2	-	13	14	8	7	27	15
		10%	*7%*	*15%a*	*12%*	*8%*	*8%*	*10%*	*20%*	*3%*	*10%*	*9%*	*14%*	*6%*	*7%*	*21%*	*4%*	*15%*	*16%*	*20%*	-	*14%*	*10%*	*9%*	*8%*	*12%*	*8%*
Mean		**2.00**	2.05	1.90	2.03	2.00	1.96	2.00	1.93	2.00	2.01	1.98	1.96	2.07	2.05	2.00	1.99	1.95	1.76	1.79	2.00	1.97	1.99	1.96	2.08	1.98	2.01

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y

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Absolutes/col percents

Table 178

Q25 - YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional) - Do you think the amount of regulation for each of the following is too much, too little or about

Base: All who are aware of regulation for YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)

		Total	Working Status		Tenure			Government regions									Nations				Regions		
			Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base		**424**	263	160	232	178	7	13	50	47	32	49	20	42	61	59	373	22	9	20	110	81	182
Base		**417**	258	159*	221	186	5**	13**	42*	34*	38**	47**	43**	45*	54*	39*	357	18**	7**	35**	90*	86*	182
Effective Base		**224**	135	88	111	105	7	8	38	36	17	29	12	39	50	43	224	11	7	7	79	46	108
Too much	(3)	**75**	44	31	42	32	-	1	3	6	4	4	21	11	12	9	71	1	1	3	10	8	54
		18%	*17%*	*20%*	*19%*	*17%*	-	*4%*	*8%*	*19%*	*10%*	*7%*	*49%*	25%g	*22%*	24%g	*20%*	*6%*	*8%*	*7%*	*11%*	*9%*	29%st
Too little	(1)	**76**	49	27	31	42	2	5	10	6	2	11	10	8	6	9	67	1	2	6	21	13	33
		18%	*19%*	*17%*	*14%*	*23%*	*50%*	*40%*	*23%*	*16%*	*6%*	*23%*	*24%*	*17%*	*11%*	*23%*	*19%*	*5%*	*36%*	*18%*	*23%*	*15%*	*18%*
About the right amount	(2)	**223**	143	80	120	98	2	7	25	18	30	26	12	15	29	18	181	14	3	25	51	56	74
		53%	*55%*	*50%*	*54%*	*53%*	*50%*	*56%*	60%gl	*52%*	*78%*	*55%*	*27%*	*34%*	*54%*	*46%*	*51%*	*77%*	*45%*	*70%*	57%u	65%u	*41%*
Don't know		**43**	22	21	29	14	-	-	4	4	2	7	-	11	7	3	38	2	1	2	8	9	21
		10%	*8%*	*13%*	*13%*	*8%*	-	-	*9%*	*12%*	*5%*	*14%*	-	24%n	*14%*	*7%*	*11%*	*12%*	*10%*	*5%*	*9%*	*10%*	*12%*
Mean		**2.00**	1.98	2.03	2.06	1.94	1.50	1.64	1.83	2.03	2.04	1.82	2.25	2.10	2.13g	2.02	2.01	2.02	1.68	1.89	1.87	1.93	2.13s

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u

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Absolutes/col percents

Table 178

Q25 - YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional) - Do you think the amount of regulation for each of the following is too much, too little or about

Base: All who are aware of regulation for YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)

		Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
			Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base		**424**	325	353	330	214	316	209	215	150	114	343	219	248	171	122	420	4	392	412	420
Base		**417**	299	343	322	185	303	182	214	139*	104*	331	201	242	157	112*	413	4**	359	407	413
Effective Base		**224**	178	184	183	143	165	135	118	94	84	176	110	140	103	91	221	3	253	216	221
Too much	(3)	**75**	44	58	46	36	56	24	26	30	14	58	25	30	33	17	75	-	59	74	75
		18%	*15%*	*17%*	*14%*	*19%*	*18%*	*13%*	*12%*	*22%*	*14%*	*17%*	*12%*	*13%*	*21%*	*15%*	*18%*	-	*17%*	*18%*	*18%*
Too little	(1)	**76**	52	58	59	31	52	29	43	36	26	57	31	45	39	27	76	-	71	76	76
		18%	*17%*	*17%*	*18%*	*17%*	*17%*	*16%*	*20%*	*26%*	*25%*	*17%*	*15%*	*19%*	*25%*	*24%*	*18%*	-	*20%*	*19%*	*18%*
About the right amount	(2)	**223**	165	193	181	97	166	102	124	63	53	184	118	140	74	57	220	3	189	217	220
		53%	*55%*	*56%*	*56%*	*53%*	*55%*	*56%*	*58%*	*45%*	*51%*	*56%*	*58%*	*58%*	*47%*	*51%*	*53%*	*70%*	*53%*	*53%*	*53%*
Don't know		**43**	38	33	37	21	29	27	21	10	10	32	27	26	12	11	41	1	40	40	41
		10%	*13%*	*10%*	*11%*	*11%*	*10%*	*15%*	*10%*	*7%*	*10%*	*10%*	*14%*	*11%*	*8%*	*10%*	*10%*	*30%*	*11%*	*10%*	*10%*
Mean		**2.00**	1.97	2.00	1.96	2.03	2.01	1.97	1.91	1.96	1.88	2.00	1.96	1.93	1.96	1.90	2.00	2.00	1.96	2.00	2.00

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 178

Q25 - YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional) - Do you think the amount of regulation for each of the following is too much, too little or about
Base: All who are aware of regulation for YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)

		Total	Tech savvy				Parent		Age of Children			HH size				TV access					
			Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base		**424**	275	65	70	323	144	280	102	55	8	53	231	137	368	89	102	194	80	274	264
Base		**417**	249	76**	64*	314	157*	260	103*	61**	11**	71**	200	141*	341	105*	116*	180*	68*	248	238
Effective Base		**224**	196	23	56	171	75	151	67	22	6	28	133	70	198	44	52	92	71	147	146
Too much	(3)	**75**	42	10	13	43	13	63	11	2	1	20	37	19	56	34	36	21	11	32	29
		18%	*17%*	*13%*	*21%*	*14%*	*8%*	**24%e**	*11%*	*4%*	*8%*	*28%*	*18%*	*14%*	*16%*	**33%prs**	**31%prs**	*12%*	*16%*	*13%*	*12%*
Too little	(1)	**76**	44	16	16	52	30	46	19	12	2	15	40	21	61	12	14	27	19	46	47
		18%	*18%*	*20%*	*25%*	*17%*	*19%*	*18%*	*18%*	*20%*	*19%*	*22%*	*20%*	*15%*	*18%*	*12%*	*12%*	*15%*	**27%nop**	*18%*	*20%*
About the right amount	(2)	**223**	140	45	31	182	100	123	64	42	5	30	100	88	188	50	55	116	28	144	132
		53%	*56%*	*59%*	*49%*	*58%*	**64%f**	*47%*	*62%*	*70%*	*41%*	*42%*	*50%*	*63%*	*55%*	*48%*	*47%*	**64%oq**	*41%*	**58%q**	*56%*
Don't know		**43**	24	5	3	37	14	29	9	4	4	6	25	12	37	8	11	17	10	27	30
		10%	*10%*	*7%*	*5%*	*12%*	*9%*	*11%*	*9%*	*7%*	*32%*	*8%*	*12%*	*9%*	*11%*	*8%*	*10%*	*9%*	*15%*	*11%*	*13%*
Mean		**2.00**	1.99	1.92	1.95	1.96	1.88	**2.07e**	1.93	1.83	1.84	2.06	1.98	1.98	1.98	**2.22pqrs**	**2.21pqrs**	1.96	1.87	1.94	1.91

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Absolutes/col percents

Table 178

Q25 - YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional) - Do you think the amount of regulation for each of the following is too much, too little or about
Base: All who are aware of regulation for YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)

		Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
			Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base		424	101	304	19	82	19	88	13	24	159	91
Base		417	94*	309	14**	75*	19**	81*	13**	22*	153*	95*
Effective Base		224	74	148	15	62	12	68	8	22	97	43
Too much	(3)	75	22	53	1	20	2	20	2	6	14	38
		18%	23%	17%	5%	26%	9%	25%	12%	30%	9%	40%h
Too little	(1)	76	31	42	4	23	8	25	6	8	39	8
		18%	33%b	14%	25%	31%	41%	31%	44%	37%	26%i	8%
About the right amount	(2)	223	35	179	9	29	7	30	5	7	87	38
		53%	38%	58%a	59%	38%	36%	37%	41%	33%	57%	40%
Don't know		43	6	35	2	3	3	6	*	-	12	11
		10%	6%	11%	11%	5%	14%	7%	3%	-	8%	12%
Mean		2.00	1.89	2.04	1.78	1.95	1.62	1.93	1.67	1.92	1.82	2.37h

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 179

Q25 - Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.) - Do you think the amount of regulation for each of the following is too much,
Base: All who are aware of regulation for Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)

		Total	Gender		Age									Gender/ age								SEG					
			Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base		**371**	214	157	108	105	61	45	29	23	213	106	52	110	70	18	16	103	36	11	7	105	119	75	72	224	147
Base		**399**	236*	163*	106*	109*	69**	63**	25**	27**	215	132*	52**	114*	96**	11**	15**	101*	36**	14**	12**	96*	122*	93*	87*	219	180*
Effective Base		**190**	99	98	85	53	29	19	19	10	130	46	25	65	28	16	7	66	26	8	4	68	54	37	40	117	76
Too much	(3)	**50**	40	10	15	17	9	6	1	1	33	15	2	23	15	1	1	10	1	-	-	14	14	13	10	28	23
		13%	*17%b*	*6%*	*14%*	*16%*	*13%*	*10%*	*3%*	*5%*	*15%*	*12%*	*4%*	*20%*	*15%*	*6%*	*10%*	*10%*	*2%*	-	-	*15%*	*11%*	*14%*	*11%*	*13%*	*13%*
Too little	(1)	**114**	55	60	31	41	12	13	5	12	72	25	17	32	14	2	6	40	11	3	6	30	35	28	22	64	50
		29%	*23%*	*37%a*	*29%*	*38%*	*17%*	*22%*	*20%*	*45%*	*33%*	*19%*	*33%*	*28%*	*15%*	*16%*	*42%*	*39%*	*31%*	*23%*	*48%*	*31%*	*28%*	*30%*	*25%*	*29%*	*28%*
About the right amount	(2)	**190**	120	70	48	35	42	40	15	9	84	82	24	45	63	7	5	39	19	8	4	39	63	43	44	102	88
		48%	*51%*	*43%*	*45%*	*33%*	*60%*	*64%*	*61%*	*34%*	*39%*	*62%dl*	*47%*	*39%*	*66%*	*63%*	*33%*	*39%*	*52%*	*58%*	*36%*	*41%*	*51%*	*47%*	*51%*	*47%*	*49%*
Don't know		**45**	22	23	12	15	7	3	4	4	27	9	8	14	4	2	2	13	6	3	2	13	11	9	11	25	20
		11%	*9%*	*14%*	*11%*	*13%*	*10%*	*4%*	*17%*	*16%*	*12%*	*7%*	*16%*	*12%*	*4%*	*14%*	*16%*	*13%*	*15%*	*18%*	*16%*	*14%*	*9%*	*10%*	*13%*	*11%*	*11%*
Mean		**1.82**	1.93b	1.65	1.84	1.75	1.96	1.88	1.79	1.53	1.79	1.92	1.66	1.91	2.00	1.89	1.62	1.66	1.66	1.72	1.42	1.81	1.81	1.82	1.84	1.81	1.83

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 179

Q25 - Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.) - Do you think the amount of regulation for each of the following is too much,
Base: All who are aware of regulation for Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)

		Total	Working Status		Tenure			Government regions									Nations				Regions		
			Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base		**371**	245	124	213	148	4	13	39	42	29	34	18	31	54	60	320	22	8	21	94	63	163
Base		**399**	256	140*	217	175*	2**	13**	38**	36**	35**	35**	44**	37**	52*	42*	332	19**	5**	43**	87*	70*	175*
Effective Base		**190**	123	65	100	84	4	7	30	23	17	20	11	25	41	41	185	12	7	9	59	37	91
Too much	(3)	**50**	35	14	31	18	-	-	3	5	4	2	11	2	11	8	46	1	1	3	8	6	32
		13%	*14%*	*10%*	*14%*	*10%*	-	-	*7%*	*15%*	*10%*	*6%*	*26%*	*6%*	*22%*	*18%*	*14%*	*6%*	*11%*	*6%*	*9%*	*8%*	*19%*
Too little	(1)	**114**	73	41	63	50	*	5	14	9	11	13	9	6	14	14	95	4	3	13	28	24	43
		29%	*29%*	*29%*	*29%*	*29%*	*17%*	*41%*	*36%*	*26%*	*31%*	*37%*	*21%*	*15%*	*28%*	*33%*	*29%*	*20%*	*59%*	*30%*	*32%*	*34%*	*25%*
About the right amount	(2)	**190**	127	61	100	87	1	7	20	17	20	14	14	20	22	19	152	12	1	24	45	33	74
		48%	*50%*	*44%*	*46%*	*50%*	*50%*	*59%*	*53%*	*47%*	*56%*	*39%*	*32%*	*53%*	*42%*	*44%*	*46%*	*61%*	*30%*	*56%*	*51%*	*48%*	*42%*
Don't know		**45**	21	24	23	19	1	-	2	4	1	7	9	10	5	2	39	3	-	3	6	7	25
		11%	*8%*	*17%*	*11%*	*11%*	*33%*	-	*4%*	*12%*	*3%*	*19%*	*20%*	*26%*	*9%*	*5%*	*12%*	*14%*	-	*8%*	*7%*	*11%*	*14%*
Mean		**1.82**	1.84	1.76	1.84	1.79	1.74	1.59	1.70	1.88	1.79	1.62	2.06	1.88	1.93	1.85	1.83	1.84	1.52	1.74	1.75	1.71	1.93

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Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Absolutes/col percents

Table 179

Q25 - Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.) - Do you think the amount of regulation for each of the following is too much,
Base: All who are aware of regulation for Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)

		Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
			Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base		371	288	304	292	190	267	196	194	140	100	292	202	221	158	105	365	6	346	357	365
Base		399	287	326	309	176	278	187	205	137*	100*	312	203	235	153*	105*	391	8**	335	384	391
Effective Base		190	149	153	157	119	135	123	103	85	64	145	101	119	92	67	186	5	216	181	186
Too much	(3)	50	26	42	31	17	40	16	20	14	8	41	16	21	17	8	50	-	46	50	50
		13%	*9%*	*13%*	*10%*	*10%*	*14%*	*8%*	*10%*	*10%*	*8%*	*13%*	*8%*	*9%*	*11%*	*7%*	*13%*	-	*14%*	*13%*	*13%*
Too little	(1)	114	78	91	92	49	69	51	62	53	36	91	52	77	60	37	111	4	103	111	111
		29%	*27%*	*28%*	*30%*	*28%*	*25%*	*27%*	*30%*	39%k	*36%*	*29%*	*26%*	*33%*	39%k	*35%*	*28%*	*44%*	*31%*	*29%*	*28%*
About the right amount	(2)	190	150	163	152	85	148	100	109	50	44	152	113	119	56	47	187	2	153	183	187
		48%	*52%*	*50%*	*49%*	*48%*	53%h	54%h	53%h	*37%*	*44%*	*49%*	56%m	51%m	*36%*	*45%*	*48%*	*27%*	*46%*	*48%*	*48%*
Don't know		45	33	30	34	25	21	20	14	20	12	28	21	18	21	13	42	2	33	39	42
		11%	*12%*	*9%*	*11%*	*14%*	*8%*	*11%*	*7%*	*15%*	*12%*	*9%*	*11%*	*8%*	*14%*	*13%*	*11%*	*30%*	*10%*	*10%*	*11%*
Mean		1.82	1.79	1.84	1.78	1.79	1.89hl	1.79	1.78	1.66	1.68	1.83	1.80	1.74	1.67	1.68	1.83	1.38	1.81	1.82	1.83

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
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Absolutes/col percents

Table 179

Q25 - Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.) - Do you think the amount of regulation for each of the following is too much,
Base: All who are aware of regulation for Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)

		Total	Tech savvy				Parent		Age of Children			HH size				TV access					
			Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base		**371**	246	54	63	276	134	237	94	49	8	47	198	123	321	75	87	177	64	241	234
Base		**399**	235	76**	62*	287	149*	250	97*	57**	12**	77**	191	128*	319	101*	111*	182*	56*	238	226
Effective Base		**190**	163	21	51	143	70	121	62	20	6	26	107	62	167	37	44	82	57	123	122
Too much	(3)	**50**	29	6	13	28	12	39	10	2	-	10	26	14	41	19	20	14	9	23	22
		13%	*12%*	*8%*	*21%d*	*10%*	*8%*	*16%*	*10%*	*4%*	-	*12%*	*14%*	*11%*	*13%*	*19%*	*18%*	*8%*	*15%*	*10%*	*10%*
Too little	(1)	**114**	59	33	20	77	42	72	28	16	3	18	63	33	97	24	28	48	19	67	65
		29%	*25%*	*43%*	*33%*	*27%*	*28%*	*29%*	*29%*	*28%*	*24%*	*23%*	*33%*	*26%*	*30%*	*24%*	*25%*	*26%*	*33%*	*28%*	*29%*
About the right amount	(2)	**190**	131	29	28	151	81	108	50	35	5	37	81	70	151	41	44	102	23	125	118
		48%	*55%*	*38%*	*45%*	*53%*	*54%*	*43%*	*52%*	*62%*	*40%*	*48%*	*42%*	*55%*	*47%*	*40%*	*39%*	*56%*	*40%*	*53%*	*52%*
Don't know		**45**	17	8	-	32	14	31	8	3	4	13	21	10	31	17	20	17	6	23	22
		11%	*7%*	*11%*	-	*11%c*	*9%*	*12%*	*8%*	*6%*	*36%*	*17%*	*11%*	*8%*	*10%*	*17%*	*18%*	*9%*	*11%*	*10%*	*10%*
Mean		**1.82**	1.86	1.61	1.88	1.81	1.77	1.85	1.79	1.75	1.62	1.87	1.78	1.84	1.81	1.94	1.91	1.80	1.80	1.80	1.79

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Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Absolutes/col percents

Table 179

Q25 - Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.) - Do you think the amount of regulation for each of the following is too much,
Base: All who are aware of regulation for Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)

		Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
			Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base		371	102	255	14	87	15	92	10	32	158	75
Base		399	95*	291	12**	79*	17**	83*	12**	30*	157*	86*
Effective Base		190	75	121	11	67	10	71	6	29	95	35
Too much	(3)	50	17	32	1	16	1	17	-	8	12	27
		13%	18%	11%	5%	21%	5%	21%	-	27%	8%	31%h
Too little	(1)	114	36	71	8	30	6	30	5	12	59	13
		29%	38%b	24%	64%	38%	38%	36%	47%	41%	38%i	15%
About the right amount	(2)	190	36	150	3	30	6	32	5	8	72	36
		48%	38%	52%	23%	38%	39%	38%	40%	27%	46%	41%
Don't know		45	6	38	1	3	3	4	2	2	14	11
		11%	6%	13%	8%	4%	17%	5%	14%	5%	9%	13%
Mean		1.82	1.79	1.85	1.36	1.83	1.60	1.83	1.46	1.86	1.67	2.19h

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 180

Q25 - Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.) - Do you think the amount of regulation for each of the following is too much, too little

Base: All who are aware of regulation for Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)

		Total	Gender		Age									Gender/ age								SEG					
			Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base		**754**	395	359	181	196	152	110	72	43	377	262	115	173	147	45	30	204	115	27	13	228	275	127	124	503	251
Base		**683**	379	304	170	164	143*	123*	52*	31**	334	266	83*	161	164*	31*	23**	173	102*	21**	8**	193	252	119*	120*	444	238
Effective Base		**441**	205	258	155	110	83	51	49	29	259	131	78	110	65	37	19	154	80	15	12	155	139	83	74	284	157
Too much	(3)	**66**	54	12	22	23	11	9	1	-	45	19	1	35	18	1	-	10	1	*	-	12	23	16	15	36	30
		10%	14%b	*4%*	13%gk	14%gk	*8%*	*7%*	*2%*	*-*	14%gk	*7%*	*1%*	22%kl	*11%*	*2%*	*-*	*6%*	*1%*	*2%*	*-*	*6%*	*9%*	*13%*	*12%*	*8%*	*13%*
Too little	(1)	**71**	38	34	15	23	14	11	3	4	39	25	8	21	13	1	3	18	13	2	1	26	23	14	8	49	22
		10%	*10%*	*11%*	*9%*	*14%*	*10%*	*9%*	*7%*	*13%*	*12%*	*9%*	*9%*	*13%*	*8%*	*4%*	*13%*	*10%*	*12%*	*10%*	*12%*	*14%*	*9%*	*12%*	*7%*	*11%*	*9%*
About the right amount	(2)	**431**	238	193	107	86	100	81	39	18	193	181	57	84	116	24	14	109	65	15	5	122	170	71	68	292	139
		63%	*63%*	*64%*	*63%*	*53%*	70%d	*66%*	75%dl	*58%*	*58%*	68%d	69%d	*53%*	71%jl	77%jl	*59%*	*63%*	*63%*	*73%*	*56%*	*63%*	*67%*	*60%*	*57%*	*66%*	*58%*
Don't know		**114**	49	66	25	31	19	22	8	9	57	40	17	20	17	5	6	36	24	3	3	32	36	18	28	68	46
		17%	*13%*	22%a	*15%*	*19%*	*13%*	*18%*	*16%*	*29%*	*17%*	*15%*	*21%*	*13%*	*10%*	*16%*	*28%*	*21%*	*23%*	*15%*	*32%*	*17%*	*14%*	*15%*	*24%*	*15%*	*19%*
Mean		**1.99**	2.05b	1.91	2.05k	1.99	1.98	1.97	1.95	1.82	2.02	1.97	1.90	2.10	2.04	1.97	1.81	1.94	1.85	1.90	1.82	1.91	2.00	2.02	2.07l	1.96	2.04l

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y

* small base; ** very small base (under 30) ineligible for sig testing

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Table 180

Q25 - Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.) - Do you think the amount of regulation for each of the following is too much, too little

Base: All who are aware of regulation for Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)

		Total	Working Status		Tenure			Government regions									Nations				Regions		
			Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base		**754**	474	277	477	260	4	36	83	78	45	75	34	83	108	107	649	43	19	43	197	120	332
Base		**683**	437	242	426	241	3**	26*	70*	53*	47**	59*	67**	96*	102*	61*	580	32**	14**	56**	149	105*	326
Effective Base		**441**	272	168	261	168	3	33	64	64	22	58	21	68	76	88	404	26	13	18	158	69	199
Too much	(3)	**66**	51	13	44	21	-	2	5	7	4	4	12	8	12	9	63	2	1	-	14	8	42
		10%	***12%b***	*6%*	*10%*	*9%*	-	*9%*	*7%*	*13%*	*8%*	*7%*	*18%*	*9%*	*12%*	*15%*	*11%*	*5%*	*4%*	-	*10%*	*7%*	*13%*
Too little	(1)	**71**	51	21	43	27	-	2	6	9	1	5	12	8	14	7	64	4	4	-	17	6	41
		10%	*12%*	*9%*	*10%*	*11%*	-	*9%*	*8%*	*16%*	*2%*	*9%*	*18%*	*9%*	*13%*	*12%*	*11%*	*11%*	*24%*	-	*11%*	*6%*	*13%*
About the right amount	(2)	**431**	273	156	267	152	3	21	48	31	31	35	32	54	61	39	352	20	9	50	100	66	186
		63%	*62%*	*65%*	*63%*	*63%*	*100%*	***79%hl***	*69%*	*58%*	*67%*	*60%*	*48%*	*56%*	*59%*	*64%*	*61%*	*62%*	*64%*	*89%*	*67%*	*63%*	*57%*
Don't know		**114**	63	51	72	41	-	1	11	7	11	14	11	25	16	6	100	7	1	6	19	25	57
		17%	*14%*	*21%*	*17%*	*17%*	-	*3%*	*16%*	*13%*	*23%*	***24%kn***	*16%*	***26%kn***	*15%*	*9%*	*17%*	*21%*	*8%*	*11%*	*12%*	***24%e***	*17%*
Mean		**1.99**	2.00	1.96	2.00	1.97	2.00	2.00	1.99	1.96	2.08	1.97	2.00	2.00	1.98	2.03	2.00	1.93	1.78	2.00	1.98	2.02	2.00

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Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u

* small base; ** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 180

Q25 - Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.) - Do you think the amount of regulation for each of the following is too much, too little

Base: All who are aware of regulation for Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)

		Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
			Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base		**754**	604	643	586	372	546	375	359	284	221	619	405	431	317	239	744	10	707	718	744
Base		**683**	526	575	526	316	486	309	330	236	202	548	347	395	265	216	672	11**	597	650	672
Effective Base		**441**	365	380	361	247	315	278	208	196	145	361	239	256	216	158	432	8	508	414	432
Too much	(3)	**66**	43	63	48	30	62	27	30	21	18	63	31	37	23	19	66	-	62	65	66
		10%	*8%*	*11%*	*9%*	*9%*	*13%*	*9%*	*9%*	*9%*	*9%*	*11%*	*9%*	*9%*	*9%*	*9%*	*10%*	-	*10%*	*10%*	*10%*
Too little	(1)	**71**	52	55	60	34	45	32	44	35	31	55	33	48	40	33	71	1	68	69	71
		10%	*10%*	*10%*	*11%*	*11%*	*9%*	*10%*	*13%*	*15%*	*16%*	*10%*	*10%*	*12%*	*15%*	*15%*	*11%*	*5%*	*11%*	*11%*	*11%*
About the right amount	(2)	**431**	344	372	340	199	316	207	216	146	117	351	235	260	162	125	427	5	377	409	427
		63%	*65%*	*65%*	*65%*	*63%*	*65%*	*67%*	*66%*	*62%*	*58%*	*64%*	*68%*	*66%*	*61%*	*58%*	*64%*	*43%*	*63%*	*63%*	*64%*
Don't know		**114**	87	86	77	54	63	43	40	34	35	80	49	50	40	38	109	6	90	107	109
		17%	*17%*	*15%*	*15%*	*17%*	*13%*	*14%*	*12%*	*14%*	*18%*	*15%*	*14%*	*13%*	*15%*	*18%*	*16%*	*52%*	*15%*	*16%*	*16%*
Mean		**1.99**	1.98	2.02	1.97	1.99	2.04bh	1.98	1.95	1.93	1.92	2.02	1.99	1.97	1.93	1.92	1.99	1.89	1.99	1.99	1.99

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s

** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 180

Q25 - Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.) - Do you think the amount of regulation for each of the following is too much, too little

Base: All who are aware of regulation for Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)

		Total	Tech savvy				Parent		Age of Children			HH size				TV access					
			Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base		**754**	499	99	73	629	236	518	158	103	18	114	392	244	636	182	197	339	152	491	464
Base		**683**	431	94*	63*	562	247	436	157	116*	20**	115*	330	235	565	189*	202	299	124	423	400
Effective Base		**441**	350	41	61	376	140	305	110	50	13	66	245	135	373	96	106	192	122	302	281
Too much	(3)	**66**	47	6	10	48	18	47	14	3	2	16	29	20	49	23	24	20	14	34	34
		10%	*11%*	*6%*	*16%d*	*8%*	*7%*	*11%*	*9%*	*3%*	*9%*	*14%*	*9%*	*8%*	*9%*	*12%*	*12%*	*7%*	*12%*	*8%*	*9%*
Too little	(1)	**71**	42	10	15	47	36	36	26	16	1	2	42	27	70	11	11	29	19	48	45
		10%	*10%*	*10%*	*23%ad*	*8%*	*15%j*	*8%*	*17%*	*14%*	*6%*	*2%*	*13%j*	*12%j*	*12%j*	*6%*	*6%*	*10%*	*16%no*	*11%*	*11%*
About the right amount	(2)	**431**	280	57	34	374	160	272	100	82	12	70	203	157	360	108	114	212	73	285	264
		63%	*65%*	*61%*	*53%*	*67%c*	*65%*	*62%*	*64%*	*70%*	*58%*	*61%*	*61%*	*67%*	*64%*	*57%*	*57%*	*71%noq*	*59%*	*67%o*	*66%*
Don't know		**114**	62	21	5	93	33	81	17	15	5	27	56	31	87	48	52	38	17	55	56
		17%	*14%*	*23%c*	*7%*	*17%*	*13%*	*19%*	*11%*	*13%*	*26%*	*24%*	*17%*	*13%*	*15%*	*25%pqrs*	*26%pqrs*	*13%*	*14%*	*13%*	*14%*
Mean		**1.99**	2.01	1.95	1.93	2.00	1.92	2.03e	1.91	1.88	2.05	2.16klm	1.95	1.96	1.96	2.09pr	2.09pr	1.96	1.95	1.96	1.97

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s

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Absolutes/col percents

Table 180

Q25 - Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.) - Do you think the amount of regulation for each of the following is too much, too little
Base: All who are aware of regulation for Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)

		Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
			Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base		**754**	136	595	23	115	21	126	10	34	322	156
Base		**683**	115	544	23**	98*	17**	107	8**	30*	288	145*
Effective Base		**441**	110	329	15	92	18	102	8	30	211	83
Too much	(3)	**66**	13	53	-	13	-	13	-	5	13	39
		10%	*11%*	*10%*	-	*13%*	-	*12%*	-	*15%*	*5%*	*27%h*
Too little	(1)	**71**	25	40	7	23	2	25	-	10	46	2
		10%	*22%b*	*7%*	*29%*	*23%*	*11%*	*23%*	-	*32%*	*16%i*	*1%*
About the right amount	(2)	**431**	64	355	12	52	12	56	8	13	180	82
		63%	*56%*	*65%*	*51%*	*53%*	*70%*	*53%*	*92%*	*43%*	*62%*	*56%*
Don't know		**114**	13	96	5	10	3	13	1	3	49	22
		17%	*12%*	*18%*	*20%*	*10%*	*19%*	*12%*	*8%*	*9%*	*17%*	*15%*
Mean		**1.99**	1.88	2.03a	1.64	1.88	1.86	1.87	2.00	1.82	1.86	2.30h

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 181

Q25 - Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.) - Do you think the amount of regulation for each of the following is too much, too li
Base: All who are aware of regulation for Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)

		Total	Gender		Age									Gender/ age								SEG					
			Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base		**867**	441	426	188	203	179	143	91	63	391	322	154	171	174	56	40	220	148	35	23	270	317	133	147	587	280
Base		**790**	407	384	179	169	163	154*	73*	52*	348	317	125*	154	188*	37*	28**	195	130*	35**	24**	237	291	126*	135	529	262
Effective Base		**505**	247	259	155	119	101	72	50	31	270	169	81	128	83	48	26	143	99	16	10	171	160	80	103	325	181
Too much	(3)	**75**	59	16	20	24	15	15	*	1	44	30	1	33	26	*	1	11	4	-	-	22	20	18	15	42	33
		9%	15%b	*4%*	11%gk	14%ghk	9%gk	10%k	*1%*	*1%*	13%gk	10%gk	*1%*	21%n	14%n	*1%*	*2%*	*6%*	*3%*	-	-	*9%*	*7%*	*14%*	*11%*	*8%*	*13%*
Too little	(1)	**77**	39	39	27	17	11	17	2	3	44	28	5	23	13	1	1	21	15	1	2	22	26	14	15	49	29
		10%	*9%*	*10%*	15%egk	*10%*	*7%*	*11%*	*3%*	*6%*	13%k	*9%*	*4%*	15%n	*7%*	*3%*	*5%*	*11%*	*12%*	*3%*	*8%*	*9%*	*9%*	*11%*	*11%*	*9%*	*11%*
About the right amount	(2)	**498**	258	240	109	91	113	97	50	37	200	210	87	79	128	28	22	120	82	22	15	153	195	67	83	348	149
		63%	*63%*	*63%*	*61%*	*54%*	69%dl	*63%*	*69%*	*71%*	*57%*	66%d	70%dl	*52%*	68%d	75%d	*79%*	*62%*	*64%*	*63%*	*62%*	*65%*	67%w	*53%*	*61%*	66%w	*57%*
Don't know		**141**	51	89	24	37	24	25	20	12	61	49	31	18	21	8	4	42	28	12	7	40	50	28	23	90	51
		18%	*13%*	23%a	*13%*	*22%*	*15%*	*16%*	27%c	*22%*	*17%*	*15%*	25%c	*12%*	*11%*	*21%*	*15%*	*22%*	*21%*	*33%*	*30%*	*17%*	*17%*	*22%*	*17%*	*17%*	*19%*
Mean		**2.00**	2.06b	1.92	1.95	2.06	2.03	1.98	1.97	1.93	2.00	2.01	1.95	2.07	2.08	1.98	1.97	1.94	1.89	1.95	1.89	2.00	1.97	2.04	2.00	1.99	2.02

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Absolutes/col percents

Table 181

Q25 - Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.) - Do you think the amount of regulation for each of the following is too much, too li
Base: All who are aware of regulation for Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)

		Total	Working Status		Tenure			Government regions									Nations				Regions		
			Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base		867	545	322	548	302	8	36	91	90	66	85	39	87	126	121	741	52	26	48	217	151	373
Base		790	507	283	495	282	4**	26*	76*	64*	64*	68*	67**	102*	110*	77*	655	39**	21**	75**	166	132*	357
Effective Base		505	306	201	294	204	7	32	68	69	36	54	26	68	95	83	479	28	18	22	167	87	240
Too much	(3)	75	53	22	45	29	1	3	4	12	1	3	12	10	14	10	70	2	1	2	20	5	45
		9%	11%	8%	9%	10%	26%	13%	6%	19%gi	2%	5%	18%	10%	12%	12%	11%	6%	3%	3%	12%	3%	13%
Too little	(1)	77	49	29	43	34	-	2	6	7	3	5	14	6	10	17	69	2	2	4	14	8	46
		10%	10%	10%	9%	12%	-	6%	8%	10%	5%	7%	21%	6%	9%	22%gijlm	10%	6%	10%	6%	9%	6%	13%
About the right amount	(2)	498	322	176	312	175	3	19	51	37	46	39	36	61	68	40	395	26	13	64	106	84	205
		63%	63%	62%	63%	62%	74%	72%	67%	57%	71%	57%	54%	60%	62%	52%	60%	66%	60%	84%	64%	64%	57%
Don't know		141	83	57	96	44	-	2	15	9	14	21	5	25	19	11	121	9	6	5	26	35	60
		18%	16%	20%	19%	16%	-	9%	19%	14%	22%	31%hn	8%	25%	17%	14%	18%	22%	28%	7%	16%	27%su	17%
Mean		2.00	2.01	1.97	2.00	1.98	2.26	2.08	1.97	2.11n	1.96	1.97	1.97	2.05	2.04	1.89	2.00	2.01	1.90	1.97	2.04	1.97	2.00

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Base: All who are aware of regulation for Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)

		Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
			Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base		**867**	685	746	664	404	620	410	372	290	236	710	445	457	329	264	850	17	801	814	850
Base		**790**	603	678	595	338	549	345	342	239	217	636	386	417	270	241	771	19**	683	735	771
Effective Base		**505**	403	431	398	283	363	292	214	228	142	404	266	263	248	161	492	13	542	471	492
Too much	(3)	**75**	47	63	51	27	59	30	24	23	9	61	36	30	25	10	75	-	66	75	75
		9%	*8%*	*9%*	*9%*	*8%*	*11%*	*9%*	*7%*	*10%*	*4%*	*10%n*	*9%*	*7%*	*9%n*	*4%*	*10%*	-	*10%*	*10%*	*10%*
Too little	(1)	**77**	54	63	65	32	53	29	47	31	25	63	31	51	37	28	77	1	68	76	77
		10%	*9%*	*9%*	*11%*	*9%*	*10%*	*9%*	*14%*	*13%*	*11%*	*10%*	*8%*	*12%*	*14%k*	*12%*	*10%*	*3%*	*10%*	*10%*	*10%*
About the right amount	(2)	**498**	389	438	388	228	362	234	231	152	142	412	259	287	172	152	490	8	435	460	490
		63%	*64%*	*65%*	*65%*	*67%*	*66%*	*68%*	*67%*	*63%*	*65%*	*65%*	*67%*	*69%*	*64%*	*63%*	*64%*	*40%*	*64%*	*63%*	*64%*
Don't know		**141**	113	114	92	52	75	52	41	33	41	101	60	50	36	51	129	11	115	124	129
		18%	*19%*	*17%*	*15%*	*15%*	*14%*	*15%*	*12%*	*14%*	*19%*	*16%*	*16%*	*12%*	*13%*	*21%lm*	*17%*	*57%*	*17%*	*17%*	*17%*
Mean		**2.00**	1.99	2.00	1.97	1.98	2.01	2.00	1.92	1.96	1.91	2.00	2.01n	1.94	1.95	1.91	2.00	1.93	2.00	2.00	2.00

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
** very small base (under 30) ineligible for sig testing

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Q25 - Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.) - Do you think the amount of regulation for each of the following is too much, too li
Base: All who are aware of regulation for Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)

		Total	Tech savvy				Parent		Age of Children			HH size				TV access					
			Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base		**867**	557	129	72	733	262	605	176	111	24	145	452	265	717	214	230	379	177	556	523
Base		**790**	479	129*	74*	655	280	510	181	127*	28**	136*	386	265	650	209	221	351	148	499	463
Effective Base		**505**	385	55	47	433	153	359	115	56	19	99	262	146	404	113	124	214	129	334	316
Too much	(3)	**75**	47	12	14	52	21	55	11	8	4	15	38	22	60	22	23	29	14	43	40
		9%	*10%*	*9%*	19%d	*8%*	*7%*	*11%*	*6%*	*6%*	*13%*	*11%*	*10%*	*8%*	*9%*	*11%*	*10%*	*8%*	*9%*	*9%*	*9%*
Too little	(1)	**77**	38	12	17	51	22	55	14	11	-	8	45	23	68	15	17	29	19	48	43
		10%	*8%*	*10%*	23%ad	*8%*	*8%*	*11%*	*8%*	*8%*	-	*6%*	*12%*	*9%*	*11%*	*7%*	*8%*	*8%*	*13%*	*10%*	*9%*
About the right amount	(2)	**498**	320	70	38	429	185	313	121	87	17	84	234	177	411	123	129	240	87	327	308
		63%	67%c	*54%*	*52%*	*66%*	*66%*	*61%*	*67%*	*68%*	*62%*	*62%*	*61%*	*67%*	*63%*	*59%*	*58%*	*68%*	*59%*	*66%*	*66%*
Don't know		**141**	74	34	5	123	53	88	34	22	7	29	68	43	111	48	52	53	28	81	72
		18%	*15%*	27%ac	*7%*	19%c	*19%*	*17%*	*19%*	*17%*	*26%*	*21%*	*18%*	*16%*	*17%*	*23%*	*23%*	*15%*	*19%*	*16%*	*16%*
Mean		**2.00**	2.02	2.00	1.96	2.00	1.99	2.00	1.98	1.97	2.17	2.06	1.98	2.00	1.99	2.04	2.03	2.00	1.96	1.99	1.99

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Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 181

Q25 - Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.) - Do you think the amount of regulation for each of the following is too much, too li
Base: All who are aware of regulation for Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)

		Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
			Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base		867	164	673	30	138	26	149	15	33	385	171
Base		790	142	620	29**	122	20**	131	11**	29*	356	146
Effective Base		505	127	371	19	106	22	115	12	30	243	103
Too much	(3)	75	20	55	1	19	*	19	*	4	18	37
		9%	14%	9%	2%	16%	2%	15%	3%	14%	5%	25%h
Too little	(1)	77	34	39	5	31	3	33	1	13	55	8
		10%	24%b	6%	17%	25%	14%	25%	9%	43%	15%i	5%
About the right amount	(2)	498	71	408	18	59	12	63	8	13	220	80
		63%	50%	66%a	64%	48%	61%	48%	70%	43%	62%	55%
Don't know		141	18	118	5	13	5	16	2	-	64	21
		18%	12%	19%	18%	11%	24%	12%	18%	-	18%	15%
Mean		2.00	1.89	2.03a	1.82	1.89	1.85	1.88	1.93	1.70	1.87	2.24h

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 182

Q25 - Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.) - Do you think the amount of regulation for each of the following i
Base: All who are aware of regulation for Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)

		Total	Gender		Age									Gender/ age								SEG					
			Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base		**260**	160	100	76	93	55	26	7	3	169	81	10	91	61	5	3	78	20	2	-	69	97	52	42	166	94
Base		**232**	144	88*	69*	74*	60**	23**	4**	2**	143	83*	6**	79*	60*	4**	2**	64*	23**	1**	-**	56*	83*	56**	37**	139	93*
Effective Base		**155**	109	49	69	58	23	23	6	3	125	38	9	74	35	4	3	52	7	2	-	51	57	26	30	107	52
Too much	(3)	**22**	19	4	11	8	2	1	-	-	20	3	-	16	3	-	-	4	-	-	-	6	9	2	5	15	7
		10%	*13%*	*4%*	*16%*	*11%*	*3%*	*3%*	*-*	*-*	*14%*	*3%*	*-*	*20%m*	*4%*	*-*	*-*	*6%*	*-*	*-*	*-*	*10%*	*11%*	*4%*	*14%*	*11%*	*8%*
Too little	(1)	**32**	23	9	9	7	12	2	1	1	16	14	2	10	11	1	1	6	2	-	-	9	13	6	3	22	9
		14%	*16%*	*10%*	*14%*	*9%*	*20%*	*8%*	*17%*	*40%*	*12%*	*16%*	*24%*	*13%*	*19%*	*21%*	*40%*	*10%*	*10%*	*-*	*-*	*16%*	*15%*	*11%*	*8%*	*16%*	*10%*
About the right amount	(2)	**140**	84	56	42	50	26	18	3	1	92	44	4	45	36	2	1	47	8	1	-	33	47	35	26	79	61
		60%	*58%*	*64%*	*61%*	*68%*	*44%*	*77%*	*71%*	*28%*	*65%*	*53%*	*58%*	*57%*	*60%*	*65%*	*28%*	*74%*	*35%*	*100%*	*-*	*58%*	*56%*	*62%*	*71%*	*57%*	*66%*
Don't know		**38**	19	20	6	8	20	3	1	1	14	23	1	8	10	1	1	7	13	-	-	8	14	13	3	23	16
		17%	*13%*	*22%*	*9%*	*11%*	*33%*	*12%*	*12%*	*32%*	*10%*	*28%cdl*	*18%*	*10%*	*17%*	*14%*	*32%*	*11%*	*55%*	*-*	*-*	*15%*	*17%*	*23%*	*7%*	*16%*	*17%*
Mean		**1.95**	1.97	1.93	2.03	2.02	1.75	1.95	1.81	1.42	2.03j	1.82	1.71	2.08	1.82	1.76	1.42	1.95	1.78	2.00	-	1.93	1.95	1.90	2.06	1.94	1.97

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base; ** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 182

Q25 - Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.) - Do you think the amount of regulation for each of the following i
Base: All who are aware of regulation for Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)

		Total	Working Status		Tenure			Government regions									Nations				Regions		
			Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base		**260**	181	79	146	105	2	21	25	20	17	34	9	28	41	40	235	13	6	6	66	51	118
Base		**232**	168*	64*	134*	91*	1**	18**	21**	13**	18**	27*	15**	38**	37*	22*	209	11**	5**	7**	51*	45**	112*
Effective Base		**155**	99	65	75	80	2	12	22	19	6	30	7	14	32	35	137	9	5	5	49	27	67
Too much	(3)	**22**	17	5	13	8	1	1	1	3	-	4	5	3	2	2	21	1	1	-	6	4	12
		10%	*10%*	*8%*	*10%*	*8%*	*64%*	*5%*	*7%*	*27%*	*-*	*13%*	*35%*	*8%*	*5%*	*7%*	*10%*	*6%*	*10%*	*-*	*11%*	*8%*	*11%*
Too little	(1)	**32**	27	5	22	10	-	2	2	1	7	5	2	5	3	3	30	-	1	1	6	12	13
		14%	*16%*	*7%*	*16%*	*11%*	*-*	*14%*	*9%*	*9%*	*36%*	*19%*	*11%*	*12%*	*9%*	*15%*	*14%*	*-*	*15%*	*10%*	*11%*	*26%*	*11%*
About the right amount	(2)	**140**	95	45	75	61	*	12	15	7	9	13	7	14	29	16	122	8	4	6	34	22	66
		60%	*56%*	*71%*	*56%*	*67%*	*36%*	*70%*	*70%*	*54%*	*50%*	*47%*	*47%*	*36%*	*80%*	*70%*	*58%*	*75%*	*75%*	*90%*	*66%*	*48%*	*59%*
Don't know		**38**	30	9	24	12	-	2	3	1	2	6	1	16	2	2	36	2	-	-	6	8	22
		17%	*18%*	*13%*	*18%*	*13%*	*-*	*12%*	*14%*	*10%*	*13%*	*21%*	*7%*	*43%*	*6%*	*9%*	*17%*	*20%*	*-*	*-*	*12%*	*18%*	*19%*
Mean		**1.95**	1.93	2.01	1.92	1.97	2.64	1.90	1.97	2.20	1.58	1.92	2.26	1.93	1.96	1.91	1.95	2.07	1.95	1.90	2.00	1.78	1.99

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Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 182

Q25 - Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.) - Do you think the amount of regulation for each of the following i
Base: All who are aware of regulation for Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)

		Devices ever used					Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**260**	215	240	238	260	219	148	164	129	86	234	155	190	142	88	258	2	252	256	258
Base	**232**	190	216	217	232	195	119	150*	108	87*	209	125	175	125*	90*	222	10**	209	221	222
Effective Base	**155**	125	140	141	155	127	127	95	115	42	136	130	111	90	44	178	2	201	177	178
Too much (3)	**22**	16	21	21	22	21	10	11	9	3	21	10	14	11	4	22	-	18	22	22
	10%	*8%*	*10%*	*10%*	*10%*	*11%*	*8%*	*7%*	*8%*	*4%*	*10%*	*8%*	*8%*	*9%*	*5%*	*10%*	-	*9%*	*10%*	*10%*
Too little (1)	**32**	27	29	32	32	29	13	28	19	17	29	15	29	19	17	32	-	24	32	32
	14%	*14%*	*14%*	*15%*	*14%*	*15%*	*11%*	*19%*	*17%*	*19%*	*14%*	*12%*	*17%*	*15%*	*19%*	*14%*	-	*12%*	*14%*	*14%*
About the right amount (2)	**140**	112	131	128	140	114	76	88	69	51	124	80	104	74	53	138	2	137	137	138
	60%	*59%*	*61%*	*59%*	*60%*	*58%*	*64%*	*59%*	*64%*	*58%*	*59%*	*64%*	*60%*	*59%*	*59%*	*62%*	*21%*	*66%*	*62%*	*62%*
Don't know	**38**	35	34	36	38	31	19	23	11	16	34	20	27	22	16	30	8	29	30	30
	17%	*18%*	*16%*	*17%*	*17%*	*16%*	*16%*	*15%*	*11%*	*18%*	*16%*	*16%*	*16%*	*17%*	*18%*	*14%*	*79%*	*14%*	*14%*	*14%*
Mean	**1.95**	1.92	1.96	1.94	1.95	1.95	1.96	1.87	1.90	1.81	1.96	1.95	1.90	1.92	1.83	1.95	2.00	1.97	1.95	1.95

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Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 182

Q25 - Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.) - Do you think the amount of regulation for each of the following i
Base: All who are aware of regulation for Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)

		Total	Tech savvy				Parent		Age of Children			HH size				TV access					
			Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base		**260**	205	22	27	228	104	156	77	38	8	23	138	98	236	44	50	128	57	185	173
Base		**232**	177	22**	32**	197	110*	122	83*	41**	9**	19**	117*	94*	212	40**	46**	115*	48*	163	147
Effective Base		**155**	141	14	19	133	57	111	38	21	7	13	74	68	141	20	24	73	50	117	140
Too much	(3)	**22**	22	-	1	21	4	18	3	1	-	1	12	10	22	7	7	11	2	12	11
		10%	*12%*	-	*4%*	*11%*	*4%*	*15%e*	*4%*	*1%*	-	*3%*	*10%*	*11%*	*10%*	*16%*	*15%*	*9%*	*4%*	*8%*	*8%*
Too little	(1)	**32**	27	4	6	23	19	13	16	11	-	1	12	18	30	7	8	17	5	23	20
		14%	*15%*	*17%*	*19%*	*12%*	*17%*	*10%*	*19%*	*27%*	-	*7%*	*10%*	*20%*	*14%*	*18%*	*18%*	*15%*	*10%*	*14%*	*14%*
About the right amount	(2)	**140**	107	16	24	114	62	78	43	22	9	14	72	53	125	21	24	65	35	100	96
		60%	*60%*	*75%*	*76%*	*58%*	*56%*	*64%*	*52%*	*54%*	*91%*	*71%*	*62%*	*56%*	*59%*	*51%*	*53%*	*57%*	*72%*	*61%*	*65%*
Don't know		**38**	22	2	-	38	26	13	21	7	1	4	22	13	35	6	7	22	7	29	20
		17%	*12%*	*8%*	-	*19%*	*23%f*	*10%*	*25%*	*18%*	*9%*	*19%*	*18%*	*14%*	*16%*	*14%*	*15%*	*19%*	*14%*	*17%*	*14%*
Mean		**1.95**	1.97	1.82	1.85	1.98	1.83	2.05e	1.80	1.69	2.00	1.95	2.00	1.90	1.95	1.98	1.96	1.93	1.92	1.92	1.93

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 182

Q25 - Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.) - Do you think the amount of regulation for each of the following i
Base: All who are aware of regulation for Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)

		Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
			Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base		260	62	189	9	50	12	56	6	11	109	57
Base		232	58*	168	6**	49*	9**	54*	4**	10*	97*	47*
Effective Base		155	46	105	7	36	10	41	5	10	69	48
Too much	(3)	22	4	19	-	3	*	3	*	1	3	10
		10%	6%	11%	-	7%	4%	6%	9%	7%	3%	21%h
Too little	(1)	32	14	15	2	14	1	14	-	7	22	2
		14%	25%b	9%	33%	28%	6%	26%	-	64%	22%i	5%
About the right amount	(2)	140	32	105	3	28	4	30	2	3	59	28
		60%	56%	62%	49%	57%	47%	55%	57%	28%	61%	59%
Don't know		38	8	29	1	4	4	7	1	-	14	7
		17%	14%	17%	19%	8%	42%	12%	34%	-	14%	14%
Mean		1.95	1.79	2.03a	1.60	1.76	1.95	1.77	2.14	1.43	1.78	2.19h

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 183

Q25 - All online or on-demand TV or video services - Do you think the amount of regulation for each of the following is too much, too little or about the right amount?
Base: All respondents

		Total	Gender		Age									Gender/ age								SEG					
			Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base		**2102**	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base		**2102**	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base		**1150**	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
Too much	(3)	**114**	93	20	34	32	16	19	5	9	66	35	13	50	32	4	9	16	3	1	-	27	33	27	28	59	54
		5%	9%b	*2%*	8%egjk	7%k	*4%*	*5%*	*2%*	*4%*	8%egjk	*4%*	*3%*	14%mn	*8%*	*3%*	*7%*	3%q	*1%*	*1%*	-	*5%*	*4%*	*7%*	*6%*	*5%*	*6%*
Too little	(1)	**343**	177	166	63	81	65	55	30	49	144	120	79	67	66	17	27	77	53	13	22	114	124	39	66	238	105
		16%	*17%*	*16%*	*16%*	*18%*	*15%*	*14%*	*13%*	23%jl	*17%*	*15%*	*18%*	*18%*	*16%*	*13%*	*20%*	*16%*	*13%*	*13%*	28%q	22%wxy	17%w	*10%*	*14%*	19%wy	*12%*
About the right amount	(2)	**855**	477	377	186	178	164	162	104	62	363	326	166	157	205	73	43	206	121	31	19	206	304	170	174	511	344
		41%	45%b	*36%*	47%hk	40%h	*39%*	*40%*	45%h	*29%*	43%h	40%h	*38%*	*43%*	49%o	56%o	*33%*	44%qs	*30%*	*31%*	*24%*	*39%*	*41%*	*45%*	*38%*	*40%*	*41%*
Don't know		**790**	303	487	117	150	176	164	92	91	267	340	183	94	118	37	53	173	221	54	39	176	278	145	192	453	337
		38%	*29%*	46%a	*29%*	*34%*	42%ci	41%ci	40%c	43%ci	*32%*	41%ci	42%ci	*26%*	*28%*	*29%*	40%l	*37%*	56%p	54%p	*49%*	*34%*	*38%*	*38%*	42%t	*36%*	*40%*
Mean		**1.83**	1.89b	1.74	1.90hk	1.83h	1.80	1.85h	1.82	1.66	1.86hk	1.82h	1.75	1.94	1.89	1.85	1.77	1.80	1.72	1.74	1.46	1.75	1.80	1.95tuv	1.86	1.78	1.90tuv

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base

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Absolutes/col percents

Table 183

Q25 - All online or on-demand TV or video services - Do you think the amount of regulation for each of the following is too much, too little or about the right amount?
Base: All respondents

		Total	Working Status		Tenure			Government regions									Nations				Regions		
			Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base		2102	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base		2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base		1150	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
Too much	(3)	114	85	27	65	45	1	1	11	14	7	3	20	15	18	15	105	4	1	4	26	10	69
		5%	7%b	*3%*	*5%*	*6%*	*3%*	*1%*	*5%*	8%j	*4%*	*2%*	9%j	*6%*	7%j	9%j	*6%*	*4%*	*2%*	*2%*	*6%*	*3%*	7%u
Too little	(1)	343	207	136	217	122	1	12	45	19	34	39	37	33	47	30	296	11	8	27	75	74	147
		16%	*16%*	*17%*	*17%*	*16%*	*2%*	*14%*	22%hl	*11%*	*21%*	21%h	*16%*	*12%*	*17%*	*18%*	*17%*	*9%*	*20%*	*15%*	*16%*	*21%*	*16%*
About the right amount	(2)	855	536	318	510	321	12	49	85	60	63	69	84	105	123	68	706	48	14	87	194	132	380
		41%	*42%*	*39%*	*40%*	*41%*	*41%*	59%ghijklm	*41%*	*36%*	*38%*	*37%*	*37%*	*39%*	*45%*	*41%*	*40%*	*38%*	*34%*	*46%*	*42%*	*37%*	*41%*
Don't know		790	447	339	479	286	17	21	67	74	62	76	88	118	82	53	642	61	18	70	163	138	341
		38%	*35%*	41%a	*38%*	*37%*	*54%*	*26%*	*32%*	45%fgmn	*37%*	*41%*	*38%*	43%fm	*30%*	*32%*	*37%*	49%o	*43%*	*37%*	*36%*	*39%*	*36%*
Mean		1.83	1.85	1.77	1.81	1.84	2.01	1.83	1.76	1.94gj	1.74	1.67	1.88	1.69j	1.85j	1.86j	1.83	1.89	1.68	1.80	1.83t	1.70	1.87t

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Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 183

Q25 - All online or on-demand TV or video services - Do you think the amount of regulation for each of the following is too much, too little or about the right amount?
Base: All respondents

		Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
			Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base		2102	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base		2102	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base		1150	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
Too much	(3)	114	79	91	76	45	79	48	43	38	24	81	59	52	42	25	108	6	97	105	108
		5%	*5%*	*6%*	*5%*	*6%*	*7%*	*5%*	*6%*	*7%*	*4%*	*6%*	*6%*	*6%*	*7%*	*4%*	*5%*	*5%*	*6%*	*6%*	*5%*
Too little	(1)	343	259	266	263	124	194	137	158	107	116	239	156	179	125	120	336	7	295	303	336
		16%	*16%*	*16%*	*18%*	*15%*	*16%*	*16%*	20%f	21%ef	21%ef	*16%*	*16%*	*19%*	*20%*	*20%*	*17%*	*6%*	*18%*	*17%*	*17%*
About the right amount	(2)	855	632	695	627	360	559	400	341	238	215	640	436	421	275	235	828	27	731	767	828
		41%	*40%*	*42%*	*42%*	*44%*	46%l	*45%*	*44%*	*46%*	*39%*	*44%*	*43%*	*45%*	*43%*	*39%*	42%p	*23%*	*44%*	*43%*	*42%*
Don't know		790	627	598	526	294	380	300	230	129	193	509	356	289	193	227	711	79	537	629	711
		38%	*39%*	*36%*	*35%*	*36%*	31%kh	34%kh	*30%*	*25%*	35%kh	*35%*	*35%*	*31%*	*30%*	37%lm	*36%*	67%q	*32%*	*35%*	*36%*
Mean		1.83	1.82	1.83	1.81	1.85	1.86l	1.85l	1.79	1.82	1.74	1.84n	1.85n	1.80	1.81	1.75	1.82	1.97	1.82	1.83	1.82

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base

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Absolutes/col percents

Table 183

Q25 - All online or on-demand TV or video services - Do you think the amount of regulation for each of the following is too much, too little or about the right amount?
Base: All respondents

		Total	Tech savvy: Keep up with new Tech (agree) (a)	Tech savvy: Keep up with new Tech (disagree) (b)	Tech savvy: Computers confuse me (agree) (c)	Tech savvy: Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	Age of Children: 0-10 (g)	Age of Children: 11-16 (h)	Age of Children: 17 (i)	HH size: Single (j)	HH size: 2-3 (k)	HH size: 4+ (l)	HH size: 2+ (m)	TV access: Freeview only (n)	TV access: Freeview (any) (o)	TV access: Sat (p)	TV access: Cab (q)	TV access: Sat/Cab (r)	TV access: Pay TV (s)
Unweighted Base		**2102**	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base		**2102**	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base		**1150**	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
Too much	(3)	**114**	64	24	18	83	27	87	15	12	1	27	52	34	86	30	32	47	22	69	66
		5%	*6%*	*5%*	*8%*	*5%*	*4%*	*6%*	*3%*	*4%*	*2%*	*7%*	*5%*	*5%*	*5%*	*6%*	*5%*	*5%*	*6%*	*5%*	*6%*
Too little	(1)	**343**	187	84	45	250	143	200	120	59	8	51	163	129	292	81	90	156	55	211	199
		16%	*17%*	*19%*	*21%*	*15%*	*19%*	*15%*	*24%*	*19%*	*11%*	*13%*	*16%*	*20%j*	*17%*	*15%*	*15%*	*17%*	*15%*	*16%*	*17%*
About the right amount	(2)	**855**	491	136	85	689	326	528	210	147	29	133	432	284	716	204	217	399	141	540	500
		41%	*45%b*	*30%*	*40%*	*43%b*	*44%*	*39%*	*43%*	*48%*	*40%*	*33%*	*42%j*	*43%j*	*42%j*	*37%*	*37%*	*43%*	*39%*	*42%*	*43%*
Don't know		**790**	353	206	66	593	239	551	146	87	33	188	391	210	601	233	246	336	141	477	407
		38%	*32%*	*46%acd*	*31%*	*37%*	*33%*	*40%e*	*30%*	*28%*	*47%*	*47%klm*	*38%*	*32%*	*35%*	*43%s*	*42%s*	*36%*	*39%*	*37%*	*35%*
Mean		**1.83**	1.83	1.76	1.82	1.84	1.76	1.86e	1.70	1.78	1.83	1.88	1.83	1.79	1.81	1.84	1.83	1.82	1.85	1.83	1.83

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Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 183

Q25 - All online or on-demand TV or video services - Do you think the amount of regulation for each of the following is too much, too little or about the right amount?
Base: All respondents

		Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
			Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base		2102	328	1662	112	258	70	270	58	67	852	360
Base		2102	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base		1150	221	878	70	170	53	180	42	47	483	196
Too much	(3)	114	27	87	-	26	1	26	*	7	21	65
		5%	9%bc	5%	-	11%	2%	10%g	1%	10%	2%	18%h
Too little	(1)	343	104	227	12	88	17	93	12	32	221	24
		16%	34%bc	13%	11%	36%	28%	36%	24%	48%	26%i	7%
About the right amount	(2)	855	115	700	40	94	21	97	18	21	333	152
		41%	38%	41%	38%	38%	36%	38%	38%	32%	39%	43%
Don't know		790	57	679	54	37	20	39	18	6	282	112
		38%	19%	40%a	51%a	15%	34%d	15%	37%f	9%	33%	32%
Mean		1.83	1.68	1.86a	1.77	1.70	1.60	1.69	1.62	1.58	1.65	2.17h

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base

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Absolutes/col percents

Table 184

Q26 Why do you say the amount of regulation for TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV) is too much?
Base: All saying 'too much'

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**126**	89	37	45	40	14	18	8	1	85	32	9	55	27	6	1	30	5	2	-	39	46	21	20	85	41
Base	**121***	89*	32**	46*	33**	17**	17**	6**	1**	79*	35**	8**	54*	29**	5**	1**	25**	5**	1**	-**	37**	40*	26**	18**	77*	44**
Effective Base	**81**	55	29	39	24	6	15	6	1	63	16	7	41	13	5	1	23	5	2	-	27	36	10	18	62	23
Everyone should be free to look at what they want	**72**	54	18	25	16	12	13	4	1	41	25	6	27	22	4	1	14	3	*	-	22	21	16	13	43	29
	60%	*61%*	*57%*	*55%*	*49%*	*70%*	*77%*	*69%*	*100%*	*52%*	*73%*	*74%*	*50%*	*76%*	*77%*	*100%*	*58%*	*57%*	*35%*	-	*59%*	*53%*	*62%*	*74%*	*55%*	*67%*
Limits choice	**70**	51	20	22	23	11	10	4	-	45	22	4	30	18	2	-	15	3	1	-	18	24	21	7	42	28
	58%	*57%*	*62%*	*47%*	*71%*	*65%*	*60%*	*55%*	-	*57%*	*62%*	*46%*	*56%*	*62%*	*44%*	-	*60%*	*62%*	*100%*	-	*48%*	*60%*	*80%*	*39%*	*55%*	*64%*
Limits creativity	**49**	36	14	18	13	11	5	2	-	31	16	2	19	15	1	-	12	1	*	-	14	14	15	6	28	21
	41%	*40%*	*43%*	*39%*	*41%*	*65%*	*29%*	*26%*	-	*40%*	*47%*	*22%*	*36%*	*51%*	*24%*	-	*48%*	*25%*	*35%*	-	*38%*	*35%*	*58%*	*33%*	*36%*	*48%*
Not necessary	**29**	23	6	6	9	9	4	2	-	15	13	2	10	12	1	-	5	1	*	-	6	9	10	4	15	14
	24%	*25%*	*20%*	*13%*	*26%*	*50%*	*23%*	*28%*	-	*18%*	*37%*	*24%*	*18%*	*40%*	*27%*	-	*19%*	*19%*	*35%*	-	*15%*	*24%*	*36%*	*24%*	*20%*	*32%*
Other	**3**	1	2	-	1	1	1	-	-	1	2	-	1	1	-	-	1	1	-	-	2	-	-	1	2	1
	3%	*2%*	*5%*	-	*4%*	*6%*	*4%*	-	-	*2%*	*5%*	-	*2%*	*2%*	-	-	*2%*	*20%*	-	-	*5%*	-	-	*8%*	*2%*	*3%*
Don't know	**2**	2	-	1	1	-	-	-	-	2	-	-	2	-	-	-	-	-	-	-	-	1	-	1	1	1
	2%	*2%*	-	*3%*	*2%*	-	-	-	-	*3%*	-	-	*4%*	-	-	-	-	-	-	-	-	*3%*	-	*5%*	*2%*	*2%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 184

Q26 Why do you say the amount of regulation for TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV) is too much?
Base: All saying 'too much'

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**126**	93	32	72	49	2	3	13	17	7	10	6	10	18	29	113	8	1	4	33	17	63
Base	**121***	90*	30**	73*	45*	1**	2**	11**	17**	7**	9**	16**	12**	17**	19**	110*	6**	1**	4**	31**	16**	64*
Effective Base	**81**	56	25	42	39	2	2	12	12	6	9	4	9	16	27	72	7	1	3	24	15	35
Everyone should be free to look at what they want	**72**	55	18	51	20	*	2	6	13	3	2	13	9	7	9	63	4	1	4	21	5	38
	60%	*61%*	*58%*	*70%d*	*45%*	*38%*	*100%*	*55%*	*75%*	*34%*	*24%*	*83%*	*70%*	*39%*	*49%*	*57%*	*68%*	*100%*	*100%*	*69%*	*29%*	*59%*
Limits choice	**70**	55	14	45	24	*	-	4	9	5	6	9	7	14	11	65	1	1	3	13	10	41
	58%	*62%*	*46%*	*61%*	*54%*	*62%*	-	*36%*	*54%*	*65%*	*66%*	*59%*	*56%*	*81%*	*59%*	*59%*	*17%*	*100%*	*78%*	*44%*	*65%*	*65%*
Limits creativity	**49**	41	9	32	17	-	-	2	7	3	4	8	6	7	9	45	2	1	2	9	6	30
	41%	*45%*	*28%*	*43%*	*39%*	-	-	*20%*	*40%*	*34%*	*42%*	*53%*	*48%*	*41%*	*47%*	*41%*	*31%*	*100%*	*36%*	*30%*	*39%*	*47%*
Not necessary	**29**	23	6	17	11	-	-	5	5	1	1	7	2	3	4	27	1	-	1	9	1	16
	24%	*26%*	*19%*	*23%*	*26%*	-	-	*45%*	*26%*	*7%*	*9%*	*42%*	*18%*	*16%*	*23%*	*24%*	*26%*	-	*22%*	*31%*	*8%*	*25%*
Other	**3**	2	1	2	1	-	-	-	*	1	-	-	1	1	*	3	-	-	-	*	1	2
	3%	*2%*	*5%*	*2%*	*2%*	-	-	-	*3%*	*9%*	-	-	*9%*	*3%*	*2%*	*3%*	-	-	-	*1%*	*4%*	*3%*
Don't know	**2**	1	1	-	1	-	-	1	-	-	-	-	-	-	-	1	1	-	-	1	-	-
	2%	*2%*	*3%*	-	*2%*	-	-	*13%*	-	-	-	-	-	-	-	*1%*	*14%*	-	-	*5%*	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 184

Q26 Why do you say the amount of regulation for TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV) is too much?
Base: All saying 'too much'

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**126**	93	107	100	62	99	64	64	50	38	104	67	71	57	40	125	1	121	121	125
Base	**121***	85*	101*	92*	56*	94*	54*	56*	45*	32*	97*	60*	64*	50*	34*	120*	1**	112*	116*	120*
Effective Base	**81**	72	66	75	48	61	58	55	41	34	64	56	59	47	36	80	1	80	77	80
Everyone should be free to look at what they want	**72**	51	63	52	31	56	31	28	24	20	58	37	32	28	22	71	1	64	70	71
	60%	*61%*	*62%*	*57%*	*56%*	*59%*	*56%*	*49%*	*52%*	*61%*	*60%*	*61%*	*51%*	*55%*	*63%*	*59%*	*100%*	*57%*	*60%*	*59%*
Limits choice	**70**	45	61	53	28	57	29	36	26	15	58	35	43	30	15	70	-	68	67	70
	58%	*53%*	*60%*	*57%*	*50%*	*61%*	*54%*	*65%*	*57%*	*47%*	*60%*	*58%*	*67%*	*59%*	*45%*	*59%*	-	*60%*	*58%*	*59%*
Limits creativity	**49**	30	41	33	24	37	19	20	18	8	39	24	27	20	8	49	-	46	48	49
	41%	*36%*	*41%*	*36%*	*43%*	*40%*	*34%*	*36%*	*39%*	*25%*	*40%*	*40%*	*42%*	*40%*	*24%*	*41%*	-	*41%*	*41%*	*41%*
Not necessary	**29**	18	26	20	11	25	11	9	9	5	26	13	14	11	6	29	-	29	28	29
	24%	*21%*	*26%*	*22%*	*19%*	*27%*	*19%*	*17%*	*19%*	*16%*	*27%*	*22%*	*22%*	*22%*	*18%*	*24%*	-	*26%*	*24%*	*24%*
Other	**3**	3	3	2	-	3	2	-	-	1	3	2	1	-	1	3	-	3	3	3
	3%	*4%*	*3%*	*2%*	-	*3%*	*3%*	-	-	*4%*	*3%*	*3%*	*1%*	-	*4%*	*3%*	-	*3%*	*2%*	*3%*
Don't know	**2**	1	1	2	2	1	1	1	1	-	1	1	1	1	-	2	-	2	2	2
	2%	*2%*	*1%*	*2%*	*4%*	*1%*	*3%*	*2%*	*3%*	-	*1%*	*2%*	*2%*	*3%*	-	*2%*	-	*2%*	*2%*	*2%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Table 184

Q26 Why do you say the amount of regulation for TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV) is too much?
Base: All saying 'too much'

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	126	84	29	36	80	43	83	29	15	5	24	58	44	102	28	34	52	29	81	78
Base	121*	78*	28**	35**	72*	42*	79*	27**	15**	5**	23**	56**	42*	98*	34**	40**	46*	26**	72*	70*
Effective Base	81	65	22	29	59	37	47	27	12	5	19	30	37	63	13	17	42	26	68	65
Everyone should be free to look at what they want	72	47	13	19	45	18	54	9	9	4	18	34	20	54	25	28	28	12	40	41
	60%	60%	47%	54%	62%	42%	69%	35%	56%	83%	78%	62%	47%	55%	73%	70%	60%	46%	55%	58%
Limits choice	70	44	13	19	39	25	45	17	8	2	15	34	21	55	19	21	29	14	43	40
	58%	56%	47%	55%	55%	60%	57%	63%	55%	41%	63%	61%	51%	57%	56%	53%	62%	54%	59%	57%
Limits creativity	49	30	10	15	25	20	29	12	9	-	6	29	15	44	14	15	22	10	32	28
	41%	38%	36%	44%	34%	49%	37%	46%	58%	-	24%	52%	35%	45%	42%	38%	48%	37%	44%	40%
Not necessary	29	17	2	3	19	4	25	4	2	-	9	16	4	20	14	14	9	4	13	13
	24%	21%	7%	9%	27%	10%	31%	13%	11%	-	37%	29%	10%	21%	40%	36%	20%	15%	18%	18%
Other	3	1	2	-	3	*	3	-	*	-	2	1	*	1	1	1	-	2	2	2
	3%	1%	7%	-	3%	1%	3%	-	3%	-	7%	2%	1%	2%	4%	4%	-	7%	2%	2%
Don't know	2	1	1	-	2	2	-	1	1	-	-	1	1	2	-	-	1	1	2	2
	2%	2%	3%	-	3%	5%	-	3%	9%	-	-	1%	3%	2%	-	-	2%	5%	3%	3%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Absolutes/col percents

Table 184

Q26 Why do you say the amount of regulation for TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV) is too much?
Base: All saying 'too much'

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**126**	53	71	2	47	6	46	7	21	38	52
Base	**121***	51*	68*	1**	46*	5**	46*	5**	19*	37*	49**
Effective Base	**81**	44	39	2	39	5	38	6	19	31	27
Everyone should be free to look at what they want	**72**	22	50	-	21	1	21	1	8	19	39
	60%	*42%*	*74%a*	-	*45%*	*19%*	*45%*	*16%*	*43%*	*52%*	*81%*
Limits choice	**70**	29	40	1	27	2	27	2	12	22	29
	58%	*57%*	*59%*	*57%*	*59%*	*34%*	*58%*	*42%*	*65%*	*58%*	*60%*
Limits creativity	**49**	19	30	1	17	2	17	2	12	12	22
	41%	*37%*	*44%*	*43%*	*36%*	*47%*	*36%*	*42%*	*61%*	*32%*	*46%*
Not necessary	**29**	3	26	-	3	-	3	-	2	4	22
	24%	*6%*	*38%a*	-	*7%*	-	*7%*	-	*10%*	*10%*	*45%*
Other	**3**	-	3	-	-	-	-	-	-	-	2
	3%	-	*5%*	-	-	-	-	-	-	-	*5%*
Don't know	**2**	2	-	-	2	-	2	-	-	2	-
	2%	*4%*	-	-	*5%*	-	*5%*	-	-	*6%*	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 185

Q26 Why do you say the amount of regulation for On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix) is too much?
Base: All saying 'too much'

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	62	45	17	14	22	11	10	3	2	36	21	5	23	19	2	1	13	2	1	1	18	21	13	10	39	23
Base	70*	54**	15**	17**	22**	18**	9**	3**	1**	39**	26**	4**	27**	24**	2**	1**	12**	2**	***	1**	18**	23**	18**	11**	41**	29**
Effective Base	34	24	12	11	11	5	9	2	2	22	10	4	14	9	2	1	9	2	1	1	10	13	6	7	24	11
Everyone should be free to look at what they want	51	42	10	9	20	11	7	3	1	30	18	3	22	16	2	1	7	2	*	-	14	16	14	7	30	21
	74%	76%	65%	56%	91%	63%	81%	100%	43%	76%	69%	82%	82%	67%	100%	100%	62%	100%	100%	-	79%	70%	81%	64%	74%	74%
Limits choice	34	28	7	5	10	14	3	2	1	15	16	3	10	15	2	1	5	1	*	-	6	11	11	7	17	17
	49%	51%	43%	32%	43%	77%	31%	78%	43%	39%	62%	67%	37%	63%	73%	100%	42%	51%	100%	-	31%	49%	61%	59%	41%	60%
Limits creativity	23	17	6	2	9	11	1	*	-	11	12	*	7	11	-	-	4	1	*	-	4	9	8	2	13	10
	33%	32%	36%	9%	41%	62%	10%	15%	-	27%	45%	11%	25%	45%	-	-	34%	51%	100%	-	21%	41%	43%	21%	32%	34%
Not necessary	16	14	3	1	5	10	1	*	-	6	10	*	4	9	-	-	1	1	*	-	*	6	8	2	7	10
	24%	25%	18%	7%	20%	54%	8%	15%	-	15%	39%	11%	16%	38%	-	-	11%	51%	100%	-	3%	27%	43%	21%	16%	34%
Other	*	*	-	-	*	-	-	-	-	*	-	-	*	-	-	-	-	-	-	-	*	-	-	-	*	-
	1%	1%	-	-	2%	-	-	-	-	1%	-	-	2%	-	-	-	-	-	-	-	2%	-	-	-	1%	-
Don't know	1	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	1	-	-	1	-	-	1
	1%	-	5%	-	-	-	-	-	57%	-	-	18%	-	-	-	-	-	-	-	100%	-	-	4%	-	-	3%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Table 185

Q26 Why do you say the amount of regulation for On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix) is too much?
Base: All saying 'too much'

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	62	47	15	39	22	1	3	11	9	1	3	4	7	8	10	56	4	1	1	23	4	29
Base	70*	51**	19**	44**	26**	***	5**	9**	11**	1**	5**	13**	8**	6**	6**	65*	3**	1**	2**	25**	6**	34**
Effective Base	34	25	9	20	14	1	2	11	6	1	2	3	6	7	9	30	4	1	1	14	3	14
Everyone should be free to look at what they want	51	39	12	36	15	*	5	5	9	1	-	13	7	3	3	47	3	1	2	19	1	26
	74%	*78%*	*62%*	*82%*	*59%*	*100%*	*100%*	*59%*	*79%*	*100%*	-	*100%*	*83%*	*52%*	*51%*	*72%*	*100%*	*100%*	*100%*	*76%*	*18%*	*78%*
Limits choice	34	27	8	23	11	-	-	3	6	1	5	7	3	2	5	31	*	1	2	9	6	16
	49%	*52%*	*40%*	*52%*	*44%*	-	-	*37%*	*54%*	*100%*	*100%*	*51%*	*32%*	*35%*	*77%*	*48%*	*18%*	*100%*	*100%*	*37%*	*100%*	*48%*
Limits creativity	23	19	4	20	3	-	-	2	4	-	1	7	4	2	3	22	*	1	-	6	1	15
	33%	*38%*	*20%*	*45%*	*13%*	-	-	*19%*	*36%*	-	*16%*	*51%*	*48%*	*35%*	*43%*	*34%*	*18%*	*100%*	-	*23%*	*13%*	*46%*
Not necessary	16	14	2	13	3	-	-	3	3	-	-	7	1	1	1	16	*	-	-	6	-	10
	24%	*28%*	*12%*	*30%*	*13%*	-	-	*30%*	*29%*	-	-	*51%*	*12%*	*20%*	*20%*	*25%*	*18%*	-	-	*24%*	-	*30%*
Other	*	*	-	-	*	-	-	-	*	-	-	-	-	-	-	*	-	-	-	*	-	-
	1%	*1%*	-	-	*2%*	-	-	-	*4%*	-	-	-	-	-	-	*1%*	-	-	-	*2%*	-	-
Don't know	1	-	1	1	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-	-
	1%	-	*4%*	*2%*	-	-	-	-	*7%*	-	-	-	-	-	-	*1%*	-	-	-	*3%*	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Q26 Why do you say the amount of regulation for On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix) is too much?
Base: All saying 'too much'

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**62**	44	51	48	30	48	30	27	25	19	51	33	33	31	20	62	-	59	59	62
Base	**70***	44**	58**	53*	30**	57**	23**	30**	28**	21**	58**	27**	37**	32**	22**	70*	-**	61*	67*	70*
Effective Base	**34**	29	26	30	19	25	27	18	17	14	26	26	22	21	15	34	-	32	32	34
Everyone should be free to look at what they want	**51**	31	43	38	17	42	16	17	20	12	43	20	22	23	13	51	-	48	50	51
	74%	*70%*	*74%*	*72%*	*57%*	*74%*	*69%*	*56%*	*70%*	*60%*	*74%*	*73%*	*61%*	*71%*	*62%*	*74%*	-	*78%*	*75%*	*74%*
Limits choice	**34**	18	32	23	14	32	10	15	9	10	32	12	20	11	10	34	-	31	34	34
	49%	*42%*	*56%*	*43%*	*44%*	*57%*	*41%*	*50%*	*32%*	*49%*	*56%*	*45%*	*54%*	*33%*	*47%*	*49%*	-	*51%*	*51%*	*49%*
Limits creativity	**23**	12	22	14	9	22	8	5	5	2	22	11	12	8	2	23	-	23	23	23
	33%	*27%*	*38%*	*27%*	*30%*	*39%*	*36%*	*17%*	*19%*	*10%*	*38%*	*41%*	*31%*	*24%*	*9%*	*33%*	-	*38%*	*34%*	*33%*
Not necessary	**16**	7	14	9	3	14	4	3	4	3	14	6	6	4	3	16	-	15	16	16
	24%	*17%*	*23%*	*17%*	*11%*	*24%*	*16%*	*10%*	*16%*	*13%*	*23%*	*23%*	*15%*	*14%*	*13%*	*24%*	-	*25%*	*24%*	*24%*
Other	*	*	*	*	-	-	-	-	-	-	*	-	-	-	-	*	-	*	-	*
	1%	*1%*	*1%*	*1%*	-	-	-	-	-	-	*1%*	-	-	-	-	*1%*	-	*1%*	-	*1%*
Don't know	**1**	1	-	-	-	-	1	-	-	-	-	1	-	-	-	1	-	1	-	1
	1%	*2%*	-	-	-	-	*3%*	-	-	-	-	*3%*	-	-	-	*1%*	-	*1%*	-	*1%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
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Q26 Why do you say the amount of regulation for On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix) is too much?
Base: All saying 'too much'

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	**62**	45	11	9	49	19	43	11	8	2	14	28	19	47	14	16	23	17	40	40
Base	**70***	43*	14**	9**	52*	19**	50**	13**	6**	2**	18**	28**	20**	48**	26**	28**	21**	14**	34*	37**
Effective Base	**34**	32	7	6	31	14	22	8	7	2	10	11	16	23	7	8	18	16	33	28
Everyone should be free to look at what they want	**51**	32	11	6	36	8	43	5	3	1	16	22	13	35	22	24	13	8	21	27
	74%	*74%*	*73%*	*70%*	*70%*	*44%*	*85%*	*40%*	*54%*	*45%*	*89%*	*79%*	*65%*	*73%*	*86%*	*87%*	*66%*	*59%*	*63%*	*72%*
Limits choice	**34**	20	4	4	23	10	24	7	3	1	9	15	7	22	14	14	10	7	17	15
	49%	*47%*	*26%*	*47%*	*45%*	*53%*	*48%*	*54%*	*48%*	*55%*	*48%*	*54%*	*36%*	*46%*	*54%*	*50%*	*49%*	*54%*	*51%*	*41%*
Limits creativity	**23**	15	1	1	15	6	17	5	2	-	4	13	5	19	9	9	8	5	13	13
	33%	*34%*	*7%*	*7%*	*29%*	*30%*	*34%*	*40%*	*27%*	-	*23%*	*47%*	*27%*	*39%*	*35%*	*32%*	*40%*	*34%*	*38%*	*34%*
Not necessary	**16**	8	2	-	9	3	13	2	2	-	6	9	2	11	8	8	4	3	7	6
	24%	*18%*	*16%*	-	*18%*	*18%*	*26%*	*13%*	*29%*	-	*30%*	*33%*	*9%*	*23%*	*32%*	*29%*	*22%*	*20%*	*21%*	*17%*
Other	*	*	-	-	*	*	-	-	*	-	-	*	-	*	*	*	-	-	-	-
	1%	*1%*	-	-	*1%*	*2%*	-	-	*7%*	-	-	*2%*	-	*1%*	*2%*	*2%*	-	-	-	-
Don't know	**1**	1	-	1	-	-	1	-	-	-	-	1	-	1	-	-	1	-	1	1
	1%	*2%*	-	*8%*	-	-	*1%*	-	-	-	-	*3%*	-	*2%*	-	-	*4%*	-	*2%*	*2%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 185

Q26 Why do you say the amount of regulation for On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix) is too much?
Base: All saying 'too much'

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**62**	15	46	1	13	2	14	1	5	14	37
Base	**70***	17**	52**	1**	12**	5**	13**	4**	4*	17**	40**
Effective Base	**34**	9	24	1	9	1	10	1	5	10	18
Everyone should be free to look at what they want	**51**	13	39	-	9	4	9	4	2	9	32
	74%	*75%*	*74%*	-	*73%*	*82%*	*68%*	*100%*	*37%*	*54%*	*81%*
Limits choice	**34**	6	28	1	6	-	6	-	3	10	23
	49%	*33%*	*54%*	*100%*	*45%*	-	*42%*	-	*63%*	*60%*	*59%*
Limits creativity	**23**	3	20	-	2	1	3	-	1	3	18
	33%	*16%*	*39%*	-	*16%*	*18%*	*21%*	-	*14%*	*18%*	*45%*
Not necessary	**16**	1	16	-	1	-	1	-	1	2	15
	24%	*6%*	*30%*	-	*8%*	-	*7%*	-	*23%*	*10%*	*37%*
Other	*	-	*	-	-	-	-	-	-	-	*
	1%	-	*1%*	-	-	-	-	-	-	-	*1%*
Don't know	**1**	-	1	-	-	-	-	-	-	-	-
	1%	-	*1%*	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 186

Q26 Why do you say the amount of regulation for Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go) is too much?
Base: All saying 'too much'

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	63	45	18	15	19	8	15	5	1	34	23	6	23	18	3	1	11	5	2	-	20	18	13	12	38	25
Base	65*	49**	16**	16**	18**	13**	15**	3**	1**	34**	27**	4**	25**	22**	2**	1**	9**	5**	1**	-**	20**	16**	18**	11**	36**	29**
Effective Base	35	23	13	12	11	3	12	5	1	22	11	5	15	8	3	1	7	5	2	-	12	13	5	11	25	12
Everyone should be free to look at what they want	46	39	7	7	16	10	10	2	1	23	21	2	19	18	1	1	4	3	*	-	12	11	14	9	23	23
	71%	80%	45%	42%	89%	82%	72%	56%	100%	67%	77%	66%	78%	82%	74%	100%	40%	56%	35%	-	58%	70%	80%	82%	63%	81%
Limits choice	38	28	10	11	7	9	8	2	1	18	17	3	12	15	*	1	6	2	1	-	11	9	14	4	20	18
	59%	57%	62%	72%	38%	71%	57%	60%	100%	54%	63%	69%	48%	68%	26%	100%	68%	44%	100%	-	53%	58%	81%	32%	56%	62%
Limits creativity	24	19	5	1	7	9	5	*	-	9	14	*	6	13	-	-	3	1	*	-	5	9	10	1	13	10
	36%	39%	28%	9%	41%	71%	36%	16%	-	26%	52%	12%	25%	59%	-	-	29%	24%	35%	-	23%	55%	55%	5%	37%	35%
Not necessary	17	14	3	1	5	9	2	1	-	6	11	1	4	9	*	-	2	1	*	-	2	6	8	1	8	9
	26%	28%	21%	4%	28%	71%	11%	30%	-	17%	39%	23%	16%	42%	26%	-	17%	24%	35%	-	9%	37%	44%	13%	22%	32%
Other	*	*	-	-	*	-	-	-	-	*	-	-	*	-	-	-	-	-	-	-	*	-	-	-	*	-
	1%	1%	-	-	2%	-	-	-	-	1%	-	-	2%	-	-	-	-	-	-	-	2%	-	-	-	1%	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 186

Q26 Why do you say the amount of regulation for Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go) is too much?
Base: All saying 'too much'

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	63	47	15	41	21	-	1	5	7	3	6	4	7	9	13	55	4	2	2	13	9	33
Base	65*	49**	15**	45**	19**	-**	1**	4**	9**	3**	5**	13**	8**	8**	9**	60*	3**	1**	2**	13**	8**	38**
Effective Base	35	24	11	21	16	-	1	5	4	3	6	3	6	8	12	30	4	2	2	8	9	17
Everyone should be free to look at what they want	46	39	7	37	9	-	1	3	5	2	4	13	8	2	4	42	3	1	1	8	6	28
	71%	*80%*	*49%*	*81%*	*50%*	-	*100%*	*73%*	*53%*	*77%*	*86%*	*100%*	*100%*	*25%*	*49%*	*71%*	*100%*	*51%*	*40%*	*62%*	*83%*	*72%*
Limits choice	38	26	11	26	12	-	-	-	8	2	2	7	4	7	6	35	*	1	2	8	4	23
	59%	*53%*	*73%*	*57%*	*62%*	-	-	-	*87%*	*63%*	*47%*	*51%*	*48%*	*80%*	*64%*	*58%*	*18%*	*100%*	*100%*	*58%*	*52%*	*60%*
Limits creativity	24	21	3	21	3	-	-	-	4	-	-	7	3	3	5	21	*	1	1	4	-	17
	36%	*42%*	*20%*	*46%*	*15%*	-	-	-	*45%*	-	-	*51%*	*38%*	*31%*	*57%*	*36%*	*18%*	*100%*	*40%*	*30%*	-	*45%*
Not necessary	17	15	2	13	4	-	-	1	4	1	-	7	-	3	1	17	*	-	-	5	1	11
	26%	*30%*	*15%*	*28%*	*19%*	-	-	*27%*	*44%*	*23%*	-	*51%*	-	*36%*	*17%*	*28%*	*18%*	-	-	*36%*	*8%*	*29%*
Other	*	*	-	-	*	-	-	-	*	-	-	-	-	-	-	*	-	-	-	*	-	-
	1%	*1%*	-	-	*2%*	-	-	-	*5%*	-	-	-	-	-	-	*1%*	-	-	-	*3%*	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 186

Q26 Why do you say the amount of regulation for Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go) is too much?
Base: All saying 'too much'

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	63	51	55	45	24	49	37	28	21	18	54	40	33	24	19	63	-	59	59	63
Base	65*	47*	55**	42*	22**	49**	30*	23**	20**	15**	53**	36*	29**	22**	16**	65*	-**	57*	61*	65*
Effective Base	35	36	29	30	16	25	34	25	16	16	28	31	27	19	17	35	-	33	32	35
Everyone should be free to look at what they want	46	33	44	30	17	40	20	15	12	11	42	26	20	14	11	46	-	39	45	46
	71%	*71%*	*80%*	*70%*	*77%*	*81%*	*67%*	*64%*	*60%*	*71%*	*79%*	*72%*	*71%*	*64%*	*72%*	*71%*	-	*69%*	*74%*	*71%*
Limits choice	38	24	29	21	9	25	15	10	10	4	27	20	15	12	4	38	-	35	36	38
	59%	*51%*	*53%*	*50%*	*39%*	*51%*	*51%*	*44%*	*52%*	*27%*	*51%*	*57%*	*53%*	*54%*	*26%*	*59%*	-	*61%*	*59%*	*59%*
Limits creativity	24	14	21	11	6	18	9	5	3	1	19	14	9	5	1	24	-	21	22	24
	36%	*31%*	*39%*	*26%*	*26%*	*37%*	*29%*	*21%*	*16%*	*9%*	*36%*	*39%*	*31%*	*22%*	*8%*	*36%*	-	*37%*	*36%*	*36%*
Not necessary	17	9	16	8	1	15	5	3	3	2	16	8	6	3	2	17	-	17	16	17
	26%	*19%*	*28%*	*20%*	*4%*	*30%*	*18%*	*14%*	*13%*	*10%*	*30%*	*22%*	*21%*	*12%*	*10%*	*26%*	-	*30%*	*26%*	*26%*
Other	*	*	*	*	-	-	-	-	-	-	*	-	-	-	-	*	-	*	-	*
	1%	*1%*	*1%*	*1%*	-	-	-	-	-	-	*1%*	-	-	-	-	*1%*	-	*1%*	-	*1%*
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 186

Q26 Why do you say the amount of regulation for Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go) is too much?
Base: All saying 'too much'

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	63	41	13	10	47	21	42	12	11	2	11	33	19	52	13	13	27	17	44	44
Base	65*	37**	16**	10**	44*	20**	45**	11**	10**	2**	12**	33**	20**	53**	20**	20**	26**	14**	40*	39*
Effective Base	35	28	10	7	33	17	21	11	8	2	9	14	15	27	6	6	20	16	35	35
Everyone should be free to look at what they want	46	28	7	4	34	12	34	7	6	2	10	27	10	36	14	14	20	8	28	28
	71%	*76%*	*44%*	*40%*	*77%*	*61%*	*76%*	*58%*	*62%*	*100%*	*85%*	*80%*	*49%*	*68%*	*71%*	*71%*	*79%*	*58%*	*72%*	*71%*
Limits choice	38	18	11	6	21	9	29	4	6	-	7	21	10	31	14	14	14	6	20	21
	59%	*48%*	*68%*	*60%*	*48%*	*45%*	*64%*	*34%*	*58%*	-	*59%*	*62%*	*52%*	*59%*	*71%*	*71%*	*54%*	*45%*	*51%*	*53%*
Limits creativity	24	11	4	2	13	8	15	2	7	-	3	16	4	20	9	9	11	3	14	14
	36%	*29%*	*28%*	*15%*	*29%*	*41%*	*34%*	*22%*	*64%*	-	*28%*	*49%*	*20%*	*38%*	*44%*	*44%*	*43%*	*21%*	*35%*	*36%*
Not necessary	17	8	1	1	8	3	14	1	1	-	5	10	2	12	9	9	6	2	8	8
	26%	*21%*	*8%*	*6%*	*18%*	*14%*	*31%*	*13%*	*12%*	-	*42%*	*29%*	*12%*	*23%*	*43%*	*43%*	*22%*	*15%*	*19%*	*21%*
Other	*	*	-	-	*	*	-	-	*	-	-	*	-	*	*	*	-	-	-	-
	1%	*1%*	-	-	*1%*	*2%*	-	-	*4%*	-	-	*1%*	-	*1%*	*2%*	*2%*	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 186

Q26 Why do you say the amount of regulation for Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go) is too much?
Base: All saying 'too much'

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**63**	16	46	1	15	1	15	1	6	12	36
Base	**65***	16**	48**	1**	15**	1**	15**	1**	5*	13**	35**
Effective Base	**35**	12	23	1	12	1	12	1	6	9	17
Everyone should be free to look at what they want	**46**	6	40	-	6	-	6	-	2	3	30
	71%	*40%*	*82%*	-	*42%*	-	*42%*	-	*39%*	*26%*	*86%*
Limits choice	**38**	10	28	-	10	1	10	1	4	9	21
	59%	*66%*	*57%*	-	*64%*	*100%*	*64%*	*100%*	*80%*	*74%*	*60%*
Limits creativity	**24**	2	21	1	2	-	2	-	1	2	18
	36%	*10%*	*44%*	*100%*	*10%*	-	*10%*	-	*20%*	*12%*	*51%*
Not necessary	**17**	1	16	-	1	-	1	-	*	1	13
	26%	*6%*	*33%*	-	*6%*	-	*6%*	-	*8%*	*4%*	*39%*
Other	*	-	*	-	-	-	-	-	-	-	*
	1%	-	*1%*	-	-	-	-	-	-	-	*1%*
Don't know	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 187

Q26 Why do you say the amount of regulation for Paid Video On-demand content available through your subscription service provider is too much?
Base: All saying 'too much'

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	58	44	14	14	16	8	16	3	1	30	24	4	21	20	2	1	9	4	1	-	12	23	13	10	35	23
Base	59*	47**	12**	14**	16**	12**	15**	2**	1**	30**	27**	2**	23**	23**	1**	1**	7**	4**	***	-**	11**	21**	18**	9**	32**	27**
Effective Base	31	22	12	12	8	3	13	3	1	20	11	4	13	8	2	1	8	4	1	-	6	18	6	9	23	11
Everyone should be free to look at what they want	44	38	6	8	14	9	10	2	1	22	19	2	18	18	1	1	4	1	*	-	10	15	14	6	24	20
	74%	81%	48%	54%	92%	73%	70%	100%	100%	74%	72%	100%	80%	79%	100%	100%	57%	26%	100%	-	89%	69%	76%	64%	76%	72%
Limits choice	34	28	6	7	8	10	8	1	-	16	18	1	12	16	*	-	4	2	*	-	3	13	13	5	16	18
	58%	60%	51%	51%	53%	80%	54%	58%	-	52%	66%	38%	53%	69%	42%	-	49%	48%	100%	-	29%	61%	72%	57%	50%	67%
Limits creativity	27	21	5	3	8	10	5	*	-	11	15	*	9	13	-	-	3	2	*	-	2	12	10	2	15	12
	45%	45%	47%	19%	53%	81%	36%	29%	-	37%	57%	19%	38%	56%	-	-	36%	59%	100%	-	22%	59%	53%	27%	46%	44%
Not necessary	17	14	4	1	5	8	2	*	-	7	10	*	5	9	-	-	2	1	*	-	1	7	7	2	8	10
	29%	29%	31%	11%	33%	70%	11%	29%	-	23%	38%	19%	22%	39%	-	-	26%	33%	100%	-	10%	32%	40%	26%	24%	36%
Other	*	*	-	-	*	-	-	-	-	*	-	-	*	-	-	-	-	-	-	-	*	-	-	-	*	-
	1%	1%	-	-	3%	-	-	-	-	1%	-	-	2%	-	-	-	-	-	-	-	4%	-	-	-	1%	-
Don't know	*	*	-	-	*	-	-	-	-	*	-	-	*	-	-	-	-	-	-	-	-	-	*	-	-	*
	1%	1%	-	-	2%	-	-	-	-	1%	-	-	2%	-	-	-	-	-	-	-	-	-	2%	-	-	1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Absolutes/col percents

Table 187

Q26 Why do you say the amount of regulation for Paid Video On-demand content available through your subscription service provider is too much?
Base: All saying 'too much'

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	58	45	13	38	19	-	2	6	6	2	4	5	8	8	10	51	4	2	1	14	6	31
Base	59*	48**	11**	43**	16**	-**	2**	4**	6**	2**	4**	14**	10**	6**	7**	55**	3**	1**	1**	12**	5**	38**
Effective Base	31	23	11	19	17	-	2	6	4	2	4	3	7	7	9	27	4	2	1	10	6	16
Everyone should be free to look at what they want	44	37	7	34	9	-	1	3	5	1	3	13	7	2	5	40	3	1	1	9	4	27
	74%	*77%*	*61%*	*80%*	*60%*	-	*62%*	*62%*	*92%*	*64%*	*78%*	*91%*	*69%*	*37%*	*66%*	*73%*	*100%*	*51%*	*100%*	*77%*	*73%*	*72%*
Limits choice	34	29	5	26	8	-	1	1	4	2	1	9	6	4	4	32	*	1	1	6	2	24
	58%	*59%*	*51%*	*61%*	*48%*	-	*38%*	*34%*	*70%*	*100%*	*22%*	*63%*	*60%*	*69%*	*55%*	*58%*	*18%*	*100%*	*100%*	*52%*	*47%*	*62%*
Limits creativity	27	22	4	24	3	-	-	1	4	-	-	8	5	4	2	25	*	1	1	5	-	20
	45%	*46%*	*41%*	*57%*	*17%*	-	-	*16%*	*70%*	-	-	*54%*	*50%*	*68%*	*36%*	*45%*	*18%*	*100%*	*100%*	*41%*	-	*52%*
Not necessary	17	14	3	12	4	-	-	-	5	1	1	7	-	3	1	17	*	-	-	5	1	11
	29%	*29%*	*31%*	*29%*	*28%*	-	-	-	*79%*	*36%*	*21%*	*46%*	-	*49%*	*18%*	*31%*	*18%*	-	-	*39%*	*26%*	*29%*
Other	*	*	-	-	*	-	-	-	*	-	-	-	-	-	-	*	-	-	-	*	-	-
	1%	*1%*	-	-	*3%*	-	-	-	*8%*	-	-	-	-	-	-	*1%*	-	-	-	*4%*	-	-
Don't know	*	-	*	*	-	-	-	-	-	-	-	-	-	-	*	*	-	-	-	-	-	*
	1%	-	*4%*	*1%*	-	-	-	-	-	-	-	-	-	-	*6%*	*1%*	-	-	-	-	-	*1%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Absolutes/col percents

Table 187

Q26 Why do you say the amount of regulation for Paid Video On-demand content available through your subscription service provider is too much?
Base: All saying 'too much'

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**58**	50	51	41	23	46	38	23	21	18	50	42	30	26	19	58	-	55	55	58
Base	**59***	47*	53**	38**	22**	48**	29*	20**	18**	17**	50**	36*	27**	22**	18**	59*	-**	52**	56**	59*
Effective Base	**31**	34	26	28	15	23	34	19	17	15	25	32	24	22	16	31	-	30	29	31
Everyone should be free to look at what they want	**44**	33	42	27	15	38	19	12	10	10	39	26	19	14	11	44	-	37	43	44
	74%	*71%*	*79%*	*72%*	*69%*	*79%*	*66%*	*60%*	*58%*	*58%*	*78%*	*72%*	*68%*	*65%*	*61%*	*74%*	-	*71%*	*76%*	*74%*
Limits choice	**34**	24	29	19	8	26	14	10	12	7	27	19	15	14	7	34	-	31	33	34
	58%	*51%*	*56%*	*49%*	*38%*	*55%*	*47%*	*49%*	*65%*	*40%*	*54%*	*53%*	*55%*	*65%*	*38%*	*58%*	-	*60%*	*58%*	*58%*
Limits creativity	**27**	18	25	13	7	22	11	5	6	4	23	16	11	8	4	27	-	24	25	27
	45%	*39%*	*48%*	*35%*	*33%*	*45%*	*38%*	*26%*	*32%*	*25%*	*46%*	*46%*	*40%*	*37%*	*23%*	*45%*	-	*46%*	*45%*	*45%*
Not necessary	**17**	9	16	9	3	16	7	4	3	3	16	9	6	3	3	17	-	17	16	17
	29%	*20%*	*30%*	*25%*	*16%*	*34%*	*22%*	*17%*	*18%*	*16%*	*32%*	*26%*	*23%*	*15%*	*15%*	*29%*	-	*33%*	*29%*	*29%*
Other	*	*	*	*	-	-	-	-	-	-	*	-	-	-	-	*	-	*	-	*
	1%	*1%*	*1%*	*1%*	-	-	-	-	-	-	*1%*	-	-	-	-	*1%*	-	*1%*	-	*1%*
Don't know	*	*	*	*	*	*	*	*	*	-	*	*	*	*	-	*	-	*	*	*
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*2%*	*2%*	-	*1%*	*1%*	*1%*	*2%*	-	*1%*	-	*1%*	*1%*	*1%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
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Absolutes/col percents

Table 187

Q26 Why do you say the amount of regulation for Paid Video On-demand content available through your subscription service provider is too much?
Base: All saying 'too much'

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	58	42	7	8	44	16	42	8	8	1	12	33	13	46	11	11	29	16	45	46
Base	59*	39**	8**	6**	43*	17**	42**	9**	8**	1**	13**	35**	11**	46**	18**	18**	26**	13**	39*	40*
Effective Base	31	28	5	8	30	13	20	7	6	1	9	15	12	23	5	5	21	15	36	36
Everyone should be free to look at what they want	44	27	6	3	33	10	34	5	5	1	10	27	7	34	14	14	21	7	28	29
	74%	*70%*	*70%*	*62%*	*76%*	*58%*	*81%*	*54%*	*61%*	*100%*	*77%*	*78%*	*58%*	*73%*	*77%*	*77%*	*81%*	*53%*	*72%*	*72%*
Limits choice	34	21	5	1	23	11	23	7	5	-	6	24	4	28	13	13	13	7	19	20
	58%	*53%*	*57%*	*15%*	*53%*	*66%*	*55%*	*75%*	*56%*	-	*49%*	*68%*	*37%*	*60%*	*73%*	*73%*	*48%*	*52%*	*49%*	*50%*
Limits creativity	27	14	5	2	16	8	19	4	4	-	4	18	4	22	10	10	12	5	17	17
	45%	*35%*	*61%*	*33%*	*37%*	*49%*	*44%*	*43%*	*56%*	-	*34%*	*51%*	*39%*	*48%*	*53%*	*53%*	*46%*	*34%*	*42%*	*43%*
Not necessary	17	9	1	1	8	3	15	-	3	-	5	11	2	12	9	9	8	1	9	9
	29%	*24%*	*16%*	*10%*	*19%*	*17%*	*34%*	-	*35%*	-	*39%*	*30%*	*17%*	*27%*	*48%*	*48%*	*30%*	*5%*	*22%*	*22%*
Other	*	*	-	-	*	*	-	-	*	-	-	*	-	*	*	*	-	-	-	-
	1%	*1%*	-	-	*1%*	*3%*	-	-	*5%*	-	-	*1%*	-	*1%*	*2%*	*2%*	-	-	-	-
Don't know	*	*	-	*	-	-	*	-	-	-	-	-	*	*	-	-	*	-	*	*
	1%	*1%*	-	*7%*	-	-	*1%*	-	-	-	-	-	*3%*	*1%*	-	-	*1%*	-	*1%*	*1%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Absolutes/col percents

Table 187

Q26 Why do you say the amount of regulation for Paid Video On-demand content available through your subscription service provider is too much?
Base: All saying 'too much'

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**58**	9	49	-	9	-	9	-	7	6	36
Base	**59***	7**	52**	-**	7**	-**	7**	-**	6*	4**	35**
Effective Base	**31**	9	25	-	9	-	9	-	7	6	17
Everyone should be free to look at what they want	**44**	6	38	-	6	-	6	-	4	2	29
	74%	*77%*	*74%*	-	*77%*	-	*77%*	-	*70%*	*52%*	*82%*
Limits choice	**34**	3	31	-	3	-	3	-	3	1	22
	58%	*38%*	*61%*	-	*38%*	-	*38%*	-	*48%*	*19%*	*64%*
Limits creativity	**27**	3	24	-	3	-	3	-	3	2	18
	45%	*42%*	*46%*	-	*42%*	-	*42%*	-	*53%*	*42%*	*51%*
Not necessary	**17**	1	17	-	1	-	1	-	1	1	13
	29%	*8%*	*32%*	-	*8%*	-	*8%*	-	*10%*	*13%*	*38%*
Other	*	-	*	-	-	-	-	-	-	-	*
	1%	-	*1%*	-	-	-	-	-	-	-	*1%*
Don't know	*	-	*	-	-	-	-	-	-	*	-
	1%	-	*1%*	-	-	-	-	-	-	*9%*	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 188

Q26 Why do you say the amount of regulation for Official YouTube channels from brands/ organisations you are familiar with is too much?
Base: All saying 'too much'

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**72**	49	23	28	21	7	10	4	2	49	17	6	29	15	3	2	20	2	1	-	23	24	12	13	47	25
Base	**82***	63**	19**	30**	28**	11**	9**	3**	2**	57**	20**	5**	41**	18**	3**	2**	17**	2**	***	-**	21**	24**	17**	20**	45*	37**
Effective Base	**35**	23	17	22	8	3	9	3	2	25	7	5	15	6	2	2	15	2	1	-	13	20	5	6	32	11
Everyone should be free to look at what they want	**52**	42	10	16	15	8	7	3	2	31	15	5	23	14	3	2	9	1	*	-	13	15	12	12	28	24
	63%	*66%*	*53%*	*56%*	*54%*	*77%*	*81%*	*100%*	*100%*	*55%*	*79%*	*100%*	*56%*	*82%*	*100%*	*100%*	*53%*	*49%*	*100%*	-	*60%*	*65%*	*71%*	*59%*	*62%*	*64%*
Limits choice	**41**	29	12	18	9	9	4	1	-	27	13	1	16	13	*	-	11	-	*	-	12	11	11	7	23	18
	49%	*46%*	*61%*	*60%*	*33%*	*83%*	*41%*	*31%*	-	*47%*	*64%*	*18%*	*39%*	*72%*	*18%*	-	*67%*	-	*100%*	-	*59%*	*44%*	*64%*	*34%*	*51%*	*48%*
Limits creativity	**36**	31	5	12	14	8	3	*	-	26	10	*	21	10	-	-	5	-	*	-	6	7	12	13	12	24
	44%	*50%*	*27%*	*41%*	*49%*	*69%*	*29%*	*15%*	-	*45%*	*51%*	*9%*	*52%*	*57%*	-	-	*28%*	-	*100%*	-	*26%*	*28%*	*67%*	*63%*	*27%*	*65%*
Not necessary	**27**	20	6	11	6	8	1	*	-	16	10	*	11	9	-	-	5	1	*	-	4	8	7	6	13	14
	32%	*32%*	*33%*	*36%*	*20%*	*76%*	*16%*	*15%*	-	*29%*	*49%*	*9%*	*28%*	*49%*	-	-	*29%*	*51%*	*100%*	-	*21%*	*35%*	*43%*	*32%*	*28%*	*37%*
Other	**1**	*	1	-	1	-	-	-	-	1	-	-	*	-	-	-	1	-	-	-	1	-	-	-	1	-
	1%	*1%*	*3%*	-	*4%*	-	-	-	-	*2%*	-	-	*1%*	-	-	-	*4%*	-	-	-	*5%*	-	-	-	*2%*	-
Don't know	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Absolutes/col percents

Table 188

Q26 Why do you say the amount of regulation for Official YouTube channels from brands/ organisations you are familiar with is too much?
Base: All saying 'too much'

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**72**	50	21	44	27	-	1	6	8	2	6	4	6	13	16	62	6	1	3	15	8	39
Base	**82***	54**	26**	49**	33**	-**	1**	5**	9**	3**	6**	19**	8**	13**	12**	76*	4**	1**	3**	15**	8**	52**
Effective Base	**35**	26	9	23	12	-	1	5	5	2	6	3	5	9	13	30	6	1	3	10	7	17
Everyone should be free to look at what they want	**52**	36	14	36	15	-	-	4	6	3	2	12	3	9	8	47	3	1	2	10	5	33
	63%	*67%*	*53%*	*74%*	*46%*	-	-	*81%*	*58%*	*100%*	*35%*	*62%*	*42%*	*73%*	*65%*	*62%*	*85%*	*100%*	*62%*	*63%*	*56%*	*62%*
Limits choice	**41**	28	11	29	11	-	-	3	7	3	4	7	1	4	8	36	1	1	3	10	6	20
	49%	*52%*	*41%*	*59%*	*35%*	-	-	*53%*	*79%*	*100%*	*65%*	*35%*	*18%*	*31%*	*63%*	*48%*	*41%*	*100%*	*100%*	*67%*	*76%*	*38%*
Limits creativity	**36**	22	13	23	13	-	-	-	4	2	-	14	4	4	6	33	1	1	2	4	2	28
	44%	*41%*	*48%*	*48%*	*39%*	-	-	-	*42%*	*61%*	-	*73%*	*44%*	*32%*	*50%*	*44%*	*26%*	*100%*	*62%*	*26%*	*20%*	*53%*
Not necessary	**27**	15	10	19	7	-	1	1	4	2	1	7	1	5	3	25	1	-	1	6	3	16
	32%	*28%*	*36%*	*40%*	*21%*	-	*100%*	*25%*	*43%*	*61%*	*27%*	*35%*	*13%*	*36%*	*28%*	*33%*	*27%*	-	*27%*	*39%*	*38%*	*30%*
Other	**1**	1	-	-	1	-	-	-	*	-	-	-	-	1	-	1	-	-	-	*	-	1
	1%	*2%*	-	-	*3%*	-	-	-	*5%*	-	-	-	-	*5%*	-	*1%*	-	-	-	*3%*	-	*1%*
Don't know	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Q26 Why do you say the amount of regulation for Official YouTube channels from brands/ organisations you are familiar with is too much?
Base: All saying 'too much'

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**72**	53	64	53	35	58	35	31	32	19	63	39	35	35	19	71	1	66	69	71
Base	**82***	48*	64*	51*	40**	60*	29*	26**	37**	17**	63*	34*	32**	39**	17**	81*	1**	66*	79*	81*
Effective Base	**35**	37	34	36	16	31	31	26	15	16	33	32	28	16	16	34	1	37	33	34
Everyone should be free to look at what they want	**52**	33	49	32	21	46	18	14	14	10	48	23	18	16	10	51	1	44	50	51
	63%	*67%*	*76%*	*63%*	*53%*	*77%*	*64%*	*52%*	*37%*	*57%*	*76%*	*69%*	*56%*	*41%*	*57%*	*63%*	*100%*	*67%*	*63%*	*63%*
Limits choice	**41**	23	32	27	13	31	18	15	19	5	32	21	20	20	5	41	-	38	41	41
	49%	*47%*	*50%*	*54%*	*33%*	*52%*	*62%*	*56%*	*52%*	*31%*	*51%*	*61%*	*61%*	*53%*	*31%*	*50%*	-	*58%*	*51%*	*50%*
Limits creativity	**36**	17	26	18	20	25	11	10	18	4	26	14	14	20	4	36	-	27	36	36
	44%	*35%*	*40%*	*36%*	*49%*	*41%*	*37%*	*36%*	*50%*	*24%*	*41%*	*40%*	*45%*	*51%*	*24%*	*45%*	-	*41%*	*46%*	*45%*
Not necessary	**27**	14	23	15	7	22	10	9	9	5	23	13	11	10	5	27	-	23	27	27
	32%	*28%*	*36%*	*30%*	*19%*	*36%*	*34%*	*32%*	*26%*	*30%*	*37%*	*37%*	*35%*	*26%*	*30%*	*33%*	-	*35%*	*33%*	*33%*
Other	**1**	1	1	1	-	1	-	-	-	-	1	-	-	-	-	1	-	1	1	1
	1%	*2%*	*2%*	*2%*	-	*1%*	-	-	-	-	*2%*	-	-	-	-	*1%*	-	*2%*	*1%*	*1%*
Don't know	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 188

Q26 Why do you say the amount of regulation for Official YouTube channels from brands/ organisations you are familiar with is too much?
Base: All saying 'too much'

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	72	46	11	9	57	14	58	10	5	-	15	36	20	56	17	19	30	14	44	45
Base	82*	43*	11**	11**	54*	13**	69**	10**	4**	-**	25**	36**	20**	56**	34**	35**	27**	12**	40*	39*
Effective Base	35	32	7	6	39	11	27	8	4	-	8	16	15	29	8	9	23	13	36	37
Everyone should be free to look at what they want	52	29	3	4	39	5	47	4	1	-	14	25	12	37	20	21	19	7	26	26
	63%	67%	30%	36%	71%	38%	68%	43%	17%	-	56%	69%	60%	66%	60%	60%	69%	59%	66%	68%
Limits choice	41	21	5	10	24	7	33	6	2	-	6	19	15	34	13	13	17	6	24	21
	49%	48%	46%	91%	44%	54%	49%	58%	52%	-	24%	52%	74%	60%	37%	38%	64%	49%	59%	54%
Limits creativity	36	15	2	3	18	6	31	6	-	-	12	16	9	25	19	19	13	4	17	15
	44%	34%	19%	33%	34%	43%	44%	57%	-	-	46%	44%	44%	44%	56%	54%	47%	34%	43%	38%
Not necessary	27	9	3	3	17	2	24	2	1	-	6	15	5	19	9	9	10	4	14	13
	32%	21%	30%	24%	31%	18%	35%	16%	19%	-	25%	40%	24%	34%	26%	25%	37%	33%	36%	34%
Other	1	*	1	-	*	*	1	-	*	-	1	*	-	*	1	1	-	-	-	-
	1%	1%	5%	-	1%	3%	1%	-	11%	-	2%	1%	-	1%	3%	3%	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Absolutes/col percents

Table 188

Q26 Why do you say the amount of regulation for Official YouTube channels from brands/ organisations you are familiar with is too much?
Base: All saying 'too much'

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**72**	14	57	1	14	-	14	-	8	8	48
Base	**82***	14**	68**	1**	14**	-**	14**	-**	7*	8**	57**
Effective Base	**35**	10	26	1	10	-	10	-	7	5	21
Everyone should be free to look at what they want	**52**	5	47	-	5	-	5	-	2	2	40
	63%	*34%*	*70%*	-	*34%*	-	*34%*	-	*28%*	*23%*	*70%*
Limits choice	**41**	10	30	1	10	-	10	-	6	7	28
	49%	*73%*	*44%*	*100%*	*73%*	-	*73%*	-	*86%*	*80%*	*49%*
Limits creativity	**36**	3	33	-	3	-	3	-	2	1	28
	44%	*23%*	*49%*	-	*23%*	-	*23%*	-	*23%*	*11%*	*50%*
Not necessary	**27**	1	25	-	1	-	1	-	1	1	22
	32%	*11%*	*37%*	-	*11%*	-	*11%*	-	*9%*	*16%*	*38%*
Other	**1**	-	1	-	-	-	-	-	-	-	1
	1%	-	*2%*	-	-	-	-	-	-	-	*2%*
Don't know	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 189

Q26 Why do you say the amount of regulation for Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com) is too much?
Base: All saying 'too much'

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**36**	22	14	9	19	4	3	1	-	28	7	1	16	6	-	-	12	1	1	-	8	15	8	5	23	13
Base	**48***	35**	13**	10**	24**	9**	4**	***	-**	34**	13**	***	23**	12**	-**	-**	11**	1**	***	-**	10**	18**	14**	6**	28**	20**
Effective Base	**18**	11	10	7	10	2	2	1	-	16	3	1	9	3	-	-	8	1	1	-	4	9	4	3	13	6
Everyone should be free to look at what they want	**36**	28	8	7	18	7	4	*	-	24	11	*	17	11	-	-	8	-	*	-	9	12	11	5	21	16
	76%	*80%*	*65%*	*66%*	*74%*	*78%*	*100%*	*100%*	-	*72%*	*85%*	*100%*	*73%*	*92%*	-	-	*69%*	-	*100%*	-	*83%*	*68%*	*77%*	*83%*	*74%*	*79%*
Limits choice	**23**	19	4	3	9	8	2	*	-	12	10	*	9	10	-	-	3	-	*	-	2	9	11	1	11	12
	48%	*54%*	*30%*	*33%*	*36%*	*88%*	*56%*	*100%*	-	*35%*	*78%*	*100%*	*38%*	*84%*	-	-	*30%*	-	*100%*	-	*17%*	*53%*	*81%*	*9%*	*40%*	*59%*
Limits creativity	**23**	15	8	5	7	8	2	*	-	12	11	*	5	10	-	-	7	1	*	-	6	4	12	2	10	14
	49%	*42%*	*66%*	*47%*	*32%*	*90%*	*56%*	*100%*	-	*36%*	*78%*	*100%*	*24%*	*77%*	-	-	*61%*	*100%*	*100%*	-	*58%*	*22%*	*86%*	*26%*	*35%*	*68%*
Not necessary	**10**	10	*	-	3	7	-	*	-	3	7	*	3	7	-	-	-	-	*	-	*	3	7	1	3	7
	22%	*28%*	*4%*	-	*14%*	*73%*	-	*100%*	-	*10%*	*49%*	*100%*	*14%*	*53%*	-	-	-	-	*100%*	-	*4%*	*15%*	*47%*	*9%*	*11%*	*36%*
Other	*	*	-	-	*	-	-	-	-	*	-	-	*	-	-	-	-	-	-	-	*	-	-	-	*	-
	1%	*1%*	-	-	*2%*	-	-	-	-	*1%*	-	-	*2%*	-	-	-	-	-	-	-	*4%*	-	-	-	*2%*	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Table 189

Q26 Why do you say the amount of regulation for Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com) is too much?
Base: All saying 'too much'

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	36	27	9	21	14	1	2	4	3	1	3	2	3	7	6	31	4	-	1	9	4	18
Base	48*	35**	13**	28**	19**	***	4**	3**	6**	1**	3**	10**	5**	9**	3**	45**	2**	-**	1**	13**	4**	28**
Effective Base	18	13	5	10	9	1	1	4	2	1	3	2	3	5	5	16	4	-	1	5	4	9
Everyone should be free to look at what they want	36	27	9	21	16	*	4	2	6	-	1	10	4	7	1	35	2	-	-	12	1	22
	76%	*76%*	*74%*	*73%*	*80%*	*100%*	*100%*	*68%*	*93%*	-	*42%*	*100%*	*79%*	*76%*	*17%*	*78%*	*67%*	-	-	*89%*	*31%*	*79%*
Limits choice	23	20	3	18	5	-	-	1	3	-	2	7	2	4	2	21	1	-	1	4	2	16
	48%	*56%*	*25%*	*62%*	*28%*	-	-	*32%*	*45%*	-	*58%*	*63%*	*51%*	*47%*	*74%*	*47%*	*40%*	-	*100%*	*28%*	*43%*	*57%*
Limits creativity	23	18	5	18	6	-	-	-	6	1	1	7	4	2	2	22	2	-	-	6	2	14
	49%	*52%*	*39%*	*63%*	*28%*	-	-	-	*93%*	*100%*	*31%*	*63%*	*73%*	*24%*	*56%*	*48%*	*73%*	-	-	*43%*	*49%*	*51%*
Not necessary	10	10	*	10	1	-	-	-	3	-	-	7	-	-	1	10	*	-	-	3	-	7
	22%	*28%*	*4%*	*35%*	*3%*	-	-	-	*45%*	-	-	*63%*	-	-	*17%*	*22%*	*19%*	-	-	*21%*	-	*26%*
Other	*	*	-	-	*	-	-	-	*	-	-	-	-	-	-	*	-	-	-	*	-	-
	1%	*1%*	-	-	*2%*	-	-	-	*7%*	-	-	-	-	-	-	*1%*	-	-	-	*3%*	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Q26 Why do you say the amount of regulation for Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com) is too much?
Base: All saying 'too much'

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**36**	23	32	28	15	29	16	17	14	9	31	18	18	15	9	36	-	34	35	36
Base	**48***	23**	43**	32**	14**	40**	11**	18**	16**	7**	40**	16**	21**	17**	7**	48**	-**	42**	48**	48**
Effective Base	**18**	13	16	16	8	14	14	11	9	8	15	12	12	9	8	18	-	16	18	18
Everyone should be free to look at what they want	**36**	15	33	24	10	31	5	10	11	4	31	10	12	11	4	36	-	30	36	36
	76%	*67%*	*78%*	*72%*	*74%*	*77%*	*45%*	*53%*	*69%*	*51%*	*76%*	*63%*	*59%*	*69%*	*51%*	*76%*	-	*72%*	*76%*	*76%*
Limits choice	**23**	12	22	13	4	20	6	8	6	2	20	11	11	6	2	23	-	20	23	23
	48%	*53%*	*52%*	*40%*	*28%*	*49%*	*56%*	*44%*	*36%*	*35%*	*49%*	*70%*	*51%*	*36%*	*35%*	*48%*	-	*49%*	*48%*	*48%*
Limits creativity	**23**	11	19	12	4	17	6	5	8	3	17	11	8	8	3	23	-	21	23	23
	49%	*48%*	*45%*	*38%*	*26%*	*42%*	*50%*	*29%*	*46%*	*38%*	*41%*	*66%*	*38%*	*45%*	*38%*	*49%*	-	*50%*	*49%*	*49%*
Not necessary	**10**	3	10	4	-	10	*	-	*	-	10	3	3	*	-	10	-	10	10	10
	22%	*14%*	*24%*	*11%*	-	*26%*	*4%*	-	*3%*	-	*26%*	*20%*	*13%*	*3%*	-	*22%*	-	*25%*	*22%*	*22%*
Other	*	*	*	*	-	-	-	-	-	-	*	-	-	-	-	*	-	*	-	*
	1%	*2%*	*1%*	*1%*	-	-	-	-	-	-	*1%*	-	-	-	-	*1%*	-	*1%*	-	*1%*
Don't know	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
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Base: All saying 'too much'

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	36	25	6	7	24	7	29	5	2	-	10	17	8	25	8	9	15	7	22	19
Base	48*	25**	11**	10**	29**	8**	40**	5**	3**	-**	15**	24**	8**	32**	18**	19**	15**	5**	20**	21**
Effective Base	18	16	4	5	13	5	14	5	1	-	6	7	5	12	4	5	10	6	15	11
Everyone should be free to look at what they want	36	16	9	6	24	5	31	3	2	-	12	17	6	23	18	18	12	2	14	16
	76%	*64%*	*80%*	*58%*	*83%*	*72%*	*77%*	*63%*	*85%*	-	*81%*	*71%*	*77%*	*73%*	*98%*	*93%*	*81%*	*35%*	*69%*	*75%*
Limits choice	23	13	2	4	12	4	19	2	2	-	5	16	1	17	8	8	9	2	10	9
	48%	*51%*	*22%*	*40%*	*40%*	*56%*	*46%*	*38%*	*85%*	-	*31%*	*68%*	*16%*	*54%*	*41%*	*39%*	*59%*	*35%*	*53%*	*42%*
Limits creativity	23	9	8	6	9	5	18	3	2	-	5	14	5	19	10	11	9	2	11	10
	49%	*34%*	*67%*	*59%*	*29%*	*66%*	*45%*	*55%*	*85%*	-	*32%*	*59%*	*55%*	*58%*	*57%*	*59%*	*58%*	*49%*	*55%*	*48%*
Not necessary	10	4	-	-	4	-	10	-	-	-	3	7	-	7	7	7	3	-	3	3
	22%	*15%*	-	-	*13%*	-	*26%*	-	-	-	*22%*	*30%*	-	*22%*	*39%*	*37%*	*22%*	-	*16%*	*15%*
Other	*	*	-	-	*	*	-	-	*	-	-	*	-	*	*	*	-	-	-	-
	1%	*2%*	-	-	*1%*	*6%*	-	-	*15%*	-	-	*2%*	-	*1%*	*2%*	*2%*	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 189

Q26 Why do you say the amount of regulation for Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com) is too much?
Base: All saying 'too much'

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**36**	10	25	1	9	1	9	1	5	9	18
Base	**48***	15**	32**	1**	11**	4**	11**	4**	5*	11**	26**
Effective Base	**18**	7	11	1	7	1	7	1	5	7	8
Everyone should be free to look at what they want	**36**	9	28	-	5	4	5	4	2	6	22
	76%	*57%*	*86%*	-	*43%*	*100%*	*43%*	*100%*	*40%*	*58%*	*86%*
Limits choice	**23**	5	18	-	5	-	5	-	3	4	14
	48%	*33%*	*56%*	-	*44%*	-	*44%*	-	*60%*	*40%*	*55%*
Limits creativity	**23**	6	16	1	6	-	6	-	2	6	13
	49%	*42%*	*51%*	*100%*	*56%*	-	*56%*	-	*40%*	*52%*	*49%*
Not necessary	**10**	-	10	-	-	-	-	-	-	-	10
	22%	-	*32%*	-	-	-	-	-	-	-	*40%*
Other	*	-	*	-	-	-	-	-	-	-	*
	1%	-	*1%*	-	-	-	-	-	-	-	*2%*
Don't know	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 190

Q26 Why do you say the amount of regulation for YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional) is too much?
Base: All saying 'too much'

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**64**	44	20	24	22	6	9	2	1	46	15	3	29	12	2	1	17	3	-	-	15	26	8	15	41	23
Base	**75***	57**	19**	24**	29**	10**	9**	2**	1**	53**	19**	3**	37**	16**	2**	1**	16**	3**	-**	-**	16**	25**	13**	21**	42**	34**
Effective Base	**31**	20	15	20	9	2	8	2	1	23	6	3	14	5	2	1	12	3	-	-	9	23	3	6	29	9
Everyone should be free to look at what they want	**46**	35	11	14	16	8	7	-	1	30	15	1	21	13	-	1	9	2	-	-	13	11	11	12	23	23
	61%	*61%*	*60%*	*56%*	*56%*	*85%*	*74%*	*-*	*100%*	*56%*	*80%*	*29%*	*55%*	*81%*	*-*	*100%*	*58%*	*70%*	*-*	*-*	*78%*	*42%*	*80%*	*58%*	*56%*	*67%*
Limits choice	**42**	32	10	13	15	8	3	2	1	28	11	3	18	11	2	1	10	-	-	-	8	13	10	12	21	21
	56%	*57%*	*52%*	*54%*	*51%*	*78%*	*36%*	*100%*	*100%*	*53%*	*58%*	*100%*	*49%*	*67%*	*100%*	*100%*	*61%*	*-*	*-*	*-*	*47%*	*52%*	*72%*	*56%*	*50%*	*62%*
Limits creativity	**32**	20	12	11	6	9	4	2	-	16	13	2	7	11	2	-	10	2	-	-	8	12	8	4	19	12
	42%	*35%*	*62%*	*45%*	*19%*	*91%*	*45%*	*100%*	*-*	*31%*	*69%*	*71%*	*18%*	*69%*	*100%*	*-*	*61%*	*64%*	*-*	*-*	*47%*	*47%*	*60%*	*20%*	*47%*	*36%*
Not necessary	**18**	12	6	7	3	8	-	-	-	10	8	-	4	8	-	-	6	-	-	-	4	4	7	3	8	10
	24%	*21%*	*31%*	*29%*	*11%*	*76%*	*-*	*-*	*-*	*19%*	*40%*	*-*	*12%*	*46%*	*-*	*-*	*36%*	*-*	*-*	*-*	*22%*	*17%*	*49%*	*16%*	*19%*	*29%*
Other	**2**	1	1	1	1	-	-	-	-	2	-	-	1	-	-	-	1	-	-	-	1	1	-	*	2	*
	3%	*1%*	*6%*	*3%*	*4%*	*-*	*-*	*-*	*-*	*4%*	*-*	*-*	*2%*	*-*	*-*	*-*	*7%*	*-*	*-*	*-*	*4%*	*3%*	*-*	*2%*	*4%*	*1%*
Don't know	**1**	-	1	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	1	-	-	1	-
	2%	*-*	*6%*	*5%*	*-*	*-*	*-*	*-*	*-*	*2%*	*-*	*-*	*-*	*-*	*-*	*-*	*7%*	*-*	*-*	*-*	*-*	*5%*	*-*	*-*	*3%*	*-*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 190

Q26 Why do you say the amount of regulation for YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional) is too much?
Base: All saying 'too much'

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**64**	39	25	38	23	-	1	5	7	4	4	6	9	10	12	58	2	1	3	13	8	37
Base	**75***	44**	31**	42**	32**	-**	1**	3**	6**	4**	4**	21**	11**	12**	9**	71**	1**	1**	3**	10**	8**	54**
Effective Base	**31**	20	11	19	11	-	1	5	4	4	3	4	8	7	10	28	2	1	3	8	7	18
Everyone should be free to look at what they want	**46**	32	14	29	16	-	-	1	5	3	2	13	6	7	5	43	1	1	2	6	5	32
	61%	*71%*	*46%*	*71%*	*51%*	-	-	*26%*	*79%*	*75%*	*64%*	*62%*	*56%*	*61%*	*54%*	*60%*	*100%*	*100%*	*62%*	*59%*	*70%*	*59%*
Limits choice	**42**	19	23	20	22	-	1	1	4	1	1	15	3	5	7	39	*	1	3	5	2	31
	56%	*42%*	*75%*	*47%*	*70%*	-	*100%*	*22%*	*65%*	*26%*	*30%*	*72%*	*31%*	*46%*	*72%*	*54%*	*43%*	*100%*	*100%*	*54%*	*28%*	*58%*
Limits creativity	**32**	18	14	20	11	-	1	1	4	3	1	10	1	3	5	29	*	1	2	5	4	20
	42%	*40%*	*45%*	*48%*	*34%*	-	*100%*	*32%*	*60%*	*75%*	*30%*	*47%*	*11%*	*29%*	*53%*	*41%*	*43%*	*100%*	*62%*	*53%*	*54%*	*37%*
Not necessary	**18**	10	8	10	7	-	-	2	3	-	1	8	1	1	2	18	-	-	-	5	1	12
	24%	*22%*	*26%*	*24%*	*24%*	-	-	*52%*	*45%*	-	*36%*	*38%*	*12%*	*7%*	*20%*	*25%*	-	-	-	*45%*	*17%*	*22%*
Other	**2**	1	1	*	1	-	-	-	*	-	*	-	-	1	*	2	-	-	-	*	*	1
	3%	*2%*	*4%*	*1%*	*4%*	-	-	-	*7%*	-	*8%*	-	-	*7%*	*4%*	*3%*	-	-	-	*4%*	*4%*	*2%*
Don't know	**1**	-	1	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	1
	2%	-	*4%*	-	-	-	-	-	-	-	-	-	*11%*	-	-	*2%*	-	-	-	-	-	*2%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 190

Q26 Why do you say the amount of regulation for YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional) is too much?
Base: All saying 'too much'

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	64	48	55	45	32	50	31	28	24	15	54	32	32	28	17	64	-	58	62	64
Base	75*	44*	58**	46*	36**	56**	24**	26**	30**	14**	58**	25**	30**	33**	17**	75*	-**	59*	74*	75*
Effective Base	31	35	30	32	14	28	28	25	11	13	29	29	29	13	14	31	-	33	30	31
Everyone should be free to look at what they want	46	28	38	29	20	37	14	13	13	12	38	14	16	16	13	46	-	38	46	46
	61%	*63%*	*66%*	*63%*	*55%*	*67%*	*58%*	*52%*	*44%*	*82%*	*67%*	*56%*	*51%*	*47%*	*76%*	*61%*	-	*65%*	*62%*	*61%*
Limits choice	42	19	29	20	21	27	12	11	21	6	29	12	15	22	8	42	-	33	42	42
	56%	*44%*	*50%*	*43%*	*58%*	*48%*	*48%*	*44%*	*68%*	*45%*	*50%*	*47%*	*48%*	*66%*	*47%*	*56%*	-	*56%*	*56%*	*56%*
Limits creativity	32	19	28	16	13	26	12	7	13	6	28	12	10	14	6	32	-	30	31	32
	42%	*43%*	*48%*	*35%*	*37%*	*47%*	*48%*	*28%*	*43%*	*42%*	*48%*	*47%*	*32%*	*43%*	*36%*	*42%*	-	*51%*	*42%*	*42%*
Not necessary	18	8	15	8	5	15	3	2	7	3	15	4	4	7	4	18	-	16	18	18
	24%	*19%*	*25%*	*18%*	*14%*	*27%*	*12%*	*6%*	*24%*	*18%*	*26%*	*15%*	*14%*	*22%*	*23%*	*24%*	-	*28%*	*24%*	*24%*
Other	2	2	2	*	1	1	1	-	-	1	2	1	-	-	1	2	-	2	1	2
	3%	*4%*	*3%*	*1%*	*3%*	*3%*	*4%*	-	-	*8%*	*3%*	*4%*	-	-	*7%*	*3%*	-	*3%*	*2%*	*3%*
Don't know	1	-	1	1	-	1	-	1	-	-	1	-	1	-	-	1	-	-	1	1
	2%	-	*2%*	*3%*	-	*2%*	-	*5%*	-	-	*2%*	-	*4%*	-	-	*2%*	-	-	*2%*	*2%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 190

Q26 Why do you say the amount of regulation for YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional) is too much?
Base: All saying 'too much'

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	64	41	11	13	43	15	49	13	3	1	10	35	19	54	17	19	26	12	38	34
Base	75*	42*	10**	13**	43**	13**	63**	11**	2**	1**	20**	37**	19**	56**	34**	36**	21**	11**	32*	29*
Effective Base	31	30	7	9	30	14	23	12	3	1	5	16	15	29	8	9	23	12	34	31
Everyone should be free to look at what they want	46	25	7	6	32	7	39	7	1	1	9	24	12	37	24	24	14	5	19	16
	61%	*61%*	*68%*	*46%*	*75%*	*54%*	*62%*	*60%*	*43%*	*100%*	*47%*	*66%*	*65%*	*66%*	*71%*	*66%*	*68%*	*41%*	*59%*	*57%*
Limits choice	42	18	6	7	18	4	39	4	-	-	12	20	10	30	22	22	11	4	15	14
	56%	*43%*	*64%*	*55%*	*42%*	*28%*	*62%*	*31%*	-	-	*62%*	*55%*	*51%*	*53%*	*63%*	*59%*	*51%*	*40%*	*47%*	*49%*
Limits creativity	32	13	8	5	16	5	27	4	2	1	3	18	11	28	14	15	10	4	14	12
	42%	*31%*	*81%*	*40%*	*36%*	*39%*	*43%*	*37%*	*80%*	*100%*	*16%*	*48%*	*57%*	*51%*	*42%*	*43%*	*49%*	*32%*	*43%*	*41%*
Not necessary	18	7	3	3	7	2	16	2	-	-	-	10	8	18	13	14	3	1	4	3
	24%	*17%*	*33%*	*22%*	*16%*	*17%*	*25%*	*19%*	-	-	-	*28%*	*40%*	*32%*	*37%*	*38%*	*15%*	*8%*	*12%*	*11%*
Other	2	1	1	-	2	*	1	-	*	-	-	1	1	2	1	1	1	-	1	1
	3%	*3%*	*7%*	-	*4%*	*3%*	*2%*	-	*20%*	-	-	*2%*	*6%*	*3%*	*3%*	*3%*	*4%*	-	*3%*	*3%*
Don't know	1	1	-	1	-	-	1	-	-	-	-	1	-	1	-	-	1	-	1	-
	2%	*3%*	-	*9%*	-	-	*2%*	-	-	-	-	*3%*	-	*2%*	-	-	*6%*	-	*4%*	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 190

Q26 Why do you say the amount of regulation for YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional) is too much?
Base: All saying 'too much'

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**64**	21	42	1	19	2	19	2	8	13	28
Base	**75***	22**	53**	1**	20**	2**	20**	2**	6*	14**	38**
Effective Base	**31**	16	18	1	14	2	14	2	7	9	11
Everyone should be free to look at what they want	**46**	12	34	-	11	*	11	*	4	6	25
	61%	*54%*	*65%*	-	*56%*	*22%*	*56%*	*22%*	*64%*	*43%*	*65%*
Limits choice	**42**	13	29	-	13	-	13	-	2	9	25
	56%	*60%*	*55%*	-	*65%*	-	*65%*	-	*36%*	*65%*	*66%*
Limits creativity	**32**	10	22	-	10	-	10	-	2	4	17
	42%	*46%*	*41%*	-	*50%*	-	*50%*	-	*36%*	*32%*	*44%*
Not necessary	**18**	6	11	1	4	1	4	1	-	5	10
	24%	*26%*	*21%*	*100%*	*22%*	*78%*	*22%*	*78%*	-	*39%*	*27%*
Other	**2**	*	2	-	*	-	*	-	-	-	1
	3%	*1%*	*3%*	-	*1%*	-	*1%*	-	-	-	*3%*
Don't know	**1**	-	1	-	-	-	-	-	-	-	-
	2%	-	*2%*	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 191

Q26 Why do you say the amount of regulation for Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.) is too much?
Base: All saying 'too much'

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**46**	35	11	15	16	5	7	1	2	31	12	3	21	11	1	2	10	1	-	-	13	15	9	9	28	18
Base	**50***	40**	10**	15**	17**	9**	6**	1**	1**	33**	15**	2**	23**	15**	1**	1**	10**	1**	-**	-**	14**	14**	13**	10**	28**	23**
Effective Base	**23**	17	8	12	9	2	7	1	2	19	5	3	13	4	1	2	7	1	-	-	7	12	3	6	18	8
Everyone should be free to look at what they want	**35**	31	4	9	13	7	5	-	1	22	12	1	18	12	-	1	4	-	-	-	9	5	11	10	14	21
	69%	*77%*	*38%*	*57%*	*76%*	*78%*	*73%*	*-*	*61%*	*67%*	*76%*	*41%*	*78%*	*80%*	*-*	*61%*	*42%*	*-*	*-*	*-*	*66%*	*36%*	*84%*	*100%*	*51%*	*91%*
Limits choice	**26**	22	5	7	8	7	4	1	1	14	11	1	10	11	1	1	5	-	-	-	6	6	11	4	12	14
	53%	*54%*	*46%*	*45%*	*43%*	*78%*	*56%*	*100%*	*39%*	*44%*	*69%*	*59%*	*42%*	*73%*	*100%*	*39%*	*50%*	*-*	*-*	*-*	*43%*	*44%*	*81%*	*40%*	*44%*	*64%*
Limits creativity	**24**	16	8	8	4	7	4	1	-	12	12	1	5	11	1	-	7	1	-	-	7	5	8	4	12	12
	48%	*41%*	*76%*	*55%*	*22%*	*78%*	*69%*	*100%*	*-*	*37%*	*75%*	*33%*	*22%*	*73%*	*100%*	*-*	*74%*	*100%*	*-*	*-*	*50%*	*37%*	*66%*	*40%*	*43%*	*55%*
Not necessary	**10**	10	-	2	1	8	-	-	-	3	8	-	3	8	-	-	-	-	-	-	-	1	7	3	1	9
	21%	*26%*	*-*	*11%*	*7%*	*83%*	*-*	*-*	*-*	*9%*	*49%*	*-*	*12%*	*52%*	*-*	*-*	*-*	*-*	*-*	*-*	*-*	*7%*	*51%*	*29%*	*3%*	*42%*
Other	**1**	1	-	-	1	*	-	-	-	1	*	-	1	*	-	-	-	-	-	-	*	*	-	*	1	*
	2%	*3%*	*-*	*-*	*5%*	*4%*	*-*	*-*	*-*	*2%*	*2%*	*-*	*4%*	*3%*	*-*	*-*	*-*	*-*	*-*	*-*	*3%*	*3%*	*-*	*4%*	*3%*	*2%*
Don't know	**1**	1	1	1	-	1	-	-	-	1	1	-	-	1	-	-	1	-	-	-	1	-	-	-	1	-
	3%	*2%*	*8%*	*5%*	*-*	*7%*	*-*	*-*	*-*	*3%*	*4%*	*-*	*-*	*5%*	*-*	*-*	*8%*	*-*	*-*	*-*	*11%*	*-*	*-*	*-*	*5%*	*-*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Absolutes/col percents

Table 191

Q26 Why do you say the amount of regulation for Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.) is too much?
Base: All saying 'too much'

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**46**	30	15	28	16	-	-	4	5	3	2	3	2	9	12	40	2	1	3	9	5	26
Base	**50***	35**	14**	31**	18**	-**	-**	3**	5**	4**	2**	11**	2**	11**	8**	46**	1**	1**	3**	8**	6**	32**
Effective Base	**23**	14	10	13	11	-	-	4	3	3	2	2	2	6	11	20	2	1	3	5	5	12
Everyone should be free to look at what they want	**35**	28	5	24	11	-	-	1	2	4	2	10	2	6	4	31	1	1	2	2	6	24
	69%	*80%*	*38%*	*76%*	*58%*	-	-	*19%*	*32%*	*100%*	*100%*	*93%*	*100%*	*57%*	*58%*	*68%*	*100%*	*100%*	*62%*	*28%*	*100%*	*73%*
Limits choice	**26**	18	7	16	10	-	-	1	3	3	-	7	-	6	4	23	*	1	3	4	3	16
	53%	*51%*	*52%*	*53%*	*53%*	-	-	*47%*	*53%*	*75%*	-	*59%*	-	*52%*	*47%*	*50%*	*43%*	*100%*	*100%*	*51%*	*48%*	*50%*
Limits creativity	**24**	15	8	17	6	-	-	1	3	4	-	7	-	4	3	22	*	1	2	4	4	15
	48%	*44%*	*54%*	*55%*	*35%*	-	-	*26%*	*53%*	*100%*	-	*66%*	-	*39%*	*35%*	*47%*	*43%*	*100%*	*62%*	*44%*	*64%*	*45%*
Not necessary	**10**	8	*	8	2	-	-	1	-	2	-	7	-	1	*	10	-	-	-	1	2	8
	21%	*24%*	*3%*	*26%*	*10%*	-	-	*35%*	-	*45%*	-	*59%*	-	*7%*	*5%*	*22%*	-	-	-	*11%*	*29%*	*24%*
Other	**1**	1	*	*	*	-	-	-	1	-	-	-	-	-	*	1	-	-	-	1	-	*
	2%	*2%*	*3%*	*1%*	*2%*	-	-	-	*15%*	-	-	-	-	-	*5%*	*3%*	-	-	-	*10%*	-	*1%*
Don't know	**1**	1	1	1	-	-	-	-	-	-	-	-	-	1	1	1	-	-	-	-	-	1
	3%	*2%*	*6%*	*5%*	-	-	-	-	-	-	-	-	-	*7%*	*9%*	*3%*	-	-	-	-	-	*5%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Absolutes/col percents

Table 191

Q26 Why do you say the amount of regulation for Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.) is too much?
Base: All saying 'too much'

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**46**	30	38	31	18	34	20	22	14	9	37	20	23	18	9	46	-	45	45	46
Base	**50***	26**	42**	31**	17**	40**	16**	20**	14**	8**	41**	16**	21**	17**	8**	50**	-**	46**	50**	50**
Effective Base	**23**	20	18	20	11	17	18	19	10	7	18	18	20	13	7	23	-	23	23	23
Everyone should be free to look at what they want	**35**	19	31	19	13	30	12	12	6	6	31	12	13	8	6	35	-	31	35	35
	69%	*72%*	*73%*	*62%*	*76%*	*76%*	*77%*	*59%*	*41%*	*77%*	*74%*	*77%*	*61%*	*47%*	*77%*	*69%*	-	*66%*	*69%*	*69%*
Limits choice	**26**	10	23	15	7	21	8	11	11	4	22	8	11	12	4	26	-	26	26	26
	53%	*40%*	*54%*	*49%*	*42%*	*54%*	*50%*	*56%*	*80%*	*54%*	*53%*	*50%*	*54%*	*70%*	*54%*	*53%*	-	*57%*	*53%*	*53%*
Limits creativity	**24**	11	21	12	6	20	8	8	10	4	20	8	8	10	4	24	-	24	24	24
	48%	*41%*	*50%*	*38%*	*36%*	*49%*	*50%*	*40%*	*70%*	*55%*	*49%*	*50%*	*39%*	*62%*	*55%*	*48%*	-	*52%*	*49%*	*48%*
Not necessary	**10**	4	10	3	2	10	3	3	3	3	10	3	3	3	3	10	-	10	10	10
	21%	*15%*	*25%*	*11%*	*9%*	*26%*	*21%*	*17%*	*19%*	*36%*	*25%*	*21%*	*16%*	*15%*	*36%*	*21%*	-	*22%*	*21%*	*21%*
Other	**1**	1	1	1	*	1	-	-	-	1	1	-	-	-	1	1	-	1	1	1
	2%	*5%*	*3%*	*3%*	*2%*	*2%*	-	-	-	*10%*	*3%*	-	-	-	*10%*	*2%*	-	*3%*	*2%*	*2%*
Don't know	**1**	1	1	1	1	1	1	1	-	-	1	1	1	1	-	1	-	1	1	1
	3%	*3%*	*4%*	*5%*	*5%*	*2%*	*5%*	*7%*	-	-	*4%*	*5%*	*7%*	*5%*	-	*3%*	-	*3%*	*3%*	*3%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
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Absolutes/col percents

Table 191

Q26 Why do you say the amount of regulation for Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.) is too much?
Base: All saying 'too much'

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	46	31	6	13	28	14	32	11	4	-	8	23	15	38	9	10	19	9	28	27
Base	50*	29**	6**	13**	28**	12**	39**	10**	2**	-**	10**	26**	14**	41**	19**	20**	14**	9**	23**	22**
Effective Base	23	21	4	9	18	12	15	10	4	-	6	9	11	18	5	5	18	8	26	25
Everyone should be free to look at what they want	35	18	2	6	21	8	27	7	1	-	8	18	8	27	16	16	11	5	16	16
	69%	*63%*	*29%*	*47%*	*77%*	*69%*	*69%*	*76%*	*25%*	-	*84%*	*68%*	*59%*	*65%*	*83%*	*80%*	*75%*	*61%*	*70%*	*73%*
Limits choice	26	12	4	10	9	5	21	5	1	-	4	14	8	22	10	11	3	7	10	12
	53%	*42%*	*64%*	*74%*	*31%*	*45%*	*55%*	*47%*	*49%*	-	*45%*	*52%*	*59%*	*54%*	*54%*	*56%*	*22%*	*78%*	*43%*	*53%*
Limits creativity	24	9	5	7	9	5	19	5	1	-	3	12	9	21	11	11	6	6	12	10
	48%	*32%*	*77%*	*50%*	*32%*	*47%*	*49%*	*47%*	*57%*	-	*36%*	*46%*	*60%*	*51%*	*56%*	*54%*	*42%*	*69%*	*52%*	*44%*
Not necessary	10	2	*	1	3	3	8	3	-	-	1	8	2	10	7	7	-	3	3	3
	21%	*6%*	*6%*	*6%*	*11%*	*22%*	*20%*	*26%*	-	-	*8%*	*29%*	*14%*	*24%*	*36%*	*35%*	-	*39%*	*15%*	*15%*
Other	1	1	*	-	1	*	1	-	*	-	-	1	*	1	1	1	-	-	-	-
	2%	*3%*	*6%*	-	*4%*	*4%*	*2%*	-	*18%*	-	-	*3%*	*3%*	*3%*	*4%*	*4%*	-	-	-	-
Don't know	1	1	-	-	1	-	1	-	-	-	-	1	-	1	-	-	1	-	1	1
	3%	*3%*	-	-	*3%*	-	*4%*	-	-	-	-	*6%*	-	*4%*	-	-	*6%*	-	*4%*	*4%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Absolutes/col percents

Table 191

Q26 Why do you say the amount of regulation for Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.) is too much?
Base: All saying 'too much'

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**46**	18	27	1	17	1	18	-	10	11	25
Base	**50***	17**	32**	1**	16**	1**	17**	-**	8*	12**	27**
Effective Base	**23**	13	12	1	12	1	13	-	10	8	11
Everyone should be free to look at what they want	**35**	8	27	-	8	-	8	-	6	6	22
	69%	*46%*	*82%*	-	*48%*	-	*46%*	-	*78%*	*47%*	*80%*
Limits choice	**26**	11	15	-	11	-	11	-	4	10	15
	53%	*66%*	*46%*	-	*69%*	-	*66%*	-	*54%*	*80%*	*55%*
Limits creativity	**24**	7	18	-	7	-	7	-	3	6	15
	48%	*39%*	*54%*	-	*41%*	-	*39%*	-	*40%*	*51%*	*56%*
Not necessary	**10**	1	10	-	1	-	1	-	1	1	10
	21%	*5%*	*30%*	-	*5%*	-	*5%*	-	*10%*	*7%*	*35%*
Other	**1**	*	1	-	*	-	*	-	-	-	1
	2%	*2%*	*3%*	-	*2%*	-	*2%*	-	-	-	*4%*
Don't know	**1**	1	-	1	-	1	1	-	-	-	1
	3%	*5%*	-	*100%*	-	*100%*	*5%*	-	-	-	*3%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Table 192

Q26 Why do you say the amount of regulation for Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.) is too much?
Base: All saying 'too much'

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	63	46	17	23	22	6	10	2	-	45	16	2	30	15	1	-	15	1	1	-	15	25	11	12	40	23
Base	66*	54**	12**	22**	23**	11**	9**	1**	-**	45**	19**	1**	35**	18**	1**	-**	10**	1**	***	-**	12**	23**	16**	15**	36**	30**
Effective Base	34	25	15	20	12	2	9	2	-	30	7	2	20	6	1	-	14	1	1	-	7	19	4	9	26	12
Everyone should be free to look at what they want	46	41	6	14	17	8	7	1	-	31	14	1	26	14	1	-	5	-	*	-	8	15	11	12	23	23
	71%	*75%*	*50%*	*63%*	*75%*	*69%*	*78%*	*100%*	-	*69%*	*73%*	*100%*	*73%*	*77%*	*100%*	-	*53%*	-	*100%*	-	*68%*	*65%*	*72%*	*80%*	*66%*	*76%*
Limits choice	34	27	6	10	11	8	4	*	-	22	11	*	16	11	-	-	6	-	*	-	4	13	9	7	18	16
	51%	*51%*	*53%*	*47%*	*51%*	*69%*	*42%*	*41%*	-	*49%*	*57%*	*41%*	*47%*	*61%*	-	-	*56%*	-	*100%*	-	*36%*	*57%*	*57%*	*49%*	*49%*	*53%*
Limits creativity	23	20	3	5	8	9	1	*	-	13	10	*	10	10	-	-	3	-	*	-	4	8	7	3	12	11
	35%	*37%*	*29%*	*21%*	*37%*	*82%*	*11%*	*41%*	-	*29%*	*51%*	*41%*	*29%*	*53%*	-	-	*29%*	-	*100%*	-	*35%*	*34%*	*48%*	*24%*	*35%*	*36%*
Not necessary	21	17	4	4	6	9	2	*	-	10	10	*	8	9	-	-	2	1	*	-	2	5	9	4	7	14
	32%	*32%*	*31%*	*19%*	*26%*	*79%*	*19%*	*41%*	-	*23%*	*53%*	*41%*	*23%*	*50%*	-	-	*21%*	*100%*	*100%*	-	*17%*	*23%*	*61%*	*28%*	*21%*	*45%*
Other	1	*	1	-	1	-	-	-	-	1	-	-	*	-	-	-	1	-	-	-	1	-	-	-	1	-
	2%	*1%*	*5%*	-	*5%*	-	-	-	-	*2%*	-	-	*1%*	-	-	-	*6%*	-	-	-	*8%*	-	-	-	*3%*	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Table 192

Q26 Why do you say the amount of regulation for Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.) is too much?
Base: All saying 'too much'

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**63**	47	15	41	21	-	3	7	7	3	4	3	7	11	14	59	3	1	-	17	7	35
Base	**66***	51**	13**	44**	21**	-**	2**	5**	7**	4**	4**	12**	8**	12**	9**	63*	2**	1**	-**	14**	8**	42**
Effective Base	**34**	24	12	20	15	-	3	7	5	3	4	2	6	7	13	32	3	1	-	12	7	18
Everyone should be free to look at what they want	**46**	38	6	32	14	-	2	2	6	4	3	12	4	7	4	44	2	1	-	11	7	27
	71%	*76%*	*48%*	*73%*	*68%*	-	*100%*	*34%*	*94%*	*100%*	*80%*	*100%*	*46%*	*54%*	*48%*	*69%*	*100%*	*100%*	-	*74%*	*90%*	*64%*
Limits choice	**34**	25	7	24	9	-	*	2	3	4	3	7	2	7	5	33	*	1	-	6	6	20
	51%	*50%*	*51%*	*55%*	*41%*	-	*19%*	*47%*	*47%*	*100%*	*71%*	*55%*	*19%*	*58%*	*54%*	*51%*	*26%*	*100%*	-	*42%*	*84%*	*48%*
Limits creativity	**23**	19	2	21	2	-	-	1	4	3	1	7	3	1	3	22	*	1	-	5	4	14
	35%	*38%*	*16%*	*48%*	*10%*	-	-	*11%*	*59%*	*71%*	*33%*	*55%*	*36%*	*11%*	*31%*	*35%*	*26%*	*100%*	-	*33%*	*51%*	*33%*
Not necessary	**21**	17	2	17	4	-	*	1	4	2	-	7	3	1	3	21	*	-	-	5	2	14
	32%	*34%*	*15%*	*39%*	*18%*	-	*19%*	*19%*	*57%*	*45%*	-	*55%*	*38%*	*8%*	*31%*	*32%*	*26%*	-	-	*38%*	*21%*	*33%*
Other	**1**	1	-	-	1	-	-	-	*	-	-	-	-	1	-	1	-	-	-	*	-	1
	2%	*2%*	-	-	*5%*	-	-	-	*6%*	-	-	-	-	*5%*	-	*2%*	-	-	-	*3%*	-	*1%*
Don't know	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Absolutes/col percents

Table 192

Q26 Why do you say the amount of regulation for Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.) is too much?
Base: All saying 'too much'

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	63	46	59	50	30	57	33	33	23	18	59	36	39	26	19	63	-	62	62	63
Base	66*	43*	63*	48*	30**	62*	27**	30**	21**	18**	63*	31**	37*	23**	19**	66*	-**	62*	65*	66*
Effective Base	34	32	32	35	21	31	29	27	19	15	32	29	31	22	16	34	-	35	34	34
Everyone should be free to look at what they want	46	30	45	34	21	45	19	19	13	11	45	23	25	15	12	46	-	42	46	46
	71%	70%	72%	71%	71%	73%	72%	64%	62%	62%	72%	75%	68%	63%	64%	71%	-	69%	71%	71%
Limits choice	34	18	32	22	12	32	12	14	10	8	32	15	18	11	8	34	-	34	34	34
	51%	42%	51%	46%	42%	52%	45%	46%	47%	44%	51%	48%	49%	49%	42%	51%	-	54%	51%	51%
Limits creativity	23	13	23	15	10	23	8	7	7	4	23	11	13	8	4	23	-	23	23	23
	35%	31%	37%	32%	33%	38%	32%	25%	31%	25%	37%	37%	35%	35%	24%	35%	-	38%	36%	35%
Not necessary	21	13	20	13	5	20	7	8	6	7	20	10	10	6	7	21	-	21	21	21
	32%	30%	33%	27%	18%	33%	28%	26%	29%	37%	33%	33%	28%	26%	35%	32%	-	34%	32%	32%
Other	1	1	1	1	-	1	-	-	-	-	1	-	-	-	-	1	-	1	1	1
	2%	2%	2%	2%	-	1%	-	-	-	-	2%	-	-	-	-	2%	-	2%	1%	2%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
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Table 192

Q26 Why do you say the amount of regulation for Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.) is too much?
Base: All saying 'too much'

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	63	50	8	11	49	19	44	13	5	2	15	25	22	47	15	16	21	18	39	40
Base	66*	47*	6**	10**	48*	18**	47**	14**	3**	2**	16**	29**	20**	49**	23**	24**	20**	14**	34*	34*
Effective Base	34	35	7	9	33	16	21	11	5	2	10	11	20	24	7	7	16	16	32	32
Everyone should be free to look at what they want	46	32	2	6	34	11	35	7	3	2	11	23	12	35	18	19	14	9	23	25
	71%	*68%*	*27%*	*58%*	*71%*	*62%*	*74%*	*53%*	*87%*	*100%*	*68%*	*79%*	*59%*	*71%*	*76%*	*77%*	*69%*	*66%*	*68%*	*74%*
Limits choice	34	22	2	6	21	7	27	5	1	-	7	17	9	25	12	12	11	6	17	15
	51%	*46%*	*37%*	*55%*	*45%*	*35%*	*57%*	*37%*	*39%*	-	*46%*	*57%*	*44%*	*52%*	*53%*	*51%*	*53%*	*43%*	*49%*	*43%*
Limits creativity	23	14	1	3	13	7	16	7	-	-	4	13	6	19	10	10	7	5	12	13
	35%	*29%*	*9%*	*33%*	*28%*	*39%*	*34%*	*51%*	-	-	*25%*	*47%*	*29%*	*39%*	*42%*	*40%*	*37%*	*35%*	*36%*	*39%*
Not necessary	21	11	2	1	13	6	15	5	1	-	6	12	3	15	10	10	5	5	10	11
	32%	*24%*	*26%*	*5%*	*28%*	*32%*	*32%*	*37%*	*21%*	-	*40%*	*41%*	*14%*	*30%*	*44%*	*42%*	*25%*	*36%*	*30%*	*31%*
Other	1	*	1	-	*	*	1	-	*	-	1	*	-	*	1	1	-	-	-	-
	2%	*1%*	*10%*	-	*1%*	*2%*	*1%*	-	*13%*	-	*4%*	*2%*	-	*1%*	*4%*	*4%*	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Absolutes/col percents

Table 192

Q26 Why do you say the amount of regulation for Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.) is too much?
Base: All saying 'too much'

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**63**	14	49	-	14	-	14	-	5	14	38
Base	**66***	13**	53**	-**	13**	-**	13**	-**	5*	13**	39**
Effective Base	**34**	12	25	-	12	-	12	-	5	12	18
Everyone should be free to look at what they want	**46**	7	39	-	7	-	7	-	3	7	32
	71%	*57%*	*74%*	-	*57%*	-	*57%*	-	*66%*	*56%*	*81%*
Limits choice	**34**	6	27	-	6	-	6	-	4	7	24
	51%	*50%*	*51%*	-	*50%*	-	*50%*	-	*79%*	*55%*	*62%*
Limits creativity	**23**	3	20	-	3	-	3	-	1	3	18
	35%	*27%*	*37%*	-	*27%*	-	*27%*	-	*28%*	*27%*	*45%*
Not necessary	**21**	1	20	-	1	-	1	-	-	1	17
	32%	*8%*	*38%*	-	*8%*	-	*8%*	-	-	*4%*	*44%*
Other	**1**	-	1	-	-	-	-	-	-	-	1
	2%	-	*2%*	-	-	-	-	-	-	-	*3%*
Don't know	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 193

Q26 Why do you say the amount of regulation for Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc is too much?
Base: All saying 'too much'

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	74	55	19	19	27	11	15	1	1	46	26	2	32	21	1	1	14	5	-	-	23	25	12	14	48	26
Base	75*	59**	16**	20**	24**	15**	15**	***	1**	44**	30**	1**	33**	26**	***	1**	11**	4**	-**	-**	22**	20**	18**	15**	42**	33**
Effective Base	40	29	13	15	13	4	12	1	1	27	13	2	19	10	1	1	9	5	-	-	14	17	5	10	30	13
Everyone should be free to look at what they want	49	43	6	10	18	11	11	-	-	28	21	-	24	19	-	-	4	2	-	-	13	11	14	12	24	25
	66%	73%	38%	53%	73%	69%	70%	-	-	64%	70%	-	73%	75%	-	-	37%	41%	-	-	60%	53%	78%	76%	57%	77%
Limits choice	40	33	7	10	12	10	7	*	1	22	17	1	15	17	*	1	7	-	-	-	8	13	13	5	22	18
	53%	55%	46%	50%	50%	64%	50%	100%	100%	50%	57%	100%	45%	66%	100%	100%	64%	-	-	-	38%	65%	74%	35%	51%	56%
Limits creativity	33	26	7	8	7	9	8	-	-	16	17	-	10	16	-	-	6	2	-	-	7	8	13	5	16	18
	44%	43%	48%	42%	31%	60%	55%	-	-	36%	58%	-	30%	61%	-	-	51%	41%	-	-	32%	42%	71%	33%	37%	53%
Not necessary	17	16	1	2	5	8	2	-	-	7	10	-	6	10	-	-	1	-	-	-	1	6	7	3	6	11
	23%	27%	6%	10%	22%	50%	16%	-	-	16%	33%	-	19%	38%	-	-	8%	-	-	-	3%	28%	42%	23%	15%	33%
Other	2	*	1	-	1	1	-	-	-	1	1	-	*	-	-	-	1	1	-	-	2	-	-	-	2	-
	2%	1%	9%	-	4%	5%	-	-	-	2%	3%	-	1%	-	-	-	5%	18%	-	-	8%	-	-	-	4%	-
Don't know	1	-	1	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-
	1%	-	5%	4%	-	-	-	-	-	2%	-	-	-	-	-	-	7%	-	-	-	4%	-	-	-	2%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Table 193

Q26 Why do you say the amount of regulation for Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc is too much?
Base: All saying 'too much'

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**74**	52	22	42	30	2	5	6	12	1	5	3	8	13	15	68	3	1	2	23	6	39
Base	**75***	53**	22**	45**	29**	1**	3**	4**	12**	1**	3**	12**	10**	14**	10**	70*	2**	1**	2**	20**	5**	45**
Effective Base	**40**	26	15	20	20	2	4	6	7	1	4	2	7	9	11	36	2	1	2	15	5	19
Everyone should be free to look at what they want	**49**	40	9	34	14	1	3	1	6	1	2	12	7	7	6	46	2	1	1	10	3	32
	66%	*76%*	*40%*	*77%*	*47%*	*100%*	*88%*	*25%*	*52%*	*100%*	*67%*	*100%*	*69%*	*53%*	*64%*	*66%*	*80%*	*100%*	*29%*	*52%*	*75%*	*71%*
Limits choice	**40**	27	13	26	14	-	*	1	9	1	1	7	4	5	8	37	*	1	2	11	2	24
	53%	*50%*	*60%*	*57%*	*49%*	-	*12%*	*34%*	*70%*	*100%*	*21%*	*55%*	*39%*	*40%*	*88%*	*53%*	*20%*	*100%*	*100%*	*52%*	*39%*	*54%*
Limits creativity	**33**	24	9	23	11	-	-	2	8	-	1	7	3	3	6	29	1	1	2	9	1	19
	44%	*45%*	*42%*	*50%*	*36%*	-	-	*35%*	*63%*	-	*21%*	*55%*	*34%*	*24%*	*58%*	*41%*	*54%*	*100%*	*100%*	*46%*	*16%*	*42%*
Not necessary	**17**	14	3	14	4	-	-	1	4	-	*	7	-	2	3	16	-	-	1	5	*	11
	23%	*26%*	*14%*	*30%*	*12%*	-	-	*22%*	*32%*	-	*12%*	*55%*	-	*12%*	*30%*	*24%*	-	-	*29%*	*24%*	*9%*	*25%*
Other	**2**	1	1	1	1	-	-	-	*	-	-	-	1	1	-	2	-	-	-	*	-	1
	2%	*2%*	*4%*	*2%*	*4%*	-	-	-	*4%*	-	-	-	*8%*	*4%*	-	*3%*	-	-	-	*2%*	-	*3%*
Don't know	**1**	-	1	-	1	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	1
	1%	-	*4%*	-	*3%*	-	-	-	-	-	-	-	-	*6%*	-	*1%*	-	-	-	-	-	*2%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Table 193

Q26 Why do you say the amount of regulation for Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc is too much?
Base: All saying 'too much'

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**74**	53	63	55	32	58	40	31	26	11	62	43	35	30	12	74	-	70	73	74
Base	**75***	47*	63*	51*	27**	59**	30*	24**	23**	9**	61*	36*	30**	25**	10**	75*	-**	66*	75*	75*
Effective Base	**40**	35	32	36	20	30	35	25	19	9	31	32	26	21	10	40	-	38	39	40
Everyone should be free to look at what they want	**49**	31	45	29	18	41	18	12	12	8	42	23	17	14	9	49	-	41	49	49
	66%	*65%*	*71%*	*58%*	*66%*	*69%*	*59%*	*52%*	*53%*	*82%*	*70%*	*66%*	*57%*	*57%*	*84%*	*66%*	-	*62%*	*66%*	*66%*
Limits choice	**40**	20	31	23	10	28	11	10	13	2	29	16	15	14	2	40	-	36	40	40
	53%	*43%*	*50%*	*46%*	*38%*	*48%*	*36%*	*44%*	*56%*	*27%*	*48%*	*45%*	*52%*	*57%*	*25%*	*53%*	-	*54%*	*54%*	*53%*
Limits creativity	**33**	17	26	20	9	23	10	7	10	1	23	15	10	11	1	33	-	29	33	33
	44%	*36%*	*41%*	*39%*	*32%*	*39%*	*32%*	*29%*	*43%*	*12%*	*39%*	*41%*	*35%*	*44%*	*11%*	*44%*	-	*43%*	*44%*	*44%*
Not necessary	**17**	6	15	7	1	14	4	2	4	-	15	6	5	4	-	17	-	15	17	17
	23%	*13%*	*24%*	*14%*	*2%*	*23%*	*12%*	*10%*	*16%*	-	*25%*	*18%*	*17%*	*17%*	-	*23%*	-	*22%*	*23%*	*23%*
Other	**2**	2	2	2	1	1	1	1	1	1	2	1	1	1	1	2	-	2	1	2
	2%	*4%*	*3%*	*4%*	*3%*	*2%*	*3%*	*3%*	*3%*	*9%*	*3%*	*2%*	*3%*	*3%*	*8%*	*2%*	-	*3%*	*2%*	*2%*
Don't know	**1**	1	1	1	-	1	1	1	1	-	1	1	1	1	-	1	-	1	1	1
	1%	*2%*	*1%*	*2%*	-	*1%*	*3%*	*3%*	*4%*	-	*1%*	*2%*	*3%*	*3%*	-	*1%*	-	*1%*	*1%*	*1%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
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Table 193

Q26 Why do you say the amount of regulation for Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc is too much?
Base: All saying 'too much'

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	74	53	11	12	56	21	53	13	7	3	13	40	21	61	14	15	31	17	48	46
Base	75*	47*	12**	14**	52*	21**	55**	11**	8**	4**	15**	38**	22**	60*	22**	23**	29**	14**	43*	40*
Effective Base	40	36	7	8	36	17	25	12	5	3	9	17	17	31	6	7	23	15	37	35
Everyone should be free to look at what they want	49	29	6	7	35	12	37	5	7	2	11	26	12	38	16	17	19	9	28	26
	66%	62%	46%	48%	67%	60%	68%	46%	94%	54%	75%	67%	56%	63%	74%	75%	66%	63%	65%	65%
Limits choice	40	23	7	10	21	12	28	6	4	2	6	22	11	34	11	11	16	7	23	20
	53%	49%	55%	73%	41%	58%	51%	57%	50%	46%	44%	58%	52%	56%	52%	50%	57%	48%	54%	50%
Limits creativity	33	16	6	8	18	10	23	4	5	2	5	20	8	28	12	12	12	6	18	18
	44%	34%	53%	58%	34%	49%	42%	34%	59%	46%	34%	52%	36%	47%	53%	51%	40%	45%	42%	46%
Not necessary	17	7	-	2	7	1	16	1	-	-	5	10	2	12	8	8	7	2	8	6
	23%	15%	-	17%	14%	5%	30%	8%	-	-	34%	27%	9%	20%	38%	37%	23%	12%	19%	16%
Other	2	1	1	-	1	*	1	-	*	-	1	1	-	1	1	1	1	-	1	1
	2%	3%	5%	-	2%	2%	3%	-	6%	-	4%	3%	-	2%	5%	4%	3%	-	2%	2%
Don't know	1	-	1	-	1	-	1	-	-	-	-	1	-	1	-	-	1	-	1	-
	1%	-	7%	-	2%	-	2%	-	-	-	-	2%	-	1%	-	-	3%	-	2%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 193

Q26 Why do you say the amount of regulation for Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc is too much?
Base: All saying 'too much'

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**74**	21	52	1	20	1	20	1	5	20	34
Base	**75***	20**	55**	1**	19**	***	19**	***	4*	18**	37**
Effective Base	**40**	15	26	1	15	1	15	1	5	14	16
Everyone should be free to look at what they want	**49**	6	42	1	6	-	6	-	2	6	31
	66%	*32%*	*77%*	*100%*	*33%*	-	*33%*	-	*39%*	*34%*	*83%*
Limits choice	**40**	13	27	-	12	*	12	*	3	12	20
	53%	*66%*	*49%*	-	*65%*	*100%*	*65%*	*100%*	*85%*	*68%*	*53%*
Limits creativity	**33**	8	25	-	8	-	8	-	1	7	20
	44%	*42%*	*45%*	-	*43%*	-	*43%*	-	*24%*	*42%*	*53%*
Not necessary	**17**	-	17	-	-	-	-	-	-	*	16
	23%	-	*31%*	-	-	-	-	-	-	*2%*	*42%*
Other	**2**	1	1	-	1	-	1	-	-	1	1
	2%	*4%*	*2%*	-	*4%*	-	*4%*	-	-	*4%*	*3%*
Don't know	**1**	-	1	-	-	-	-	-	-	-	-
	1%	-	*1%*	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 194

Q26 Why do you say the amount of regulation for Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc is too much?
Base: All saying 'too much'

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**24**	19	5	12	9	2	1	-	-	21	3	-	16	3	-	-	5	-	-	-	4	11	3	6	15	9
Base	**22***	19**	4**	11**	8**	2**	1**	-**	-**	20**	3**	-**	16**	3**	-**	-**	4**	-**	-**	-**	6**	9**	2**	5**	15**	7**
Effective Base	**16**	12	4	12	4	2	1	-	-	13	2	-	10	2	-	-	4	-	-	-	2	10	3	5	9	8
Everyone should be free to look at what they want	**18**	16	2	10	6	1	1	-	-	17	1	-	14	1	-	-	2	-	-	-	6	6	2	5	12	6
	81%	*83%*	*68%*	*92%*	*76%*	*28%*	*100%*	-	-	*85%*	*46%*	-	*89%*	*46%*	-	-	*68%*	-	-	-	*100%*	*64%*	*74%*	*93%*	*78%*	*87%*
Limits choice	**7**	5	2	2	3	2	-	-	-	5	2	-	4	2	-	-	2	-	-	-	1	6	-	*	7	*
	32%	*29%*	*46%*	*15%*	*41%*	*100%*	-	-	-	*27%*	*75%*	-	*22%*	*75%*	-	-	*46%*	-	-	-	*20%*	*60%*	-	*7%*	*45%*	*5%*
Limits creativity	**5**	4	2	2	3	1	-	-	-	5	1	-	3	1	-	-	2	-	-	-	1	3	1	1	4	1
	24%	*20%*	*46%*	*15%*	*36%*	*28%*	-	-	-	*24%*	*21%*	-	*19%*	*21%*	-	-	*46%*	-	-	-	*9%*	*36%*	*26%*	*17%*	*26%*	*20%*
Not necessary	**2**	1	1	2	1	-	-	-	-	2	-	-	1	-	-	-	1	-	-	-	1	1	1	-	1	1
	10%	*5%*	*35%*	*14%*	*6%*	-	-	-	-	*11%*	-	-	*6%*	-	-	-	*35%*	-	-	-	*13%*	*5%*	*43%*	-	*8%*	*13%*
Other	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 194

Q26 Why do you say the amount of regulation for Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc is too much?
Base: All saying 'too much'

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**24**	18	6	13	9	1	1	2	5	-	4	2	3	2	3	22	1	1	-	8	4	10
Base	**22***	17**	5**	13**	8**	1**	1**	1**	3**	-**	4**	5**	3**	2**	2**	21**	1**	1**	-**	6**	4**	12**
Effective Base	**16**	11	6	7	8	1	1	2	5	-	4	2	3	2	3	14	1	1	-	7	4	6
Everyone should be free to look at what they want	**18**	13	5	10	6	1	1	1	3	-	3	5	2	1	1	17	1	1	-	5	3	9
	81%	*80%*	*84%*	*76%*	*84%*	*100%*	*100%*	*100%*	*90%*	-	*79%*	*100%*	*56%*	*50%*	*40%*	*80%*	*100%*	*100%*	-	*94%*	*79%*	*73%*
Limits choice	**7**	6	1	4	2	-	-	-	1	-	2	-	2	1	1	7	-	1	-	1	2	4
	32%	*37%*	*16%*	*34%*	*24%*	-	-	-	*25%*	-	*46%*	-	*71%*	*50%*	*65%*	*31%*	-	*100%*	-	*15%*	*46%*	*35%*
Limits creativity	**5**	5	-	4	-	-	1	-	1	-	2	-	1	-	1	5	-	1	-	1	2	2
	24%	*31%*	-	*34%*	-	-	*100%*	-	*15%*	-	*46%*	-	*28%*	-	*60%*	*23%*	-	*100%*	-	*24%*	*46%*	*15%*
Not necessary	**2**	1	1	1	-	1	-	-	1	-	1	-	-	-	-	2	-	-	-	1	1	-
	10%	*8%*	*14%*	*10%*	-	*100%*	-	-	*41%*	-	*21%*	-	-	-	-	*10%*	-	-	-	*24%*	*21%*	-
Other	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 194

Q26 Why do you say the amount of regulation for Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc is too much?
Base: All saying 'too much'

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**24**	16	23	22	24	23	13	14	10	3	23	13	17	12	4	24	-	23	24	24
Base	**22***	16**	21**	21**	22**	21**	10**	11**	9**	3**	21**	10**	14**	11**	4**	22**	-**	18**	22**	22**
Effective Base	**16**	9	15	14	16	15	11	13	9	3	15	11	15	11	4	16	-	20	16	16
Everyone should be free to look at what they want	**18**	12	18	17	18	18	7	9	6	3	18	7	10	8	4	18	-	14	18	18
	81%	*78%*	*84%*	*81%*	*81%*	*84%*	*66%*	*77%*	*70%*	*100%*	*84%*	*66%*	*72%*	*75%*	*100%*	*81%*	-	*77%*	*81%*	*81%*
Limits choice	**7**	6	6	7	7	6	5	4	4	1	6	5	6	4	1	7	-	7	7	7
	32%	*36%*	*30%*	*32%*	*32%*	*30%*	*48%*	*36%*	*39%*	*26%*	*30%*	*48%*	*44%*	*41%*	*21%*	*32%*	-	*39%*	*32%*	*32%*
Limits creativity	**5**	4	5	5	5	5	4	4	4	1	5	4	5	4	1	5	-	5	5	5
	24%	*28%*	*21%*	*25%*	*24%*	*21%*	*36%*	*35%*	*39%*	*26%*	*21%*	*36%*	*33%*	*41%*	*21%*	*24%*	-	*29%*	*24%*	*24%*
Not necessary	**2**	2	2	2	2	2	2	1	1	-	2	2	1	1	-	2	-	2	2	2
	10%	*14%*	*10%*	*10%*	*10%*	*10%*	*21%*	*7%*	*8%*	-	*10%*	*21%*	*5%*	*7%*	-	*10%*	-	*12%*	*10%*	*10%*
Other	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 194

Q26 Why do you say the amount of regulation for Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc is too much?
Base: All saying 'too much'

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	24	23	-	2	22	4	20	3	1	-	1	13	10	23	5	5	13	2	15	14
Base	22*	22**	-**	1**	21**	4**	18**	3**	1**	-**	1**	12**	10**	22**	7**	7**	11**	2**	12**	11**
Effective Base	16	15	-	2	14	4	12	3	1	-	1	7	9	15	3	3	11	2	13	12
Everyone should be free to look at what they want	18	17	-	1	17	2	16	1	1	-	-	9	9	18	7	7	7	2	9	8
	81%	*80%*	-	*44%*	*83%*	*46%*	*88%*	*36%*	*100%*	-	-	*80%*	*86%*	*83%*	*100%*	*100%*	*68%*	*100%*	*72%*	*69%*
Limits choice	7	7	-	1	6	3	4	2	1	-	-	5	2	7	1	1	3	1	4	5
	32%	*30%*	-	*100%*	*28%*	*70%*	*24%*	*64%*	*100%*	-	-	*42%*	*22%*	*33%*	*22%*	*22%*	*32%*	*49%*	*34%*	*44%*
Limits creativity	5	5	-	1	5	1	5	1	-	-	1	3	2	5	1	1	3	1	4	4
	24%	*22%*	-	*56%*	*22%*	*19%*	*25%*	*23%*	-	-	*100%*	*26%*	*17%*	*22%*	*13%*	*13%*	*29%*	*49%*	*32%*	*33%*
Not necessary	2	2	-	-	2	-	2	-	-	-	-	1	1	2	-	-	2	-	2	1
	10%	*10%*	-	-	*10%*	-	*12%*	-	-	-	-	*12%*	*7%*	*10%*	-	-	*20%*	-	*17%*	*11%*
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 194

Q26 Why do you say the amount of regulation for Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc is too much?
Base: All saying 'too much'

		Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
	Total	Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**24**	5	19	-	4	1	4	1	1	5	13
Base	**22***	4**	19**	-**	3**	***	3**	***	1*	3**	10**
Effective Base	**16**	5	12	-	4	1	4	1	1	5	12
Everyone should be free to look at what they want	**18**	2	16	-	2	-	2	-	-	1	9
	81%	*43%*	*88%*	-	*48%*	-	*48%*	-	-	*47%*	*88%*
Limits choice	**7**	3	5	-	2	*	2	*	1	3	3
	32%	*74%*	*24%*	-	*71%*	*100%*	*71%*	*100%*	*100%*	*83%*	*31%*
Limits creativity	**5**	1	5	-	1	-	1	-	1	2	3
	24%	*21%*	*24%*	-	*24%*	-	*24%*	-	*100%*	*69%*	*31%*
Not necessary	**2**	-	2	-	-	-	-	-	-	-	1
	10%	-	*11%*	-	-	-	-	-	-	-	*5%*
Other	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 195

Q26 Why do you say the amount of regulation for All on-line and on-demand TV or video services is too much?
Base: All saying 'too much'

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**103**	79	24	30	33	12	17	6	5	63	29	11	44	26	4	5	19	3	2	-	28	33	16	26	61	42
Base	**114***	93*	20**	34**	32**	16**	19**	5**	9**	66*	35**	13**	50**	32**	4**	9**	16**	3**	1**	-**	27**	33**	27**	28**	59*	54**
Effective Base	**59**	44	18	25	17	5	10	4	4	41	14	7	28	12	3	4	14	3	2	-	17	21	8	17	38	23
Everyone should be free to look at what they want	**83**	70	13	21	26	11	17	4	5	46	28	9	36	26	3	5	11	2	*	-	20	23	21	19	42	41
	73%	*75%*	*65%*	*61%*	*80%*	*73%*	*88%*	*73%*	*59%*	*70%*	*81%*	*64%*	*72%*	*82%*	*87%*	*59%*	*66%*	*72%*	*35%*	-	*74%*	*69%*	*80%*	*69%*	*71%*	*75%*
Limits choice	**63**	52	11	17	19	9	12	4	1	37	21	5	27	21	2	1	10	-	1	-	13	18	19	12	32	31
	55%	*55%*	*54%*	*51%*	*60%*	*60%*	*63%*	*75%*	*16%*	*55%*	*61%*	*37%*	*54%*	*67%*	*65%*	*16%*	*60%*	-	*100%*	-	*50%*	*56%*	*72%*	*43%*	*53%*	*57%*
Limits creativity	**55**	46	9	12	14	8	11	1	8	27	19	9	18	19	*	8	8	-	*	-	10	15	15	15	25	30
	48%	*49%*	*43%*	*37%*	*44%*	*53%*	*59%*	*19%*	*90%*	*41%*	*56%*	*64%*	*37%*	*61%*	*13%*	*90%*	*51%*	-	*35%*	-	*38%*	*46%*	*57%*	*52%*	*42%*	*54%*
Not necessary	**31**	23	8	6	8	11	1	*	4	15	11	4	8	11	-	4	6	1	*	-	3	10	7	10	13	18
	27%	*25%*	*37%*	*19%*	*26%*	*67%*	*5%*	*9%*	*47%*	*22%*	*33%*	*33%*	*17%*	*34%*	-	*47%*	*39%*	*28%*	*35%*	-	*10%*	*32%*	*28%*	*37%*	*22%*	*33%*
Other	**1**	1	-	-	*	1	-	-	-	*	1	-	*	1	-	-	-	-	-	-	*	-	-	1	*	1
	1%	*1%*	-	-	*1%*	*5%*	-	-	-	*1%*	*2%*	-	*1%*	*2%*	-	-	-	-	-	-	*2%*	-	-	*3%*	*1%*	*1%*
Don't know	**2**	1	1	2	-	-	-	-	-	2	-	-	1	-	-	-	1	-	-	-	1	1	-	-	2	-
	2%	*1%*	*4%*	*7%*	-	-	-	-	-	*3%*	-	-	*3%*	-	-	-	*5%*	-	-	-	*3%*	*4%*	-	-	*4%*	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 195

Q26 Why do you say the amount of regulation for All on-line and on-demand TV or video services is too much?
Base: All saying 'too much'

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**103**	74	27	55	42	2	2	10	15	7	3	7	12	17	19	92	6	2	3	27	10	55
Base	**114***	85*	27**	65**	45**	1**	1**	11**	14**	7**	3**	20**	15**	18**	15**	105*	4**	1**	4**	26**	10**	69*
Effective Base	**59**	41	18	30	27	2	2	5	9	6	3	5	10	11	15	52	5	2	3	15	9	31
Everyone should be free to look at what they want	**83**	64	17	52	29	1	*	8	11	6	2	20	10	8	12	77	3	1	3	19	8	51
	73%	*75%*	*65%*	*80%*	*63%*	*100%*	*25%*	*69%*	*78%*	*86%*	*72%*	*100%*	*68%*	*43%*	*80%*	*74%*	*58%*	*51%*	*73%*	*72%*	*82%*	*73%*
Limits choice	**63**	47	13	41	20	1	1	7	9	3	2	11	8	6	10	56	2	1	4	17	5	34
	55%	*55%*	*50%*	*63%*	*44%*	*69%*	*75%*	*61%*	*68%*	*45%*	*58%*	*52%*	*52%*	*31%*	*65%*	*53%*	*53%*	*100%*	*100%*	*65%*	*49%*	*49%*
Limits creativity	**55**	37	16	36	17	1	-	6	8	5	2	9	6	9	7	52	*	1	1	14	6	31
	48%	*43%*	*62%*	*56%*	*38%*	*69%*	-	*54%*	*62%*	*68%*	*58%*	*44%*	*41%*	*49%*	*49%*	*50%*	*10%*	*100%*	*24%*	*56%*	*65%*	*46%*
Not necessary	**31**	20	9	15	15	-	-	2	6	2	-	7	3	8	2	30	1	-	-	7	2	20
	27%	*23%*	*35%*	*23%*	*33%*	-	-	*16%*	*41%*	*30%*	-	*33%*	*23%*	*44%*	*15%*	*28%*	*22%*	-	-	*28%*	*22%*	*29%*
Other	**1**	*	1	-	1	-	-	-	*	-	-	-	-	1	-	1	-	-	-	*	-	1
	1%	*1%*	*3%*	-	*3%*	-	-	-	*3%*	-	-	-	-	*4%*	-	*1%*	-	-	-	*2%*	-	*1%*
Don't know	**2**	1	1	-	1	-	-	1	-	-	-	-	-	1	-	2	-	-	-	1	-	1
	2%	*2%*	*3%*	-	*2%*	-	-	*12%*	-	-	-	-	-	*4%*	-	*2%*	-	-	-	*5%*	-	*1%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 195

Q26 Why do you say the amount of regulation for All on-line and on-demand TV or video services is too much?
Base: All saying 'too much'

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**103**	80	88	74	47	77	54	45	34	27	81	60	53	40	28	101	2	94	96	101
Base	**114***	79*	91*	76*	45*	79*	48*	43*	38**	24**	81*	59*	52*	42**	25**	108*	6**	97*	105*	108*
Effective Base	**59**	52	49	48	34	41	41	32	24	23	43	39	38	28	23	59	2	54	56	59
Everyone should be free to look at what they want	**83**	54	71	50	30	61	30	26	23	15	63	41	33	27	16	77	6	69	75	77
	73%	*68%*	*79%*	*66%*	*67%*	*77%*	*63%*	*60%*	*61%*	*61%*	*77%*	*70%*	*64%*	*64%*	*63%*	*71%*	*100%*	*71%*	*72%*	*71%*
Limits choice	**63**	39	47	37	21	43	21	22	25	10	44	30	28	28	10	58	4	52	57	58
	55%	*49%*	*52%*	*49%*	*46%*	*55%*	*43%*	*51%*	*64%*	*42%*	*54%*	*51%*	*54%*	*66%*	*40%*	*54%*	*77%*	*54%*	*54%*	*54%*
Limits creativity	**55**	37	44	28	18	37	21	11	16	8	38	30	16	18	8	49	6	44	49	49
	48%	*47%*	*49%*	*37%*	*40%*	*47%*	*44%*	*25%*	*41%*	*34%*	*47%*	*51%*	*30%*	*43%*	*33%*	*45%*	*100%*	*46%*	*46%*	*45%*
Not necessary	**31**	19	26	23	9	25	11	10	9	6	26	14	15	10	6	31	-	29	30	31
	27%	*24%*	*29%*	*30%*	*21%*	*32%*	*22%*	*22%*	*23%*	*27%*	*32%*	*23%*	*29%*	*24%*	*26%*	*28%*	-	*30%*	*29%*	*28%*
Other	**1**	*	1	1	-	1	-	-	-	-	1	-	1	-	-	1	-	1	1	1
	1%	*1%*	*1%*	*2%*	-	*1%*	-	-	-	-	*1%*	-	*2%*	-	-	*1%*	-	*1%*	*1%*	*1%*
Don't know	**2**	2	1	2	1	1	2	2	2	-	1	2	2	2	-	2	-	2	2	2
	2%	*3%*	*1%*	*3%*	*3%*	*1%*	*5%*	*5%*	*6%*	-	*1%*	*4%*	*4%*	*5%*	-	*2%*	-	*2%*	*2%*	*2%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 195

Q26 Why do you say the amount of regulation for All on-line and on-demand TV or video services is too much?
Base: All saying 'too much'

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	**103**	67	19	18	78	24	79	15	10	1	25	44	33	77	21	23	42	25	67	66
Base	**114***	64*	24**	18**	83*	27**	87*	15**	12**	1**	27**	52**	34**	86*	30**	32**	47**	22**	69*	66*
Effective Base	**59**	49	11	14	50	19	42	12	7	1	19	20	26	41	10	11	27	22	46	44
Everyone should be free to look at what they want	**83**	44	16	10	62	16	67	8	8	1	21	36	25	61	27	27	34	14	48	44
	73%	*69%*	*64%*	*54%*	*75%*	*60%*	*77%*	*51%*	*68%*	*100%*	*78%*	*69%*	*74%*	*71%*	*87%*	*83%*	*73%*	*62%*	*70%*	*67%*
Limits choice	**63**	31	12	13	37	13	50	8	6	-	12	33	17	50	19	19	24	9	34	30
	55%	*48%*	*51%*	*74%*	*45%*	*50%*	*57%*	*52%*	*53%*	-	*45%*	*63%*	*50%*	*58%*	*63%*	*60%*	*52%*	*44%*	*49%*	*46%*
Limits creativity	**55**	25	15	11	35	9	45	5	5	-	9	26	19	46	15	15	29	6	35	31
	48%	*40%*	*60%*	*59%*	*43%*	*35%*	*52%*	*29%*	*42%*	-	*34%*	*51%*	*57%*	*53%*	*48%*	*46%*	*61%*	*30%*	*51%*	*48%*
Not necessary	**31**	12	8	1	23	6	25	6	1	-	9	14	7	21	10	12	11	4	15	16
	27%	*19%*	*33%*	*3%*	*28%*	*21%*	*29%*	*36%*	*5%*	-	*34%*	*27%*	*20%*	*24%*	*34%*	*37%*	*23%*	*18%*	*21%*	*25%*
Other	**1**	1	-	-	1	*	1	-	*	-	1	*	-	*	*	*	-	-	-	-
	1%	*2%*	-	-	*1%*	*2%*	*1%*	-	*4%*	-	*3%*	*1%*	-	*1%*	*1%*	*1%*	-	-	-	-
Don't know	**2**	1	1	-	2	1	1	-	1	-	-	1	1	2	-	-	1	1	2	1
	2%	*2%*	*3%*	-	*3%*	*5%*	*1%*	-	*12%*	-	-	*2%*	*4%*	*3%*	-	-	*2%*	*6%*	*3%*	*2%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 195

Q26 Why do you say the amount of regulation for All on-line and on-demand TV or video services is too much?
Base: All saying 'too much'

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**103**	24	79	-	22	2	23	1	8	19	60
Base	**114***	27**	87*	-**	26**	1**	26**	***	7*	21**	65*
Effective Base	**59**	16	43	-	15	2	16	1	8	12	31
Everyone should be free to look at what they want	**83**	17	66	-	16	1	17	*	4	12	55
	73%	*64%*	*76%*	-	*62%*	*100%*	*63%*	*100%*	*55%*	*59%*	*84%*
Limits choice	**63**	16	47	-	15	1	16	-	4	13	39
	55%	*59%*	*54%*	-	*58%*	*67%*	*60%*	-	*62%*	*61%*	*60%*
Limits creativity	**55**	11	44	-	10	1	11	-	3	8	36
	48%	*39%*	*51%*	-	*38%*	*67%*	*40%*	-	*48%*	*37%*	*56%*
Not necessary	**31**	3	28	-	3	-	3	-	1	1	25
	27%	*10%*	*32%*	-	*10%*	-	*10%*	-	*11%*	*6%*	*38%*
Other	**1**	-	1	-	-	-	-	-	-	-	1
	1%	-	*1%*	-	-	-	-	-	-	-	*2%*
Don't know	**2**	1	1	-	1	-	1	-	-	1	-
	2%	*5%*	*1%*	-	*5%*	-	*5%*	-	-	*7%*	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 196
Q26 Summary - net mentions
Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	2102	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	2102	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	1150	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
Everyone should be free to look at what they want	73	53	20	31	24	12	4	1	*	56	16	1	42	9	1	*	13	7	-	-	22	27	16	7	49	23
	3%	*5%b*	*2%*	*8%efghjk*	*6%fghjk*	*3%k*	*1%*	*	*	*7%efghjk*	*2%*	*	*11%mno*	*2%*	*1%*	*	*3%*	*2%*	-	-	*4%*	*4%*	*4%*	*2%*	*4%*	*3%*
Limits choice	375	204	171	110	94	65	60	18	27	205	125	45	110	70	8	16	95	55	10	11	105	134	67	68	239	135
	18%	*19%*	*16%*	*28%efghjk*	*21%gjk*	*15%*	*15%*	*8%*	*13%*	*24%efghjk*	*15%g*	*10%*	*30%mno*	*17%*	*6%*	*13%*	*20%*	*14%*	*10%*	*14%*	*20%*	*18%*	*18%*	*15%*	*19%*	*16%*
Limits creativity	100	67	33	44	36	11	5	4	1	80	16	5	53	9	4	1	27	7	-	-	32	38	21	10	69	31
	5%	*6%b*	*3%*	*11%efghjk*	*8%efghjk*	*3%*	*1%*	*2%*	*	*9%efghjk*	*2%*	*1%*	*14%mno*	*2%*	*3%*	*1%*	*6%q*	*2%*	-	-	*6%w*	*5%*	*6%*	*2%*	*5%w*	*4%*
Not necessary	94	64	30	39	24	20	6	5	1	63	26	5	42	18	4	*	21	8	*	*	27	39	18	10	66	28
	4%	*6%b*	*3%*	*10%efghjk*	*6%fhk*	*5%hk*	*1%*	*2%*	*	*8%fghjk*	*3%*	*1%*	*11%mo*	*4%*	*3%*	*	*5%*	*2%*	*	*	*5%*	*5%*	*5%*	*2%*	*5%*	*3%*
Other (please type in)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	1662	810	853	269	327	343	334	208	181	596	677	389	238	341	118	113	358	336	91	68	401	577	299	385	978	684
	79%	*77%*	*81%*	*67%*	*74%*	*82%cl*	*84%cdl*	*90%cdel*	*86%cdl*	*71%*	*83%cdl*	*88%cdel*	*65%*	*81%l*	*90%l*	*86%l*	*76%*	*84%p*	*90%p*	*86%*	*77%*	*78%*	*79%*	*84%tx*	*78%*	*81%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base

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Absolutes/col percents

Table 196
Q26 Summary - net mentions
Base: All respondents

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	2102	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	1150	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
Everyone should be free to look at what they want	73	60	11	43	29	-	4	14	8	4	8	4	3	10	13	68	2	-	3	25	12	31
	3%	5%b	*1%*	*3%*	*4%*	-	*4%*	7%l	*5%*	*2%*	*4%*	*2%*	*1%*	*4%*	8%kl	*4%*	*2%*	-	*1%*	*5%*	*3%*	*3%*
Limits choice	375	243	132	204	162	3	15	44	29	34	37	42	29	49	43	322	15	7	31	88	71	163
	18%	*19%*	*16%*	*16%*	21%c	*11%*	*17%*	21%l	*18%*	*20%*	20%l	*18%*	*11%*	*18%*	26%l	*18%*	*12%*	*16%*	*16%*	*19%*	*20%*	*17%*
Limits creativity	100	83	17	56	44	-	3	13	14	11	11	5	5	18	13	91	4	1	4	29	22	40
	5%	7%b	*2%*	*4%*	*6%*	-	*4%*	*6%*	8%kl	*6%*	*6%*	*2%*	*2%*	6%l	8%l	*5%*	*3%*	*4%*	*2%*	*6%*	*6%*	*4%*
Not necessary	94	80	14	48	43	*	4	15	8	7	9	5	4	11	15	78	6	-	10	27	16	35
	4%	6%b	*2%*	*4%*	*6%*	*1%*	*5%*	7%l	*5%*	*4%*	*5%*	*2%*	*2%*	*4%*	9%kl	*4%*	*5%*	-	*5%*	*6%*	*5%*	*4%*
Other (please type in)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	1662	983	673	1031	585	27	65	154	131	127	142	186	239	213	117	1374	103	34	152	350	268	756
	79%	*77%*	82%a	81%d	*75%*	*89%*	*78%*	*74%*	*79%*	*76%*	*76%*	*81%*	88%ghijmn	*79%*	*70%*	*79%*	*83%*	*81%*	*81%*	*76%*	*76%*	*81%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 196
Q26 Summary - net mentions
Base: All respondents

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**2102**	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	**2102**	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	**1150**	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
Everyone should be free to look at what they want	**73**	59	54	64	38	54	42	54	44	30	54	42	55	44	30	71	2	70	71	71
	3%	*4%*	*3%*	*4%*	*5%*	*4%*	*5%*	*7%*	9%ef	*6%*	*4%*	*4%*	*6%*	7%jk	*5%*	*4%*	*2%*	*4%*	*4%*	*4%*
Limits choice	**375**	274	306	299	174	258	154	197	142	129	298	168	229	161	133	366	9	332	361	366
	18%	*17%*	*19%*	*20%*	*21%*	*21%*	*17%*	26%f	28%ef	23%f	*20%*	*17%*	24%k	25%jk	22%k	*18%*	*7%*	*20%*	*20%*	*18%*
Limits creativity	**100**	77	75	88	46	73	54	69	55	36	73	55	70	58	36	98	2	98	97	98
	5%	*5%*	*5%*	*6%*	*6%*	*6%*	*6%*	*9%*	11%efi	*7%*	*5%*	*5%*	*7%*	9%jk	*6%*	*5%*	*2%*	*6%*	*5%*	*5%*
Not necessary	**94**	69	74	79	40	73	49	56	48	32	74	50	61	49	32	92	2	92	92	92
	4%	*4%*	*5%*	*5%*	*5%*	*6%*	*5%*	*7%*	9%ef	*6%*	*5%*	*5%*	*6%*	*8%*	*5%*	*5%*	*2%*	*6%*	*5%*	*5%*
Other (please type in)	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	**1662**	1278	1298	1144	625	912	694	541	344	406	1128	801	673	448	460	1553	109	1262	1378	1553
	79%	*80%*	*79%*	*77%*	*76%*	75%h	78%gh	*70%*	*67%*	74%h	77%lm	80%lm	*72%*	*70%*	*76%*	*78%*	93%o	*76%*	*76%*	*78%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base

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Absolutes/col percents

Table 196
Q26 Summary - net mentions
Base: All respondents

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
Everyone should be free to look at what they want	73	56	9	27	42	45	28	37	14	4	3	35	34	70	8	10	39	16	54	48
	3%	5%bd	*2%*	13%abd	*3%*	6%f	*2%*	*7%*	*5%*	*5%*	*1%*	3%j	5%j	4%j	*1%*	*2%*	4%n	4%no	4%no	4%no
Limits choice	375	213	74	76	259	147	228	114	53	6	58	182	132	314	78	89	159	66	225	212
	18%	*19%*	*16%*	35%abd	*16%*	*20%*	*17%*	*23%*	*18%*	*9%*	*14%*	*18%*	*20%*	*19%*	*14%*	*15%*	*17%*	*18%*	*17%*	*18%*
Limits creativity	100	73	18	48	45	60	41	45	19	4	4	56	40	96	18	21	48	19	67	60
	5%	7%d	*4%*	22%abd	*3%*	8%f	*3%*	*9%*	*6%*	*6%*	*1%*	5%j	6%j	6%j	*3%*	*4%*	*5%*	*5%*	*5%*	*5%*
Not necessary	94	62	23	38	54	50	45	32	20	4	13	50	30	80	14	19	48	15	63	61
	4%	6%d	*5%*	18%abd	*3%*	7%f	*3%*	*6%*	*7%*	*6%*	*3%*	*5%*	*5%*	*5%*	*3%*	*3%*	*5%*	*4%*	*5%*	*5%*
Other (please type in)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	1662	840	360	113	1320	549	1113	351	236	61	337	822	499	1321	458	480	744	284	1028	915
	79%	77%c	80%c	*53%*	82%abc	*75%*	81%e	*72%*	*77%*	*86%*	84%lm	*79%*	*76%*	*78%*	*83%*	*82%*	*79%*	*79%*	*79%*	*78%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 196
Q26 Summary - net mentions
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**2102**	328	1662	112	258	70	270	58	67	852	360
Base	**2102**	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	**1150**	221	878	70	170	53	180	42	47	483	196
Everyone should be free to look at what they want	**73**	73	-	-	68	5	68	5	21	43	7
	3%	24%bc	-	-	28%e	*8%*	27%g	*10%*	*32%*	*5%*	*2%*
Limits choice	**375**	133	224	17	112	21	118	15	45	208	39
	18%	44%bc	*13%*	*16%*	*46%*	*35%*	*46%*	*32%*	*69%*	24%i	*11%*
Limits creativity	**100**	100	-	-	94	7	96	5	37	69	8
	5%	33%bc	-	-	38%e	*11%*	37%g	*10%*	*57%*	8%i	*2%*
Not necessary	**94**	94	-	-	91	3	92	3	36	59	16
	4%	31%bc	-	-	37%e	*6%*	36%g	*5%*	*55%*	*7%*	*5%*
Other (please type in)	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Not stated	**1662**	105	1468	89	70	36	76	29	9	605	310
	79%	*35%*	87%a	84%a	*28%*	60%d	*30%*	61%d	*14%*	*71%*	88%i

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base

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Absolutes/col percents

Table 197

Q27 Why do you say the amount of regulation for TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV) is too little?
Base: All saying 'too little'

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**87**	50	37	23	27	16	8	7	6	50	24	13	28	15	3	4	22	9	4	2	30	24	18	15	54	33
Base	**78***	49**	29*	23**	20**	12**	16**	4**	4**	42*	28**	8**	24**	21**	2**	3**	18**	7**	2**	1**	23**	28**	16**	12**	51**	27**
Effective Base	**49**	24	32	20	24	15	4	6	6	44	10	12	24	6	2	4	20	7	4	2	28	10	15	14	26	28
Need to protect children/ young people	**64**	39	24	18	13	10	16	3	4	31	26	7	15	20	2	3	15	6	2	1	17	26	14	7	43	21
	81%	*80%*	*84%*	*79%*	*65%*	*84%*	*98%*	*79%*	*100%*	*73%*	*92%*	*89%*	*64%*	*95%*	*84%*	*100%*	*84%*	*84%*	*74%*	*100%*	*75%*	*92%*	*87%*	*60%*	*85%*	*75%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	**38**	21	16	12	8	6	4	3	3	21	11	6	11	7	2	2	10	4	2	1	13	11	6	7	24	14
	48%	*44%*	*55%*	*55%*	*42%*	*54%*	*27%*	*79%*	*79%*	*49%*	*38%*	*79%*	*46%*	*35%*	*84%*	*69%*	*53%*	*47%*	*74%*	*100%*	*55%*	*40%*	*40%*	*62%*	*47%*	*50%*
Need to protect general public	**20**	8	12	5	5	4	2	1	2	10	6	4	5	1	1	1	5	5	1	1	6	5	6	3	11	9
	26%	*17%*	*42%*	*24%*	*25%*	*38%*	*10%*	*35%*	*64%*	*24%*	*22%*	*50%*	*23%*	*4%*	*29%*	*48%*	*26%*	*71%*	*41%*	*100%*	*28%*	*17%*	*37%*	*29%*	*22%*	*33%*
Too much offensive content	**35**	24	12	5	4	6	14	3	3	10	20	6	6	15	1	2	4	4	2	1	9	17	5	4	26	9
	45%	*48%*	*40%*	*24%*	*22%*	*49%*	*84%*	*67%*	*79%*	*23%*	*69%*	*73%*	*24%*	*74%*	*29%*	*69%*	*21%*	*58%*	*100%*	*100%*	*39%*	*60%*	*33%*	*35%*	*51%*	*34%*
Too easy to access negative things/ concerning material	**29**	18	11	6	6	5	9	2	1	12	14	4	6	10	2	-	6	3	1	1	6	14	3	5	20	9
	37%	*36%*	*39%*	*25%*	*30%*	*42%*	*54%*	*61%*	*31%*	*27%*	*49%*	*46%*	*24%*	*50%*	*84%*	-	*32%*	*46%*	*41%*	*100%*	*26%*	*51%*	*22%*	*45%*	*40%*	*32%*
Other (please type in)	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	**1**	1	-	-	-	1	-	*	-	-	1	*	-	1	*	-	-	-	-	-	1	*	-	-	1	-
	1%	*2%*	-	-	-	*6%*	-	*7%*	-	-	*2%*	*4%*	-	*3%*	*16%*	-	-	-	-	-	*3%*	*1%*	-	-	*2%*	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 197

Q27 Why do you say the amount of regulation for TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV) is too little?
Base: All saying 'too little'

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**87**	65	22	57	29	1	3	14	10	6	10	7	4	11	12	77	4	4	2	27	16	34
Base	**78***	56*	22**	48*	30**	1**	2**	13**	7**	5**	7**	19**	3**	8**	6**	71*	3**	2**	2**	22**	13**	36**
Effective Base	**49**	45	9	37	14	1	3	13	10	6	9	5	4	10	12	42	4	3	2	24	15	15
Need to protect children/ young people	**64**	44	20	38	25	1	1	11	5	4	6	19	2	6	3	58	3	2	1	18	10	30
	81%	*78%*	*89%*	*79%*	*84%*	*100%*	*81%*	*89%*	*71%*	*76%*	*84%*	*100%*	*65%*	*74%*	*53%*	*82%*	*75%*	*100%*	*36%*	*82%*	*80%*	*83%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	**38**	28	10	26	12	-	2	6	2	4	3	3	2	6	4	32	3	2	1	9	8	15
	48%	*50%*	*44%*	*55%*	*39%*	-	*100%*	*46%*	*26%*	*76%*	*47%*	*17%*	*51%*	*81%*	*60%*	*45%*	*76%*	*100%*	*36%*	*43%*	*60%*	*41%*
Need to protect general public	**20**	14	7	12	8	-	1	1	3	2	2	4	1	2	3	18	1	1	1	4	4	10
	26%	*24%*	*30%*	*25%*	*28%*	-	*33%*	*4%*	*35%*	*43%*	*29%*	*21%*	*17%*	*23%*	*51%*	*25%*	*23%*	*30%*	*64%*	*17%*	*35%*	*26%*
Too much offensive content	**35**	21	14	19	16	-	1	2	2	2	3	15	1	4	2	32	1	2	1	5	5	22
	45%	*37%*	*65%*	*41%*	*52%*	-	*33%*	*18%*	*26%*	*41%*	*40%*	*80%*	*44%*	*45%*	*27%*	*45%*	*23%*	*85%*	*36%*	*22%*	*40%*	*60%*
Too easy to access negative things/ concerning material	**29**	16	13	14	15	-	1	3	3	3	2	9	1	2	2	25	2	2	-	7	5	13
	37%	*28%*	*60%*	*29%*	*52%*	-	*81%*	*21%*	*37%*	*57%*	*29%*	*49%*	*17%*	*23%*	*27%*	*36%*	*52%*	*85%*	-	*31%*	*41%*	*37%*
Other (please type in)	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	**1**	1	*	1	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1
	1%	*1%*	*1%*	*2%*	-	-	-	-	-	-	-	-	-	-	*15%*	*1%*	-	-	-	-	-	*3%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Absolutes/col percents

Table 197

Q27 Why do you say the amount of regulation for TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV) is too little?
Base: All saying 'too little'

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**87**	69	63	70	45	57	41	52	37	29	62	46	55	41	29	86	1	82	84	86
Base	**78***	62*	60*	66*	39**	50*	31*	46*	30*	27**	54*	40**	49*	32*	27**	76*	2**	74*	75*	76*
Effective Base	**49**	41	33	38	29	38	36	35	34	26	42	23	38	37	26	48	1	46	47	48
Need to protect children/ young people	**64**	53	50	54	31	41	25	37	25	23	43	34	39	26	23	61	2	59	60	61
	81%	*86%*	*83%*	*81%*	*80%*	*83%*	*81%*	*80%*	*83%*	*86%*	*81%*	*85%*	*79%*	*81%*	*86%*	*81%*	*100%*	*81%*	*80%*	*81%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	**38**	32	26	28	21	24	20	24	18	15	26	21	24	19	15	38	-	36	36	38
	48%	*53%*	*44%*	*42%*	*54%*	*49%*	*64%*	*51%*	*61%*	*57%*	*49%*	*51%*	*50%*	*60%*	*57%*	*49%*	-	*49%*	*49%*	*49%*
Need to protect general public	**20**	15	15	15	9	13	8	8	6	6	15	9	10	6	6	18	2	17	17	18
	26%	*24%*	*25%*	*22%*	*23%*	*27%*	*26%*	*18%*	*20%*	*23%*	*28%*	*21%*	*21%*	*18%*	*23%*	*24%*	*100%*	*23%*	*23%*	*24%*
Too much offensive content	**35**	27	29	29	17	21	12	16	10	11	23	19	17	10	11	33	2	32	32	33
	45%	*43%*	*49%*	*44%*	*42%*	*43%*	*39%*	*35%*	*33%*	*40%*	*43%*	*47%*	*35%*	*31%*	*40%*	*43%*	*100%*	*43%*	*42%*	*43%*
Too easy to access negative things/ concerning material	**29**	24	26	23	9	17	11	13	7	8	20	17	13	8	8	29	-	28	28	29
	37%	*38%*	*44%*	*34%*	*23%*	*34%*	*34%*	*27%*	*23%*	*32%*	*37%*	*44%*	*27%*	*24%*	*32%*	*38%*	-	*38%*	*37%*	*38%*
Other (please type in)	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	**1**	*	1	1	-	-	*	1	-	-	1	*	1	-	-	1	-	1	1	1
	1%	*	*1%*	*1%*	-	-	*1%*	*1%*	-	-	*1%*	*1%*	*1%*	-	-	*1%*	-	*1%*	*1%*	*1%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 197

Q27 Why do you say the amount of regulation for TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV) is too little?
Base: All saying 'too little'

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	**87**	48	15	17	55	34	53	28	12	2	7	45	35	80	18	23	42	14	56	55
Base	**78***	48**	11**	14**	53**	36**	42*	31**	10**	2**	9**	33*	36**	69*	14**	18**	40**	10**	51*	47**
Effective Base	**49**	24	12	15	28	19	33	15	11	2	3	40	18	49	16	21	22	13	31	30
Need to protect children/ young people	**64**	39	9	8	48	31	32	28	8	1	8	26	30	56	10	13	32	10	42	40
	81%	*81%*	*82%*	*56%*	*91%*	*86%*	*77%*	*88%*	*75%*	*36%*	*87%*	*77%*	*84%*	*81%*	*68%*	*74%*	*80%*	*100%*	*84%*	*85%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	**38**	24	6	9	24	16	22	12	8	-	2	21	14	35	9	11	18	6	24	26
	48%	*49%*	*62%*	*64%*	*44%*	*44%*	*52%*	*39%*	*72%*	-	*27%*	*63%*	*39%*	*51%*	*64%*	*64%*	*45%*	*54%*	*47%*	*55%*
Need to protect general public	**20**	8	6	4	13	7	14	7	2	1	2	10	8	18	5	7	9	4	12	12
	26%	*17%*	*58%*	*27%*	*24%*	*18%*	*33%*	*21%*	*17%*	*64%*	*24%*	*30%*	*23%*	*26%*	*37%*	*41%*	*22%*	*37%*	*25%*	*25%*
Too much offensive content	**35**	23	6	2	31	17	18	16	4	-	6	12	17	29	4	5	18	4	22	22
	45%	*47%*	*57%*	*15%*	*57%*	*48%*	*42%*	*51%*	*35%*	-	*70%*	*37%*	*46%*	*42%*	*28%*	*29%*	*44%*	*43%*	*43%*	*46%*
Too easy to access negative things/ concerning material	**29**	20	6	2	26	15	14	14	3	-	2	13	14	27	6	7	16	4	20	20
	37%	*42%*	*60%*	*18%*	*49%*	*42%*	*33%*	*46%*	*28%*	-	*27%*	*39%*	*38%*	*38%*	*43%*	*37%*	*39%*	*40%*	*39%*	*41%*
Other (please type in)	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	**1**	-	-	-	-	-	1	-	-	-	-	1	-	1	-	-	*	-	*	*
	1%	-	-	-	-	-	*2%*	-	-	-	-	*3%*	-	*1%*	-	-	*1%*	-	*1%*	*1%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 197

Q27 Why do you say the amount of regulation for TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV) is too little?
Base: All saying 'too little'

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**87**	34	45	8	32	2	34	-	9	48	9
Base	**78***	29**	44**	6**	27**	1**	29**	-**	9*	44**	8**
Effective Base	**49**	29	21	8	27	2	29	-	7	26	7
Need to protect children/ young people	**64**	21	38	4	20	1	21	-	7	37	7
	81%	*74%*	*87%*	*77%*	*72%*	*100%*	*74%*	-	*77%*	*85%*	*85%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	**38**	19	16	3	17	1	19	-	4	28	2
	48%	*65%*	*36%*	*52%*	*63%*	*100%*	*65%*	-	*40%*	*63%*	*19%*
Need to protect general public	**20**	9	9	2	8	1	9	-	4	10	3
	26%	*33%*	*21%*	*34%*	*31%*	*59%*	*33%*	-	*45%*	*23%*	*42%*
Too much offensive content	**35**	12	20	3	10	1	12	-	5	23	3
	45%	*41%*	*46%*	*52%*	*38%*	*100%*	*41%*	-	*49%*	*53%*	*34%*
Too easy to access negative things/ concerning material	**29**	9	18	2	8	1	9	-	3	23	2
	37%	*33%*	*41%*	*29%*	*31%*	*59%*	*33%*	-	*37%*	*51%*	*29%*
Other (please type in)	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know	**1**	-	*	1	-	-	-	-	-	-	-
	1%	-	*1%*	*11%*	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 198

Q27 Why do you say the amount of regulation for On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix) is too little?
Base: All saying 'too little'

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**73**	46	27	19	21	17	7	4	5	40	24	9	24	16	2	4	16	8	2	1	27	25	12	9	52	21
Base	**65***	43*	22**	20**	17**	14**	10**	2**	3**	37*	24**	5**	22**	18**	1**	3**	15**	6**	1**	***	21**	24**	12**	8**	45*	20**
Effective Base	**52**	30	24	18	17	16	3	4	5	34	14	8	20	9	2	4	15	8	2	1	25	14	11	8	34	18
Need to protect children/ young people	**39**	25	14	12	6	10	9	1	2	18	18	3	9	13	*	2	9	5	*	-	14	15	7	4	29	11
	60%	*58%*	*65%*	*61%*	*35%*	*70%*	*90%*	*49%*	*62%*	*49%*	*78%*	*57%*	*42%*	*76%*	*52%*	*71%*	*60%*	*84%*	*47%*	-	*67%*	*61%*	*55%*	*51%*	*64%*	*53%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	**31**	21	10	11	10	6	2	*	1	21	8	2	15	5	-	1	7	3	*	-	12	9	6	4	21	10
	47%	*48%*	*46%*	*56%*	*61%*	*40%*	*19%*	*26%*	*39%*	*59%*	*32%*	*34%*	*66%*	*28%*	-	*45%*	*48%*	*43%*	*47%*	-	*60%*	*35%*	*47%*	*51%*	*46%*	*48%*
Need to protect general public	**19**	15	4	9	3	5	-	*	1	13	5	1	10	4	*	1	3	1	-	-	5	7	4	2	12	7
	29%	*35%*	*19%*	*47%*	*19%*	*38%*	-	*22%*	*23%*	*35%*	*23%*	*22%*	*44%*	*23%*	*48%*	*26%*	*20%*	*22%*	-	-	*25%*	*30%*	*34%*	*31%*	*28%*	*33%*
Too much offensive content	**19**	15	4	2	2	6	6	1	*	5	12	1	4	10	*	*	1	2	1	-	6	8	2	2	15	4
	29%	*35%*	*16%*	*11%*	*15%*	*44%*	*66%*	*52%*	*15%*	*13%*	*53%*	*29%*	*17%*	*58%*	*52%*	*17%*	*6%*	*37%*	*53%*	-	*30%*	*34%*	*18%*	*24%*	*32%*	*20%*
Too easy to access negative things/ concerning material	**12**	6	5	2	1	5	2	*	1	3	7	2	2	3	-	1	1	4	*	*	5	4	2	1	9	3
	18%	*14%*	*25%*	*9%*	*8%*	*33%*	*23%*	*26%*	*36%*	*8%*	*29%*	*33%*	*10%*	*17%*	-	*27%*	*5%*	*62%*	*47%*	*100%*	*25%*	*14%*	*19%*	*7%*	*19%*	*14%*
Other (please type in)	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	**3**	1	1	-	1	1	-	-	1	1	1	1	-	1	-	1	1	-	-	-	2	-	-	*	2	*
	4%	*3%*	*5%*	-	*7%*	*5%*	-	-	*26%*	*3%*	*3%*	*16%*	-	*4%*	-	*29%*	*8%*	-	-	-	*11%*	-	-	*6%*	*5%*	*2%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Absolutes/col percents

Table 198

Q27 Why do you say the amount of regulation for On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix) is too little?
Base: All saying 'too little'

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**73**	60	13	49	22	-	6	6	4	5	9	3	4	17	11	65	5	2	1	16	14	35
Base	**65***	54*	11**	43*	20**	-**	4**	6**	3**	5**	8**	8**	4**	15**	7**	60*	3**	2**	1**	12**	13**	34**
Effective Base	**52**	42	10	32	18	-	6	6	4	5	8	2	4	14	10	46	4	2	1	14	13	22
Need to protect children/ young people	**39**	32	8	27	12	-	2	3	2	2	5	5	1	10	5	36	1	2	1	7	7	21
	60%	*59%*	*69%*	*62%*	*59%*	-	*51%*	*56%*	*79%*	*45%*	*60%*	*60%*	*19%*	*66%*	*77%*	*60%*	*45%*	*100%*	*100%*	*60%*	*54%*	*62%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	**31**	23	7	18	11	-	2	3	-	4	2	2	2	11	3	28	1	2	-	5	5	17
	47%	*43%*	*67%*	*43%*	*55%*	-	*66%*	*49%*	-	*73%*	*19%*	*20%*	*56%*	*70%*	*41%*	*46%*	*45%*	*100%*	-	*43%*	*39%*	*50%*
Need to protect general public	**19**	19	-	13	5	-	1	1	-	3	3	3	1	2	4	18	1	-	-	2	6	10
	29%	*35%*	-	*30%*	*24%*	-	*28%*	*21%*	-	*55%*	*40%*	*40%*	*19%*	*13%*	*57%*	*30%*	*30%*	-	-	*18%*	*46%*	*29%*
Too much offensive content	**19**	18	1	17	2	-	1	-	1	-	4	5	1	3	2	16	1	2	-	2	4	11
	29%	*33%*	*8%*	*38%*	*10%*	-	*30%*	-	*22%*	-	*43%*	*60%*	*25%*	*21%*	*26%*	*27%*	*30%*	*100%*	-	*13%*	*27%*	*32%*
Too easy to access negative things/ concerning material	**12**	8	3	11	1	-	2	1	1	-	1	-	-	1	1	8	1	2	1	4	1	3
	18%	*15%*	*30%*	*25%*	*3%*	-	*60%*	*14%*	*46%*	-	*11%*	-	-	*8%*	*20%*	*13%*	*43%*	*100%*	*100%*	*34%*	*7%*	*8%*
Other (please type in)	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	**3**	2	1	2	*	-	-	-	-	-	1	-	-	-	1	1	1	-	-	-	1	1
	4%	*3%*	*7%*	*5%*	*2%*	-	-	-	-	-	*9%*	-	-	-	*10%*	*2%*	*42%*	-	-	-	*6%*	*2%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Absolutes/col percents

Table 198

Q27 Why do you say the amount of regulation for On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix) is too little?
Base: All saying 'too little'

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**73**	58	61	58	38	56	38	44	32	26	60	41	46	33	27	72	1	69	71	72
Base	**65***	48*	55*	55*	35**	52*	31*	44*	28**	23**	54*	33*	45*	28**	23**	65*	1**	62*	64*	65*
Effective Base	**52**	51	42	41	24	38	34	31	29	23	41	37	32	29	24	51	1	49	50	51
Need to protect children/ young people	**39**	30	33	30	24	31	19	28	17	16	32	21	29	17	17	39	1	37	39	39
	60%	*63%*	*59%*	*55%*	*69%*	*59%*	*63%*	*63%*	*60%*	*70%*	*59%*	*63%*	*63%*	*60%*	*70%*	*60%*	*100%*	*59%*	*60%*	*60%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	**31**	23	28	26	20	27	13	22	13	14	27	14	23	13	14	30	1	29	29	30
	47%	*49%*	*50%*	*47%*	*56%*	*52%*	*43%*	*51%*	*47%*	*60%*	*50%*	*42%*	*50%*	*47%*	*61%*	*46%*	*100%*	*47%*	*46%*	*46%*
Need to protect general public	**19**	16	15	17	11	15	9	11	11	8	15	10	11	11	8	19	-	18	19	19
	29%	*33%*	*27%*	*31%*	*30%*	*29%*	*28%*	*24%*	*39%*	*34%*	*28%*	*30%*	*24%*	*38%*	*33%*	*30%*	-	*30%*	*30%*	*30%*
Too much offensive content	**19**	13	16	15	14	15	8	12	7	8	16	8	13	7	8	19	-	17	19	19
	29%	*27%*	*29%*	*28%*	*40%*	*28%*	*25%*	*28%*	*24%*	*34%*	*29%*	*25%*	*30%*	*26%*	*35%*	*29%*	-	*28%*	*29%*	*29%*
Too easy to access negative things/ concerning material	**12**	10	10	7	6	8	7	5	3	4	9	7	5	3	4	11	1	10	11	11
	18%	*22%*	*18%*	*14%*	*16%*	*16%*	*21%*	*11%*	*11%*	*18%*	*17%*	*21%*	*12%*	*11%*	*17%*	*17%*	*100%*	*16%*	*17%*	*17%*
Other (please type in)	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	**3**	2	3	3	1	2	1	2	1	-	3	2	2	1	-	3	-	3	3	3
	4%	*4%*	*5%*	*5%*	*2%*	*4%*	*4%*	*4%*	*3%*	-	*5%*	*6%*	*4%*	*3%*	-	*4%*	-	*4%*	*4%*	*4%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
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Absolutes/col percents

Table 198

Q27 Why do you say the amount of regulation for On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix) is too little?
Base: All saying 'too little'

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	**73**	40	12	23	38	28	45	24	10	-	7	48	18	66	16	20	27	18	45	45
Base	**65***	40**	9**	23**	32**	27**	38**	23**	10**	-**	8**	41*	16**	57*	15**	18**	22**	12**	35*	35*
Effective Base	**52**	26	10	20	23	26	27	23	9	-	3	41	17	58	14	17	25	15	41	40
Need to protect children/ young people	**39**	26	4	10	25	17	22	16	6	-	8	25	7	32	8	9	14	7	21	22
	60%	*64%*	*42%*	*45%*	*76%*	*63%*	*59%*	*69%*	*61%*	-	*95%*	*61%*	*42%*	*55%*	*56%*	*51%*	*62%*	*57%*	*60%*	*63%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	**31**	19	5	15	13	15	15	13	5	-	1	24	6	30	9	10	9	5	14	16
	47%	*48%*	*52%*	*64%*	*41%*	*56%*	*41%*	*57%*	*50%*	-	*14%*	*58%*	*37%*	*52%*	*57%*	*55%*	*41%*	*40%*	*40%*	*45%*
Need to protect general public	**19**	12	4	7	6	11	8	9	3	-	1	12	6	19	6	9	5	5	9	10
	29%	*30%*	*41%*	*33%*	*17%*	*40%*	*21%*	*41%*	*27%*	-	*6%*	*30%*	*39%*	*33%*	*43%*	*50%*	*20%*	*39%*	*27%*	*28%*
Too much offensive content	**19**	14	3	5	11	6	12	6	3	-	6	10	2	12	4	4	6	2	9	8
	29%	*35%*	*30%*	*20%*	*34%*	*23%*	*32%*	*24%*	*26%*	-	*74%*	*25%*	*14%*	*22%*	*26%*	*24%*	*28%*	*18%*	*25%*	*22%*
Too easy to access negative things/ concerning material	**12**	7	3	2	8	5	7	4	3	-	*	8	3	11	3	3	5	3	7	8
	18%	*16%*	*30%*	*9%*	*25%*	*18%*	*18%*	*18%*	*26%*	-	*6%*	*20%*	*19%*	*19%*	*22%*	*18%*	*21%*	*21%*	*21%*	*22%*
Other (please type in)	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	**3**	1	-	-	1	1	2	1	1	-	*	1	1	2	-	-	1	1	2	2
	4%	*2%*	-	-	*4%*	*3%*	*5%*	*3%*	*8%*	-	*5%*	*4%*	*5%*	*4%*	-	-	*3%*	*10%*	*6%*	*6%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Absolutes/col percents

Table 198

Q27 Why do you say the amount of regulation for On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix) is too little?
Base: All saying 'too little'

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**73**	33	38	2	28	5	31	2	9	45	3
Base	**65***	31**	33**	1**	26**	5**	28**	3**	10*	37*	3**
Effective Base	**52**	28	23	2	24	4	26	2	8	39	3
Need to protect children/ young people	**39**	15	25	-	14	1	15	-	5	26	1
	60%	*48%*	*75%*	-	*52%*	*28%*	*53%*	-	*53%*	*69%*	*33%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	**31**	19	12	-	16	4	18	2	5	20	1
	47%	*62%*	*35%*	-	*60%*	*74%*	*63%*	*56%*	*55%*	*55%*	*33%*
Need to protect general public	**19**	12	7	-	9	3	9	3	6	9	1
	29%	*40%*	*21%*	-	*36%*	*59%*	*34%*	*100%*	*65%*	*24%*	*36%*
Too much offensive content	**19**	6	13	-	5	1	6	-	3	11	-
	29%	*20%*	*38%*	-	*21%*	*13%*	*22%*	-	*29%*	*29%*	-
Too easy to access negative things/ concerning material	**12**	2	9	-	2	*	2	-	1	11	-
	18%	*7%*	*28%*	-	*7%*	*10%*	*8%*	-	*10%*	*29%*	-
Other (please type in)	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know	**3**	-	1	1	-	-	-	-	-	1	1
	4%	-	*4%*	*100%*	-	-	-	-	-	*2%*	*31%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 199

Q27 Why do you say the amount of regulation for Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go) is too little?
Base: All saying 'too little'

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**77**	43	34	16	22	18	9	6	6	38	27	12	22	16	-	5	16	11	6	1	24	23	16	14	47	30
Base	**76***	50**	27**	16**	17**	20**	17**	3**	3**	33*	37**	6**	18**	29**	-**	3**	15**	8**	3**	***	23**	26**	14**	13**	49**	27**
Effective Base	**38**	19	30	15	17	9	4	5	6	32	12	11	18	8	-	5	14	11	5	1	13	9	15	9	20	23
Need to protect children/ young people	**54**	37	18	8	10	15	16	3	3	18	31	5	10	25	-	2	8	6	3	*	16	22	11	6	38	17
	71%	*73%*	*67%*	*51%*	*59%*	*73%*	*93%*	*87%*	*86%*	*55%*	*82%*	*87%*	*54%*	*85%*	-	*84%*	*57%*	*74%*	*87%*	*100%*	*69%*	*83%*	*75%*	*48%*	*76%*	*62%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	**33**	22	11	3	11	13	3	2	3	13	16	4	8	12	-	2	5	4	2	*	16	7	7	2	24	10
	44%	*45%*	*41%*	*16%*	*61%*	*65%*	*16%*	*55%*	*86%*	*40%*	*43%*	*70%*	*45%*	*41%*	-	*84%*	*33%*	*47%*	*55%*	*100%*	*71%*	*27%*	*53%*	*18%*	*48%*	*36%*
Need to protect general public	**20**	11	9	4	5	4	2	1	3	9	6	4	5	3	-	3	4	3	1	*	7	4	6	2	11	8
	26%	*22%*	*33%*	*24%*	*32%*	*22%*	*9%*	*39%*	*100%*	*28%*	*16%*	*69%*	*30%*	*10%*	-	*100%*	*26%*	*38%*	*39%*	*100%*	*31%*	*16%*	*44%*	*15%*	*23%*	*30%*
Too much offensive content	**35**	23	11	6	3	6	15	2	3	10	20	5	3	18	-	2	6	3	2	*	8	18	5	4	26	9
	46%	*47%*	*43%*	*39%*	*20%*	*28%*	*86%*	*72%*	*86%*	*29%*	*55%*	*79%*	*19%*	*61%*	-	*84%*	*42%*	*31%*	*72%*	*100%*	*37%*	*66%*	*33%*	*33%*	*52%*	*33%*
Too easy to access negative things/ concerning material	**23**	15	8	4	4	6	7	1	1	7	13	3	3	11	-	1	4	2	1	*	6	11	1	5	17	6
	30%	*30%*	*31%*	*23%*	*22%*	*30%*	*42%*	*37%*	*44%*	*22%*	*35%*	*41%*	*17%*	*38%*	-	*35%*	*30%*	*27%*	*37%*	*100%*	*25%*	*42%*	*10%*	*38%*	*34%*	*23%*
Other (please type in)	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	**4**	3	1	-	*	4	-	-	-	*	4	-	-	3	-	-	*	1	-	-	1	-	-	4	1	4
	6%	*6%*	*5%*	-	*3%*	*20%*	-	-	-	*1%*	*11%*	-	-	*11%*	-	-	*3%*	*10%*	-	-	*4%*	-	-	*28%*	*2%*	*13%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Absolutes/col percents

Table 199

Q27 Why do you say the amount of regulation for Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go) is too little?
Base: All saying 'too little'

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	77	53	24	42	33	1	4	11	9	6	11	2	4	8	11	66	3	5	3	24	17	25
Base	76*	50**	27**	37**	38**	***	3**	10**	7**	7**	11**	11**	2**	8**	6**	65*	2**	3**	7**	19**	18**	28**
Effective Base	38	29	11	26	15	1	4	10	8	6	7	2	3	7	10	35	3	4	2	22	13	10
Need to protect children/ young people	54	37	18	28	26	-	1	7	4	4	7	11	2	5	3	44	1	3	6	12	11	21
	71%	74%	66%	77%	68%	-	50%	68%	64%	59%	62%	100%	65%	62%	58%	69%	76%	100%	80%	64%	61%	77%
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	33	23	10	17	16	*	1	2	3	4	3	-	2	6	4	24	1	2	5	6	7	12
	44%	47%	37%	45%	42%	100%	20%	18%	49%	59%	28%	-	65%	79%	67%	38%	76%	87%	71%	29%	40%	43%
Need to protect general public	20	16	3	12	6	-	2	3	3	3	2	-	1	1	2	17	1	1	-	8	5	5
	26%	33%	13%	34%	16%	-	70%	27%	47%	39%	21%	-	52%	17%	37%	27%	76%	26%	-	40%	28%	17%
Too much offensive content	35	21	14	22	13	*	1	5	1	4	3	11	1	3	1	29	1	2	2	6	7	16
	46%	43%	50%	59%	33%	100%	20%	48%	15%	63%	23%	100%	34%	38%	17%	45%	76%	87%	29%	33%	38%	58%
Too easy to access negative things/ concerning material	23	11	12	9	14	*	1	1	3	2	2	6	*	1	2	19	1	2	-	5	4	10
	30%	22%	46%	24%	37%	100%	20%	14%	48%	32%	17%	57%	18%	17%	35%	30%	76%	87%	-	27%	23%	37%
Other (please type in)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	4	*	4	1	4	-	-	1	-	-	3	-	-	-	-	4	*	-	-	1	3	-
	6%	1%	15%	2%	10%	-	-	8%	-	-	29%	-	-	-	-	6%	24%	-	-	4%	18%	-

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Table 199

Q27 Why do you say the amount of regulation for Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go) is too little?
Base: All saying 'too little'

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**77**	60	64	59	38	61	40	39	33	25	63	43	41	36	26	77	-	72	74	77
Base	**76***	54*	66*	65**	38**	59*	30*	40**	29**	22**	60*	38**	41**	33**	23**	76*	-**	70*	75*	76*
Effective Base	**38**	33	31	29	24	34	36	24	18	18	35	21	26	21	19	38	-	35	37	38
Need to protect children/ young people	**54**	38	46	45	26	40	21	24	21	14	40	28	25	24	14	54	-	52	53	54
	71%	*71%*	*69%*	*69%*	*68%*	*68%*	*69%*	*60%*	*71%*	*65%*	*66%*	*74%*	*60%*	*74%*	*63%*	*71%*	-	*74%*	*71%*	*71%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	**33**	24	29	28	17	29	17	17	18	11	29	18	18	19	11	33	-	32	32	33
	44%	*44%*	*44%*	*42%*	*45%*	*50%*	*58%*	*43%*	*61%*	*52%*	*49%*	*48%*	*44%*	*58%*	*51%*	*44%*	-	*45%*	*43%*	*44%*
Need to protect general public	**20**	14	15	15	11	15	10	9	8	4	15	10	9	9	4	20	-	19	19	20
	26%	*26%*	*23%*	*22%*	*28%*	*26%*	*33%*	*23%*	*28%*	*18%*	*25%*	*28%*	*22%*	*29%*	*19%*	*26%*	-	*27%*	*25%*	*26%*
Too much offensive content	**35**	27	33	29	20	26	11	17	11	9	27	19	19	12	9	35	-	33	35	35
	46%	*50%*	*50%*	*44%*	*52%*	*44%*	*37%*	*44%*	*36%*	*41%*	*44%*	*50%*	*46%*	*36%*	*42%*	*46%*	-	*47%*	*46%*	*46%*
Too easy to access negative things/ concerning material	**23**	20	22	18	9	15	8	8	5	6	16	15	8	6	6	23	-	22	23	23
	30%	*37%*	*33%*	*28%*	*23%*	*26%*	*27%*	*21%*	*18%*	*25%*	*26%*	*40%*	*20%*	*19%*	*25%*	*30%*	-	*31%*	*31%*	*30%*
Other (please type in)	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	**4**	4	4	4	3	4	1	4	-	4	4	1	4	-	4	4	-	1	4	4
	6%	*8%*	*7%*	*7%*	*8%*	*8%*	*4%*	*11%*	-	*18%*	*7%*	*3%*	*11%*	-	*18%*	*6%*	-	*2%*	*6%*	*6%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
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Table 199

Q27 Why do you say the amount of regulation for Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go) is too little?
Base: All saying 'too little'

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	**77**	45	12	16	48	32	45	28	12	-	9	45	22	67	12	16	33	17	50	50
Base	**76***	48**	12**	15**	53**	36**	41**	33**	10**	-**	15**	35*	23**	58*	14**	17**	30**	11**	41**	40**
Effective Base	**38**	23	5	13	22	17	21	15	12	-	4	37	10	38	9	12	15	15	25	24
Need to protect children/ young people	**54**	35	11	7	40	25	29	23	8	-	15	22	18	40	6	8	23	9	31	31
	71%	*73%*	*85%*	*47%*	*76%*	*70%*	*72%*	*69%*	*83%*	-	*97%*	*61%*	*79%*	*68%*	*46%*	*50%*	*77%*	*74%*	*76%*	*76%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	**33**	19	9	7	22	15	19	13	7	-	7	19	8	27	3	5	13	8	20	21
	44%	*40%*	*72%*	*50%*	*42%*	*41%*	*46%*	*39%*	*76%*	-	*43%*	*53%*	*35%*	*46%*	*25%*	*29%*	*42%*	*68%*	*49%*	*53%*
Need to protect general public	**20**	11	4	7	8	9	10	9	2	-	3	13	3	16	5	7	5	6	11	13
	26%	*24%*	*34%*	*47%*	*16%*	*27%*	*25%*	*29%*	*23%*	-	*21%*	*36%*	*15%*	*28%*	*38%*	*44%*	*16%*	*50%*	*26%*	*31%*
Too much offensive content	**35**	26	3	5	26	16	19	14	4	-	7	14	14	28	5	8	15	4	19	22
	46%	*54%*	*28%*	*37%*	*48%*	*44%*	*47%*	*42%*	*40%*	-	*47%*	*40%*	*60%*	*48%*	*38%*	*45%*	*51%*	*37%*	*47%*	*55%*
Too easy to access negative things/ concerning material	**23**	17	2	3	19	13	10	12	3	-	1	11	12	23	3	4	14	3	17	17
	30%	*35%*	*19%*	*17%*	*36%*	*36%*	*25%*	*37%*	*32%*	-	*3%*	*31%*	*51%*	*39%*	*24%*	*22%*	*47%*	*30%*	*42%*	*43%*
Other (please type in)	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	**4**	-	-	-	4	3	1	3	-	-	*	1	-	1	4	4	-	*	*	*
	6%	-	-	-	*8%*	*9%*	*3%*	*10%*	-	-	*3%*	*2%*	-	*1%*	*29%*	*24%*	-	*4%*	*1%*	*1%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 199

Q27 Why do you say the amount of regulation for Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go) is too little?
Base: All saying 'too little'

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**77**	30	43	4	28	2	29	1	10	47	6
Base	**76***	30**	43**	3**	28**	2**	29**	1**	14*	46**	9**
Effective Base	**38**	17	19	4	16	2	17	1	5	25	3
Need to protect children/ young people	**54**	20	33	2	19	1	20	-	9	32	8
	71%	*66%*	*77%*	*45%*	*66%*	*57%*	*68%*	-	*66%*	*69%*	*92%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	**33**	17	15	2	17	-	17	-	8	21	7
	44%	*57%*	*34%*	*45%*	*61%*	-	*58%*	-	*58%*	*45%*	*74%*
Need to protect general public	**20**	11	7	2	9	1	11	-	6	13	*
	26%	*35%*	*17%*	*45%*	*33%*	*57%*	*36%*	-	*45%*	*29%*	*5%*
Too much offensive content	**35**	8	25	3	7	1	7	1	2	24	2
	46%	*25%*	*58%*	*78%*	*24%*	*43%*	*23%*	*100%*	*15%*	*51%*	*23%*
Too easy to access negative things/ concerning material	**23**	3	19	1	3	-	3	-	1	18	2
	30%	*10%*	*45%*	*34%*	*10%*	-	*10%*	-	*4%*	*40%*	*25%*
Other (please type in)	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know	**4**	-	4	-	-	-	-	-	-	4	-
	6%	-	*10%*	-	-	-	-	-	-	*9%*	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 200

Q27 Why do you say the amount of regulation for Paid Video On-demand content available through your subscription service provider is too little?
Base: All saying 'too little'

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**79**	45	34	20	21	18	10	6	4	41	28	10	23	19	2	1	18	9	4	3	31	17	16	15	48	31
Base	**79***	51**	28**	22**	16**	16**	21**	3**	3**	37*	36**	6**	23**	26**	1**	1**	15**	10**	2**	2**	26**	28**	14**	11**	54**	25**
Effective Base	**45**	24	24	18	17	17	5	5	4	34	14	9	19	9	2	1	16	6	4	3	28	8	14	13	25	27
Need to protect children/ young people	**56**	34	22	11	8	12	20	3	3	19	32	5	9	23	1	1	10	9	1	2	19	20	10	8	39	18
	71%	*67%*	*79%*	*52%*	*52%*	*78%*	*95%*	*83%*	*100%*	*52%*	*88%*	*90%*	*40%*	*87%*	*100%*	*100%*	*71%*	*90%*	*69%*	*100%*	*73%*	*71%*	*70%*	*70%*	*72%*	*70%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	**28**	17	11	6	8	5	6	1	2	14	11	3	9	7	*	1	5	4	1	1	12	9	4	3	21	6
	35%	*34%*	*38%*	*27%*	*50%*	*33%*	*29%*	*40%*	*67%*	*37%*	*31%*	*52%*	*39%*	*27%*	*28%*	*100%*	*33%*	*40%*	*49%*	*52%*	*47%*	*32%*	*26%*	*25%*	*39%*	*26%*
Need to protect general public	**23**	18	5	8	4	6	2	2	1	12	8	3	10	6	1	1	2	1	1	*	7	8	6	2	15	8
	29%	*35%*	*18%*	*38%*	*26%*	*38%*	*9%*	*59%*	*47%*	*33%*	*21%*	*54%*	*43%*	*24%*	*72%*	*100%*	*17%*	*14%*	*49%*	*24%*	*27%*	*30%*	*39%*	*20%*	*28%*	*31%*
Too much offensive content	**37**	27	10	8	4	7	14	2	2	12	21	4	7	19	-	1	5	3	2	1	12	18	2	5	30	7
	47%	*52%*	*36%*	*37%*	*25%*	*44%*	*70%*	*55%*	*80%*	*32%*	*59%*	*67%*	*32%*	*71%*	-	*100%*	*32%*	*25%*	*100%*	*72%*	*46%*	*64%*	*16%*	*44%*	*55%*	*28%*
Too easy to access negative things/ concerning material	**30**	19	10	4	4	5	13	1	2	8	19	3	2	17	*	-	6	2	1	2	6	14	4	6	20	10
	37%	*38%*	*37%*	*17%*	*25%*	*35%*	*65%*	*40%*	*70%*	*21%*	*52%*	*53%*	*9%*	*64%*	*28%*	-	*39%*	*20%*	*49%*	*100%*	*23%*	*49%*	*29%*	*54%*	*36%*	*40%*
Other (please type in)	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	*	-	*	-	*	-	-	-	-	*	-	-	-	-	-	-	*	-	-	-	-	-	-	*	-	*
	1%	-	*2%*	-	*3%*	-	-	-	-	*1%*	-	-	-	-	-	-	*3%*	-	-	-	-	-	-	*4%*	-	*2%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 200

Q27 Why do you say the amount of regulation for Paid Video On-demand content available through your subscription service provider is too little?
Base: All saying 'too little'

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**79**	57	22	47	30	1	3	10	9	6	10	5	2	7	13	65	7	4	3	22	16	27
Base	**79***	53*	26**	45**	32**	***	2**	9**	7**	6**	8**	16**	2**	7**	9**	65*	6**	2**	6**	18**	13**	34**
Effective Base	**45**	37	11	30	15	1	3	9	9	6	9	4	2	5	9	36	6	3	2	21	15	13
Need to protect children/ young people	**56**	37	19	34	22	-	2	6	4	4	7	13	1	4	3	43	6	2	6	12	10	21
	71%	*70%*	*72%*	*75%*	*70%*	-	*100%*	*64%*	*58%*	*66%*	*84%*	*80%*	*54%*	*60%*	*33%*	*66%*	*93%*	*100%*	*100%*	*66%*	*77%*	*61%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	**28**	20	8	16	10	-	1	4	1	1	2	3	1	4	3	21	1	2	4	6	3	12
	35%	*37%*	*31%*	*35%*	*33%*	-	*61%*	*44%*	*20%*	*18%*	*26%*	*19%*	*54%*	*66%*	*35%*	*33%*	*15%*	*85%*	*61%*	*37%*	*23%*	*35%*
Need to protect general public	**23**	17	6	11	11	-	1	2	3	-	3	3	-	1	8	21	2	*	-	6	3	12
	29%	*33%*	*22%*	*23%*	*34%*	-	*27%*	*27%*	*41%*	-	*39%*	*20%*	-	*20%*	*80%*	*32%*	*32%*	*15%*	-	*32%*	*23%*	*36%*
Too much offensive content	**37**	21	16	24	13	*	1	4	1	5	2	11	1	2	5	31	3	2	1	6	6	19
	47%	*39%*	*62%*	*53%*	*40%*	*100%*	*61%*	*45%*	*7%*	*87%*	*20%*	*71%*	*46%*	*27%*	*51%*	*47%*	*47%*	*100%*	*15%*	*32%*	*48%*	*55%*
Too easy to access negative things/ concerning material	**30**	16	14	16	13	*	1	3	2	-	2	13	1	2	1	25	1	2	1	6	2	17
	37%	*30%*	*53%*	*36%*	*41%*	*100%*	*61%*	*34%*	*29%*	-	*23%*	*80%*	*54%*	*34%*	*13%*	*39%*	*25%*	*85%*	*15%*	*35%*	*14%*	*51%*
Other (please type in)	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	*	*	-	-	*	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-
	1%	*1%*	-	-	*1%*	-	-	-	-	-	-	-	-	-	-	-	*7%*	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 200

Q27 Why do you say the amount of regulation for Paid Video On-demand content available through your subscription service provider is too little?
Base: All saying 'too little'

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**79**	62	61	62	40	58	41	47	29	29	60	43	50	32	29	79	-	75	78	79
Base	**79***	60*	65*	65*	38**	57*	32*	47*	26**	26**	59*	39**	50*	29**	26**	79*	-**	72*	79*	79*
Effective Base	**45**	36	33	35	27	38	38	32	25	26	39	22	35	27	26	45	-	42	44	45
Need to protect children/ young people	**56**	45	44	45	28	38	22	30	16	18	38	29	32	18	18	56	-	51	56	56
	71%	*75%*	*68%*	*69%*	*73%*	*66%*	*70%*	*64%*	*59%*	*69%*	*65%*	*75%*	*66%*	*63%*	*69%*	*71%*	-	*71%*	*71%*	*71%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	**28**	22	23	20	14	23	11	14	8	12	23	12	16	9	12	28	-	23	27	28
	35%	*36%*	*36%*	*31%*	*36%*	*40%*	*35%*	*29%*	*29%*	*45%*	*39%*	*30%*	*31%*	*32%*	*45%*	*35%*	-	*33%*	*35%*	*35%*
Need to protect general public	**23**	18	17	17	11	17	11	14	10	7	17	11	14	10	7	23	-	20	23	23
	29%	*30%*	*27%*	*27%*	*30%*	*31%*	*33%*	*29%*	*40%*	*26%*	*30%*	*29%*	*27%*	*36%*	*26%*	*29%*	-	*28%*	*29%*	*29%*
Too much offensive content	**37**	26	32	32	19	25	12	19	14	11	26	19	22	15	11	37	-	34	37	37
	47%	*43%*	*50%*	*49%*	*51%*	*44%*	*37%*	*41%*	*54%*	*42%*	*45%*	*49%*	*44%*	*53%*	*42%*	*47%*	-	*47%*	*46%*	*47%*
Too easy to access negative things/ concerning material	**30**	21	27	26	16	20	10	16	6	7	21	16	17	7	7	30	-	30	29	30
	37%	*36%*	*42%*	*39%*	*42%*	*36%*	*30%*	*34%*	*22%*	*26%*	*36%*	*42%*	*35%*	*25%*	*26%*	*37%*	-	*41%*	*37%*	*37%*
Other (please type in)	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	*	*	*	*	-	*	*	*	-	-	*	*	*	-	-	*	-	*	*	*
	1%	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	-	-	*1%*	*1%*	*1%*	-	-	*1%*	-	*1%*	*1%*	*1%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
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Absolutes/col percents

Table 200

Q27 Why do you say the amount of regulation for Paid Video On-demand content available through your subscription service provider is too little?
Base: All saying 'too little'

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	79	48	16	19	50	31	48	22	18	1	11	38	30	68	14	15	34	17	51	47
Base	79*	51**	12**	21**	50**	33**	46**	24**	16**	1**	12**	33**	34**	68*	14**	14**	36**	13**	49**	44**
Effective Base	45	25	14	14	25	17	29	11	16	1	5	27	17	41	13	14	17	14	27	24
Need to protect children/ young people	56	37	7	12	40	25	31	20	12	1	10	22	24	46	8	9	25	9	34	34
	71%	*73%*	*54%*	*56%*	*79%*	*77%*	*67%*	*84%*	*72%*	*100%*	*88%*	*68%*	*69%*	*68%*	*61%*	*62%*	*71%*	*64%*	*69%*	*77%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	28	15	5	10	15	12	15	9	7	-	3	17	8	25	7	7	13	4	17	17
	35%	*29%*	*38%*	*48%*	*31%*	*38%*	*33%*	*37%*	*45%*	-	*22%*	*52%*	*23%*	*37%*	*48%*	*46%*	*36%*	*28%*	*34%*	*38%*
Need to protect general public	23	11	7	8	10	8	15	6	5	-	4	9	10	19	6	6	9	6	15	11
	29%	*22%*	*55%*	*36%*	*20%*	*25%*	*32%*	*23%*	*31%*	-	*37%*	*26%*	*30%*	*28%*	*42%*	*40%*	*24%*	*47%*	*31%*	*26%*
Too much offensive content	37	27	5	5	27	17	20	14	7	1	8	14	15	29	3	4	20	4	24	21
	47%	*54%*	*45%*	*24%*	*54%*	*52%*	*43%*	*59%*	*44%*	*100%*	*67%*	*41%*	*45%*	*43%*	*25%*	*28%*	*55%*	*29%*	*48%*	*47%*
Too easy to access negative things/ concerning material	30	21	2	2	26	12	17	11	4	-	8	8	14	22	3	3	11	8	19	18
	37%	*42%*	*16%*	*10%*	*52%*	*37%*	*38%*	*44%*	*24%*	-	*64%*	*25%*	*40%*	*33%*	*20%*	*24%*	*31%*	*58%*	*38%*	*42%*
Other (please type in)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	*	-	-	-	*	-	*	-	-	-	*	-	-	-	-	-	-	*	*	*
	1%	-	-	-	*1%*	-	*1%*	-	-	-	*4%*	-	-	-	-	-	-	*3%*	*1%*	*1%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Table 200

Q27 Why do you say the amount of regulation for Paid Video On-demand content available through your subscription service provider is too little?
Base: All saying 'too little'

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**79**	33	41	5	30	3	29	4	14	48	6
Base	**79***	31**	45**	4**	28**	3**	27**	4**	12*	47**	6**
Effective Base	**45**	27	19	5	24	3	23	4	12	26	6
Need to protect children/ young people	**56**	16	37	3	16	-	15	1	6	39	3
	71%	*51%*	*84%*	*85%*	*57%*	-	*56%*	*22%*	*46%*	*84%*	*57%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	**28**	12	14	2	11	2	11	2	5	22	1
	35%	*40%*	*31%*	*41%*	*38%*	*50%*	*40%*	*39%*	*38%*	*47%*	*24%*
Need to protect general public	**23**	15	6	2	13	2	13	2	9	12	1
	29%	*49%*	*15%*	*41%*	*46%*	*71%*	*48%*	*55%*	*77%*	*25%*	*17%*
Too much offensive content	**37**	12	22	3	12	1	12	1	3	24	2
	47%	*40%*	*48%*	*79%*	*41%*	*29%*	*43%*	*23%*	*28%*	*51%*	*43%*
Too easy to access negative things/ concerning material	**30**	4	25	1	4	-	4	-	2	18	2
	37%	*12%*	*56%*	*23%*	*14%*	-	*14%*	-	*17%*	*38%*	*40%*
Other (please type in)	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know	*	-	*	-	-	-	-	-	-	-	-
	1%	-	*1%*	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 201

Q27 Why do you say the amount of regulation for Official YouTube channels from brands/ organisations you are familiar with is too little?
Base: All saying 'too little'

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**108**	63	45	31	34	22	6	8	7	65	28	15	39	15	3	6	26	13	5	1	35	32	21	20	67	41
Base	**103***	67*	36*	27**	28**	22**	8**	6**	12**	55*	30**	18**	35**	18**	3**	12**	20**	12**	3**	1**	33**	28**	25**	17**	61*	42**
Effective Base	**64**	36	33	29	21	12	4	7	4	48	15	8	27	8	3	4	23	8	5	1	19	22	11	18	40	25
Need to protect children/ young people	**64**	42	22	12	15	16	5	4	12	27	21	16	18	11	2	12	10	10	2	1	19	17	17	12	36	29
	62%	*63%*	*62%*	*46%*	*54%*	*74%*	*63%*	*59%*	*100%*	*50%*	*71%*	*86%*	*50%*	*61%*	*73%*	*100%*	*49%*	*86%*	*47%*	*100%*	*59%*	*59%*	*67%*	*68%*	*59%*	*67%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	**57**	38	18	9	17	14	7	3	6	26	21	10	17	14	1	6	9	6	2	-	17	14	17	8	31	25
	55%	*57%*	*51%*	*32%*	*63%*	*63%*	*85%*	*56%*	*53%*	*47%*	*69%*	*54%*	*48%*	*79%*	*36%*	*55%*	*47%*	*54%*	*74%*	-	*52%*	*51%*	*67%*	*49%*	*52%*	*59%*
Need to protect general public	**38**	25	14	7	6	6	5	3	11	13	12	14	9	4	1	11	4	7	2	-	12	11	9	6	23	15
	37%	*37%*	*38%*	*27%*	*21%*	*28%*	*69%*	*44%*	*89%*	*24%*	*39%*	*74%*	*25%*	*24%*	*27%*	*94%*	*22%*	*62%*	*58%*	-	*36%*	*39%*	*37%*	*35%*	*38%*	*36%*
Too much offensive content	**30**	19	11	7	4	7	1	1	10	11	8	11	4	5	-	10	7	3	1	-	13	7	8	3	19	11
	29%	*29%*	*31%*	*26%*	*14%*	*33%*	*9%*	*17%*	*83%*	*20%*	*27%*	*61%*	*12%*	*28%*	-	*87%*	*35%*	*25%*	*32%*	-	*39%*	*23%*	*32%*	*17%*	*32%*	*26%*
Too easy to access negative things/ concerning material	**32**	18	14	8	6	9	1	3	6	14	10	8	6	5	1	6	8	5	2	-	7	8	10	7	15	17
	31%	*27%*	*40%*	*28%*	*23%*	*41%*	*9%*	*46%*	*46%*	*25%*	*33%*	*46%*	*18%*	*28%*	*37%*	*49%*	*39%*	*40%*	*53%*	-	*21%*	*29%*	*39%*	*43%*	*25%*	*41%*
Other (please type in)	**1**	1	-	1	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	1	1	-	-	1	-
	1%	*2%*	-	*3%*	*2%*	-	-	-	-	*2%*	-	-	*4%*	-	-	-	-	-	-	-	*2%*	*2%*	-	-	*2%*	-
Don't know	**2**	2	-	1	1	-	-	-	-	2	-	-	2	-	-	-	-	-	-	-	-	1	-	1	1	1
	2%	*3%*	-	*5%*	*3%*	-	-	-	-	*4%*	-	-	*6%*	-	-	-	-	-	-	-	-	*5%*	-	*5%*	*2%*	*2%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 201

Q27 Why do you say the amount of regulation for Official YouTube channels from brands/ organisations you are familiar with is too little?
Base: All saying 'too little'

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**108**	75	33	53	52	1	7	13	16	7	10	2	9	13	18	95	4	5	4	36	17	42
Base	**103***	69*	34**	49*	52*	***	5**	12**	12**	11**	8**	6**	10**	13**	10**	86*	4**	3**	10**	29*	19**	38**
Effective Base	**64**	46	19	31	31	1	7	12	15	4	10	2	9	8	17	62	4	5	3	33	10	26
Need to protect children/ young people	**64**	41	24	36	28	-	2	7	5	9	6	4	4	7	5	50	2	3	9	14	15	20
	62%	*59%*	*69%*	*73%*	*55%*	-	*43%*	*56%*	*44%*	*84%*	*75%*	*71%*	*41%*	*54%*	*56%*	*58%*	*52%*	*100%*	*92%*	*49%*	*80%*	*54%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	**57**	40	17	28	29	-	4	5	7	6	3	4	2	8	3	42	3	3	9	15	9	17
	55%	*58%*	*48%*	*57%*	*55%*	-	*76%*	*40%*	*56%*	*55%*	*41%*	*71%*	*23%*	*57%*	*34%*	*48%*	*78%*	*81%*	*92%*	*53%*	*49%*	*45%*
Need to protect general public	**38**	23	15	26	12	-	2	5	3	8	2	2	3	6	2	31	1	1	5	9	10	12
	37%	*34%*	*43%*	*53%d*	*24%*	-	*35%*	*38%*	*23%*	*71%*	*30%*	*29%*	*32%*	*43%*	*17%*	*36%*	*25%*	*32%*	*49%*	*32%*	*53%*	*32%*
Too much offensive content	**30**	17	13	21	9	*	1	2	3	7	3	-	3	5	1	26	1	3	1	6	10	10
	29%	*25%*	*38%*	*42%d*	*18%*	*100%*	*11%*	*19%*	*23%*	*65%*	*41%*	-	*35%*	*41%*	*14%*	*30%*	*25%*	*81%*	*7%*	*19%*	*54%*	*27%*
Too easy to access negative things/ concerning material	**32**	15	17	20	12	*	2	3	3	10	3	-	4	1	3	29	1	3	-	8	13	8
	31%	*22%*	*49%*	*41%*	*23%*	*100%*	*43%*	*23%*	*23%*	*92%*	*38%*	-	*43%*	*9%*	*28%*	*33%*	*25%*	*81%*	-	*27%*	*69%*	*21%*
Other (please type in)	**1**	1	1	1	-	-	-	-	-	-	-	-	-	1	1	1	-	-	-	-	-	1
	1%	*1%*	*2%*	*1%*	-	-	-	-	-	-	-	-	-	*6%*	*6%*	*2%*	-	-	-	-	-	*4%*
Don't know	**2**	1	1	-	1	-	-	1	-	-	-	-	-	-	-	1	1	-	-	1	-	-
	2%	*2%*	*2%*	-	*2%*	-	-	*11%*	-	-	-	-	-	-	-	*2%*	*22%*	-	-	*5%*	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 201

Q27 Why do you say the amount of regulation for Official YouTube channels from brands/ organisations you are familiar with is too little?
Base: All saying 'too little'

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**108**	88	83	83	57	75	55	59	43	38	82	59	65	50	39	105	3	99	104	105
Base	**103***	78*	79*	82*	45*	70*	49*	53*	43**	32*	78*	52*	60*	53**	33*	101*	2**	89*	101*	101*
Effective Base	**64**	58	47	48	50	47	34	45	25	35	47	37	46	27	36	62	3	64	62	62
Need to protect children/ young people	**64**	48	48	47	22	41	29	26	25	20	47	31	31	33	21	63	1	53	63	63
	62%	*61%*	*61%*	*57%*	*48%*	*58%*	*59%*	*50%*	*58%*	*64%*	*61%*	*59%*	*53%*	*63%*	*65%*	*62%*	*62%*	*59%*	*62%*	*62%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	**57**	41	41	44	19	34	27	29	25	15	40	27	31	31	16	56	1	46	55	56
	55%	*52%*	*52%*	*54%*	*43%*	*50%*	*55%*	*54%*	*58%*	*47%*	*51%*	*52%*	*51%*	*58%*	*49%*	*55%*	*34%*	*51%*	*55%*	*55%*
Need to protect general public	**38**	34	31	27	15	25	19	14	12	11	31	21	19	18	12	37	1	28	37	37
	37%	*43%*	*40%*	*33%*	*33%*	*36%*	*38%*	*27%*	*27%*	*35%*	*40%*	*41%*	*31%*	*34%*	*37%*	*37%*	*38%*	*31%*	*37%*	*37%*
Too much offensive content	**30**	27	24	24	12	19	20	12	9	12	24	20	16	15	12	30	-	24	30	30
	29%	*34%*	*31%*	*29%*	*26%*	*27%*	*40%*	*22%*	*21%*	*36%*	*31%*	*39%*	*27%*	*28%*	*38%*	*30%*	-	*27%*	*30%*	*30%*
Too easy to access negative things/ concerning material	**32**	25	30	26	14	23	15	15	8	9	29	16	17	14	10	31	1	26	31	31
	31%	*32%*	*38%*	*32%*	*31%*	*33%*	*32%*	*29%*	*17%*	*29%*	*37%*	*31%*	*29%*	*27%*	*31%*	*31%*	*34%*	*29%*	*31%*	*31%*
Other (please type in)	**1**	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	-	1	1	1
	1%	*2%*	*2%*	*1%*	*3%*	*2%*	*1%*	*1%*	*3%*	*4%*	*2%*	*1%*	*1%*	*3%*	*4%*	*1%*	-	*1%*	*1%*	*1%*
Don't know	**2**	1	1	2	2	1	1	1	1	-	1	1	1	1	-	2	-	2	2	2
	2%	*2%*	*1%*	*3%*	*5%*	*1%*	*3%*	*3%*	*3%*	-	*1%*	*3%*	*2%*	*3%*	-	*2%*	-	*2%*	*2%*	*2%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 201

Q27 Why do you say the amount of regulation for Official YouTube channels from brands/ organisations you are familiar with is too little?
Base: All saying 'too little'

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	**108**	64	30	21	79	43	65	33	14	2	13	54	41	95	13	17	49	27	76	75
Base	**103***	58*	26**	24**	70*	37*	66*	27*	13**	2**	19**	50*	35*	84*	10**	13**	45**	24**	68*	67*
Effective Base	**64**	44	16	16	45	40	33	31	13	2	6	33	37	67	12	16	27	23	48	47
Need to protect children/ young people	**64**	32	15	13	45	21	43	18	6	1	17	33	15	48	7	8	28	12	40	39
	62%	*56%*	*59%*	*54%*	*64%*	*57%*	*65%*	*65%*	*51%*	*44%*	*87%*	*67%*	*43%*	*57%*	*75%*	*65%*	*62%*	*52%*	*59%*	*58%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	**57**	30	14	15	35	20	37	15	6	1	15	25	16	41	5	6	22	14	36	36
	55%	*52%*	*55%*	*61%*	*49%*	*53%*	*56%*	*56%*	*49%*	*56%*	*81%*	*50%*	*47%*	*49%*	*46%*	*48%*	*49%*	*57%*	*52%*	*53%*
Need to protect general public	**38**	21	8	12	22	13	25	7	6	2	8	19	11	31	3	5	18	12	29	30
	37%	*36%*	*29%*	*52%*	*32%*	*34%*	*39%*	*27%*	*44%*	*100%*	*40%*	*39%*	*32%*	*36%*	*32%*	*38%*	*40%*	*49%*	*43%*	*44%*
Too much offensive content	**30**	17	6	2	25	9	22	6	4	-	6	17	7	24	3	3	16	6	23	22
	29%	*29%*	*24%*	*10%*	*36%*	*23%*	*33%*	*22%*	*28%*	-	*34%*	*34%*	*20%*	*28%*	*33%*	*25%*	*37%*	*26%*	*33%*	*32%*
Too easy to access negative things/ concerning material	**32**	20	8	3	27	13	20	11	5	1	8	14	10	24	6	6	14	7	21	19
	31%	*35%*	*33%*	*12%*	*38%*	*34%*	*30%*	*40%*	*37%*	*44%*	*44%*	*29%*	*28%*	*28%*	*59%*	*49%*	*31%*	*31%*	*31%*	*29%*
Other (please type in)	**1**	1	-	-	1	1	1	1	-	-	-	1	1	1	-	-	1	-	1	1
	1%	*2%*	-	-	*2%*	*2%*	*1%*	*2%*	-	-	-	*1%*	*2%*	*2%*	-	-	*3%*	-	*2%*	*1%*
Don't know	**2**	1	1	-	2	2	-	1	1	-	-	1	1	2	-	-	1	1	2	2
	2%	*2%*	*3%*	-	*3%*	*6%*	-	*3%*	*11%*	-	-	*2%*	*4%*	*3%*	-	-	*2%*	*6%*	*3%*	*3%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 201

Q27 Why do you say the amount of regulation for Official YouTube channels from brands/ organisations you are familiar with is too little?
Base: All saying 'too little'

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**108**	52	54	2	41	11	47	5	13	68	11
Base	**103***	52*	50*	1**	44**	8**	49**	3**	16*	62*	14**
Effective Base	**64**	31	32	2	25	10	29	4	7	40	5
Need to protect children/ young people	**64**	25	38	1	23	2	24	1	10	40	9
	62%	*49%*	*76%a*	*58%*	*52%*	*32%*	*50%*	*25%*	*60%*	*64%*	*63%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	**57**	25	31	1	24	1	25	-	10	39	6
	55%	*49%*	*61%*	*58%*	*55%*	*15%*	*52%*	-	*64%*	*63%*	*44%*
Need to protect general public	**38**	13	24	1	10	3	12	1	6	25	4
	37%	*26%*	*47%*	*100%*	*23%*	*43%*	*25%*	*50%*	*34%*	*40%*	*26%*
Too much offensive content	**30**	11	19	1	8	3	9	1	4	17	1
	29%	*21%*	*38%*	*58%*	*18%*	*36%*	*19%*	*38%*	*22%*	*28%*	*6%*
Too easy to access negative things/ concerning material	**32**	8	24	-	7	1	8	-	1	21	3
	31%	*16%*	*47%a*	-	*16%*	*20%*	*17%*	-	*7%*	*34%*	*25%*
Other (please type in)	**1**	1	-	-	-	1	1	-	-	1	1
	1%	*3%*	-	-	-	*18%*	*3%*	-	-	*1%*	*5%*
Don't know	**2**	2	-	-	2	-	2	-	-	2	-
	2%	*4%*	-	-	*5%*	-	*5%*	-	-	*4%*	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 202

Q27 Why do you say the amount of regulation for Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com) is too little?
Base: All saying 'too little'

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**66**	42	24	19	20	14	6	6	1	39	20	7	22	15	4	1	17	5	2	-	28	15	12	11	43	23
Base	**58***	40**	18**	17**	14**	15**	8**	3**	1**	32*	23**	3**	19**	19**	2**	1**	13**	4**	1**	-**	23**	15**	10**	10**	38**	20**
Effective Base	**46**	28	22	17	18	10	3	5	1	35	12	6	20	9	4	1	16	5	2	-	25	8	11	7	30	17
Need to protect children/ young people	**30**	22	9	11	5	5	7	1	1	16	12	2	10	10	1	1	6	2	1	-	14	10	5	2	23	7
	52%	*53%*	*50%*	*65%*	*32%*	*33%*	*90%*	*56%*	*100%*	*50%*	*54%*	*65%*	*54%*	*53%*	*39%*	*100%*	*45%*	*59%*	*100%*	-	*59%*	*67%*	*46%*	*24%*	*62%*	*35%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	**23**	16	7	4	7	6	6	-	-	11	12	-	7	10	-	-	4	3	-	-	10	8	2	3	18	5
	40%	*41%*	*38%*	*23%*	*47%*	*43%*	*72%*	-	-	*34%*	*54%*	-	*35%*	*51%*	-	-	*32%*	*65%*	-	-	*44%*	*57%*	*16%*	*30%*	*49%*	*23%*
Need to protect general public	**18**	13	5	3	4	4	6	*	1	7	10	1	3	9	*	1	4	1	-	-	6	5	5	2	11	7
	31%	*32%*	*27%*	*17%*	*25%*	*29%*	*73%*	*15%*	*100%*	*21%*	*44%*	*33%*	*14%*	*49%*	*21%*	*100%*	*31%*	*22%*	-	-	*24%*	*37%*	*50%*	*17%*	*29%*	*34%*
Too much offensive content	**21**	16	5	5	1	7	6	2	-	6	13	2	3	12	2	-	3	1	*	-	8	4	4	5	13	8
	36%	*39%*	*30%*	*28%*	*10%*	*50%*	*67%*	*69%*	-	*20%*	*56%*	*55%*	*15%*	*61%*	*79%*	-	*27%*	*35%*	*46%*	-	*36%*	*29%*	*36%*	*47%*	*33%*	*41%*
Too easy to access negative things/ concerning material	**18**	14	4	2	7	3	6	*	-	9	9	*	5	8	*	-	4	1	-	-	5	7	4	2	12	6
	31%	*34%*	*25%*	*13%*	*46%*	*21%*	*72%*	*12%*	-	*28%*	*39%*	*9%*	*28%*	*43%*	*16%*	-	*28%*	*22%*	-	-	*22%*	*46%*	*42%*	*20%*	*31%*	*31%*
Other (please type in)	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	*	-	*	-	*	-	-	-	-	*	-	-	-	-	-	-	*	-	-	-	-	*	-	-	*	-
	1%	-	*2%*	-	*3%*	-	-	-	-	*1%*	-	-	-	-	-	-	*3%*	-	-	-	-	*3%*	-	-	*1%*	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 202

Q27 Why do you say the amount of regulation for Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com) is too little?
Base: All saying 'too little'

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**66**	53	13	37	29	-	3	4	10	4	10	3	5	9	12	60	2	3	1	17	14	29
Base	**58***	44*	14**	32**	26**	-**	2**	3**	8**	4**	10**	7**	4**	7**	8**	53*	2**	2**	1**	13**	14**	26**
Effective Base	**46**	48	6	24	22	-	3	4	9	3	6	2	4	9	11	41	2	3	1	15	10	18
Need to protect children/ young people	**30**	21	9	20	11	-	1	1	4	3	3	5	2	5	4	28	1	2	-	6	5	17
	52%	*48%*	*66%*	*63%*	*40%*	-	*37%*	*24%*	*52%*	*66%*	*26%*	*77%*	*50%*	*67%*	*57%*	*52%*	*52%*	*100%*	-	*43%*	*37%*	*64%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	**23**	16	7	16	7	-	2	3	3	-	2	4	1	2	3	20	-	2	1	8	2	10
	40%	*37%*	*48%*	*50%*	*28%*	-	*79%*	*100%*	*41%*	-	*21%*	*60%*	*23%*	*31%*	*38%*	*38%*	-	*82%*	*100%*	*61%*	*15%*	*40%*
Need to protect general public	**18**	13	5	14	4	-	*	1	2	1	1	6	1	2	2	15	2	1	-	3	2	10
	31%	*29%*	*36%*	*43%*	*16%*	-	*21%*	*29%*	*26%*	*20%*	*7%*	*83%*	*17%*	*25%*	*27%*	*29%*	*100%*	*41%*	-	*26%*	*11%*	*40%*
Too much offensive content	**21**	11	10	11	10	-	1	1	*	-	6	4	1	3	3	19	-	2	-	2	6	11
	36%	*24%*	*73%*	*34%*	*39%*	-	*37%*	*24%*	*4%*	-	*59%*	*60%*	*30%*	*43%*	*36%*	*36%*	-	*100%*	-	*14%*	*42%*	*43%*
Too easy to access negative things/ concerning material	**18**	13	5	13	5	-	1	1	2	1	2	5	1	3	1	17	-	2	-	4	2	10
	31%	*29%*	*37%*	*41%*	*19%*	-	*37%*	*24%*	*30%*	*14%*	*18%*	*77%*	*20%*	*49%*	*8%*	*31%*	-	*82%*	-	*29%*	*17%*	*40%*
Other (please type in)	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	*	*	-	*	-	-	-	-	-	-	-	-	-	-	*	*	-	-	-	-	-	*
	1%	*1%*	-	*1%*	-	-	-	-	-	-	-	-	-	-	*5%*	*1%*	-	-	-	-	-	*1%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 202

Q27 Why do you say the amount of regulation for Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com) is too little?
Base: All saying 'too little'

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**66**	54	51	55	34	46	37	42	31	25	50	39	44	34	26	66	-	63	66	66
Base	**58***	48*	46*	51*	29**	39*	32**	38*	25**	26**	45*	33**	39*	31**	26**	58*	-**	53*	58*	58*
Effective Base	**46**	36	34	39	26	36	25	34	28	15	33	26	35	22	15	46	-	46	46	46
Need to protect children/ young people	**30**	27	25	27	14	21	18	22	12	17	25	19	23	17	17	30	-	30	30	30
	52%	*56%*	*55%*	*53%*	*49%*	*53%*	*58%*	*58%*	*48%*	*64%*	*56%*	*58%*	*60%*	*57%*	*65%*	*52%*	-	*56%*	*52%*	*52%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	**23**	19	15	20	8	11	15	12	9	11	15	15	12	13	11	23	-	22	23	23
	40%	*39%*	*34%*	*39%*	*26%*	*29%*	*46%*	*31%*	*34%*	*41%*	*34%*	*47%*	*32%*	*42%*	*40%*	*40%*	-	*42%*	*40%*	*40%*
Need to protect general public	**18**	18	13	16	9	8	13	10	7	10	13	14	10	12	10	18	-	17	18	18
	31%	*37%*	*28%*	*30%*	*32%*	*20%*	*42%*	*27%*	*29%*	*39%*	*29%*	*42%*	*26%*	*38%*	*38%*	*31%*	-	*32%*	*31%*	*31%*
Too much offensive content	**21**	18	19	18	12	13	10	12	7	13	18	10	13	12	13	21	-	18	21	21
	36%	*38%*	*41%*	*36%*	*40%*	*34%*	*33%*	*32%*	*28%*	*50%*	*40%*	*32%*	*34%*	*38%*	*50%*	*36%*	-	*34%*	*36%*	*36%*
Too easy to access negative things/ concerning material	**18**	16	18	18	8	13	11	10	7	10	18	11	10	12	10	18	-	18	18	18
	31%	*33%*	*40%*	*35%*	*29%*	*34%*	*36%*	*26%*	*28%*	*39%*	*40%*	*34%*	*27%*	*40%*	*39%*	*31%*	-	*34%*	*31%*	*31%*
Other (please type in)	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	-	*	*	*
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 202

Q27 Why do you say the amount of regulation for Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com) is too little?
Base: All saying 'too little'

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	66	43	12	15	41	28	38	20	11	1	7	39	19	58	10	14	37	13	50	43
Base	58*	35*	10**	13**	37**	28**	30**	21**	10**	1**	6**	32**	17**	48*	11**	14**	28*	15**	43*	38**
Effective Base	46	38	11	14	26	22	24	15	10	1	6	25	18	42	7	9	34	8	36	30
Need to protect children/ young people	30	20	4	8	21	13	17	9	5	1	5	18	8	25	4	5	14	10	25	23
	52%	*58%*	*38%*	*61%*	*57%*	*46%*	*58%*	*46%*	*51%*	*100%*	*77%*	*56%*	*47%*	*53%*	*33%*	*33%*	*52%*	*68%*	*57%*	*61%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	23	12	3	5	15	10	13	8	4	-	2	14	7	21	2	3	15	4	20	14
	40%	*34%*	*35%*	*37%*	*39%*	*36%*	*43%*	*38%*	*40%*	-	*34%*	*44%*	*40%*	*43%*	*17%*	*18%*	*55%*	*28%*	*46%*	*37%*
Need to protect general public	18	10	3	7	9	10	8	4	6	1	1	11	6	17	1	1	7	10	17	15
	31%	*28%*	*34%*	*53%*	*25%*	*35%*	*27%*	*19%*	*59%*	*100%*	*15%*	*34%*	*36%*	*35%*	*12%*	*9%*	*25%*	*63%*	*39%*	*40%*
Too much offensive content	21	10	2	1	18	9	12	7	4	-	2	12	5	16	5	6	6	7	14	15
	36%	*29%*	*23%*	*7%*	*49%*	*33%*	*40%*	*36%*	*44%*	-	*25%*	*36%*	*28%*	*34%*	*43%*	*46%*	*23%*	*46%*	*31%*	*38%*
Too easy to access negative things/ concerning material	18	12	1	2	15	7	12	6	3	-	2	12	5	16	3	5	5	7	12	13
	31%	*34%*	*14%*	*12%*	*41%*	*24%*	*39%*	*28%*	*26%*	-	*26%*	*37%*	*27%*	*34%*	*25%*	*36%*	*19%*	*47%*	*29%*	*34%*
Other (please type in)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	*	*	-	-	*	-	*	-	-	-	-	*	-	*	-	-	*	-	*	*
	1%	*1%*	-	-	*1%*	-	*1%*	-	-	-	-	*1%*	-	*1%*	-	-	*1%*	-	*1%*	*1%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 202

Q27 Why do you say the amount of regulation for Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com) is too little?
Base: All saying 'too little'

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**66**	32	32	2	29	3	28	4	13	39	6
Base	**58***	28**	29**	1**	25**	3**	25**	3**	12*	35**	5**
Effective Base	**46**	28	19	2	26	3	25	3	12	24	6
Need to protect children/ young people	**30**	15	16	-	15	-	14	1	7	20	3
	52%	*52%*	*55%*	-	*57%*	-	*55%*	*28%*	*61%*	*57%*	*58%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	**23**	10	12	1	10	-	10	1	5	14	1
	40%	*37%*	*42%*	*56%*	*40%*	-	*39%*	*20%*	*43%*	*40%*	*30%*
Need to protect general public	**18**	9	9	1	8	1	9	-	5	14	1
	31%	*31%*	*31%*	*44%*	*30%*	*35%*	*35%*	-	*45%*	*41%*	*12%*
Too much offensive content	**21**	7	14	-	6	1	7	-	2	17	1
	36%	*24%*	*49%*	-	*23%*	*35%*	*27%*	-	*19%*	*48%*	*14%*
Too easy to access negative things/ concerning material	**18**	8	10	-	6	2	7	1	3	15	1
	31%	*30%*	*33%*	-	*25%*	*85%*	*29%*	*40%*	*29%*	*43%*	*20%*
Other (please type in)	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know	*	*	-	-	-	*	-	*	-	*	-
	1%	*1%*	-	-	-	*15%*	-	*12%*	-	*1%*	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 203

Q27 Why do you say the amount of regulation for YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional) is too little?
Base: All saying 'too little'

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**88**	46	42	24	31	14	11	6	2	55	25	8	28	13	3	2	27	12	3	-	26	29	15	18	55	33
Base	**76***	44*	32*	21**	29**	13**	9**	4**	1**	50*	22**	4**	29**	12**	2**	1**	21**	10**	1**	-**	19**	26**	17**	14**	45*	32**
Effective Base	**62**	30	35	22	18	12	9	4	2	37	21	6	17	11	2	2	23	10	3	-	23	19	9	16	40	23
Need to protect children/ young people	**48**	25	23	14	15	8	9	2	1	28	16	3	13	9	1	1	15	8	1	-	12	16	11	10	27	20
	63%	*55%*	*73%*	*64%*	*51%*	*62%*	*94%*	*69%*	*100%*	*56%*	*75%*	*75%*	*46%*	*73%*	*66%*	*100%*	*71%*	*77%*	*74%*	-	*63%*	*60%*	*61%*	*69%*	*61%*	*65%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	**41**	25	16	9	16	6	7	3	1	25	12	4	14	8	2	1	11	5	1	-	9	11	10	11	19	21
	53%	*56%*	*51%*	*42%*	*55%*	*46%*	*72%*	*82%*	*100%*	*49%*	*57%*	*86%*	*48%*	*65%*	*87%*	*100%*	*51%*	*47%*	*74%*	-	*47%*	*41%*	*58%*	*79%*	*43%*	*68%*
Need to protect general public	**29**	17	13	7	10	4	6	2	-	17	10	2	9	6	1	-	8	4	1	-	5	8	8	8	13	16
	39%	*37%*	*40%*	*33%*	*34%*	*32%*	*68%*	*69%*	-	*33%*	*47%*	*54%*	*31%*	*51%*	*66%*	-	*37%*	*42%*	*74%*	-	*25%*	*33%*	*47%*	*57%*	*30%*	*51%*
Too much offensive content	**32**	16	16	11	5	7	5	3	*	16	12	4	7	7	2	*	9	6	1	-	10	8	9	5	18	14
	42%	*37%*	*50%*	*53%*	*17%*	*57%*	*57%*	*92%*	*53%*	*32%*	*57%*	*83%*	*25%*	*56%*	*87%*	*53%*	*42%*	*58%*	*100%*	-	*54%*	*30%*	*54%*	*34%*	*40%*	*45%*
Too easy to access negative things/ concerning material	**32**	18	14	9	6	6	8	2	1	15	14	3	8	8	2	1	7	6	1	-	9	8	9	7	17	16
	42%	*41%*	*45%*	*42%*	*21%*	*48%*	*87%*	*70%*	*100%*	*30%*	*64%*	*76%*	*26%*	*65%*	*87%*	*100%*	*36%*	*63%*	*42%*	-	*49%*	*29%*	*52%*	*46%*	*38%*	*49%*
Other (please type in)	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	**3**	2	1	-	2	-	1	*	-	2	1	*	1	-	*	-	1	1	-	-	1	2	-	1	2	1
	4%	*4%*	*3%*	-	*6%*	-	*6%*	*8%*	-	*4%*	*3%*	*7%*	*4%*	-	*13%*	-	*3%*	*6%*	-	-	*3%*	*6%*	-	*4%*	*5%*	*2%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Absolutes/col percents

Table 203

Q27 Why do you say the amount of regulation for YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional) is too little?
Base: All saying 'too little'

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**88**	56	32	44	40	3	3	13	7	3	16	5	7	7	15	76	2	4	6	23	19	34
Base	**76***	49*	27**	31*	42**	2**	5**	10**	6**	2**	11**	10**	8**	6**	9**	67*	1**	2**	6**	21**	13**	33**
Effective Base	**62**	41	21	39	27	3	2	12	6	3	15	4	6	7	14	53	2	4	5	15	18	23
Need to protect children/ young people	**48**	29	19	22	24	2	5	6	3	-	8	5	5	5	5	42	*	2	4	14	8	21
	63%	*58%*	*70%*	*71%*	*58%*	*69%*	*85%*	*62%*	*53%*	*-*	*72%*	*46%*	*71%*	*85%*	*62%*	*63%*	*42%*	*67%*	*61%*	*65%*	*59%*	*63%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	**41**	26	15	19	21	-	1	6	2	1	7	5	5	3	5	34	*	2	5	8	8	18
	53%	*52%*	*55%*	*63%*	*51%*	*-*	*14%*	*58%*	*27%*	*42%*	*60%*	*52%*	*59%*	*56%*	*55%*	*50%*	*42%*	*86%*	*78%*	*38%*	*57%*	*55%*
Need to protect general public	**29**	19	11	11	18	1	-	3	2	1	5	3	2	5	4	25	*	1	3	5	6	14
	39%	*38%*	*39%*	*35%*	*42%*	*33%*	*-*	*36%*	*27%*	*35%*	*49%*	*30%*	*29%*	*86%*	*40%*	*37%*	*42%*	*35%*	*51%*	*24%*	*47%*	*42%*
Too much offensive content	**32**	19	14	14	16	2	1	2	4	1	4	5	2	3	2	24	1	2	5	7	5	12
	42%	*38%*	*50%*	*45%*	*38%*	*69%*	*28%*	*19%*	*65%*	*35%*	*34%*	*46%*	*31%*	*54%*	*20%*	*35%*	*100%*	*100%*	*83%*	*34%*	*35%*	*37%*
Too easy to access negative things/ concerning material	**32**	19	13	14	15	2	1	6	3	-	6	5	2	3	-	26	1	2	3	10	6	10
	42%	*39%*	*49%*	*46%*	*36%*	*100%*	*28%*	*61%*	*48%*	*-*	*51%*	*46%*	*31%*	*54%*	*-*	*39%*	*100%*	*86%*	*55%*	*49%*	*42%*	*32%*
Other (please type in)	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	**3**	2	1	1	2	-	-	-	-	1	1	-	1	-	*	3	-	-	-	-	1	2
	4%	*4%*	*3%*	*3%*	*4%*	*-*	*-*	*-*	*-*	*22%*	*5%*	*-*	*17%*	*-*	*3%*	*4%*	*-*	*-*	*-*	*-*	*8%*	*5%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Absolutes/col percents

Table 203

Q27 Why do you say the amount of regulation for YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional) is too little?
Base: All saying 'too little'

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**88**	65	68	64	39	62	40	45	36	32	67	41	48	41	33	88	-	82	87	88
Base	**76***	52*	58*	59*	31*	52*	29*	43**	36**	26**	57*	31*	45*	39**	27**	76*	-**	71*	76*	76*
Effective Base	**62**	55	51	44	35	46	37	30	23	27	50	36	32	26	28	62	-	58	61	62
Need to protect children/ young people	**48**	38	40	35	21	35	22	24	21	18	39	24	25	22	19	48	-	45	47	48
	63%	*73%*	*70%*	*59%*	*67%*	*68%*	*75%*	*55%*	*58%*	*69%*	*69%*	*76%*	*55%*	*58%*	*70%*	*63%*	-	*63%*	*62%*	*63%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	**41**	28	30	30	18	28	17	21	18	12	29	17	22	18	13	41	-	39	40	41
	53%	*54%*	*51%*	*51%*	*57%*	*53%*	*57%*	*49%*	*50%*	*47%*	*51%*	*54%*	*50%*	*46%*	*49%*	*53%*	-	*55%*	*53%*	*53%*
Need to protect general public	**29**	21	24	21	15	22	12	14	14	11	23	12	15	14	12	29	-	28	29	29
	39%	*41%*	*41%*	*35%*	*49%*	*42%*	*41%*	*32%*	*39%*	*41%*	*40%*	*38%*	*33%*	*36%*	*43%*	*39%*	-	*40%*	*39%*	*39%*
Too much offensive content	**32**	23	24	22	14	20	11	13	11	9	24	13	14	13	10	32	-	30	32	32
	42%	*44%*	*42%*	*38%*	*44%*	*39%*	*39%*	*30%*	*31%*	*36%*	*41%*	*43%*	*32%*	*34%*	*38%*	*42%*	-	*42%*	*42%*	*42%*
Too easy to access negative things/ concerning material	**32**	26	28	24	14	23	12	13	11	13	27	14	15	13	14	32	-	30	32	32
	42%	*51%*	*49%*	*40%*	*45%*	*44%*	*41%*	*31%*	*32%*	*49%*	*48%*	*45%*	*32%*	*34%*	*51%*	*42%*	-	*42%*	*42%*	*42%*
Other (please type in)	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	**3**	3	2	2	1	2	1	2	2	1	2	1	2	2	1	3	-	3	3	3
	4%	*5%*	*3%*	*4%*	*4%*	*4%*	*5%*	*4%*	*7%*	*5%*	*3%*	*4%*	*5%*	*6%*	*5%*	*4%*	-	*4%*	*4%*	*4%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
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Absolutes/col percents

Table 203

Q27 Why do you say the amount of regulation for YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional) is too little?
Base: All saying 'too little'

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	88	54	16	20	61	33	55	21	13	2	13	48	27	75	15	17	38	20	58	55
Base	76*	44*	16**	16**	52*	30**	46*	19**	12**	2**	15**	40*	21**	61*	12**	14**	27*	19**	46*	47*
Effective Base	62	47	9	17	46	29	34	20	11	2	8	33	24	56	13	15	35	17	50	40
Need to protect children/ young people	48	30	9	8	37	20	28	10	9	2	13	21	14	35	9	9	19	12	31	31
	63%	*68%*	*58%*	*50%*	*71%*	*65%*	*61%*	*54%*	*77%*	*100%*	*85%*	*53%*	*64%*	*57%*	*70%*	*65%*	*70%*	*65%*	*68%*	*66%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	41	25	2	10	26	17	24	11	5	2	8	24	10	33	7	7	18	8	26	23
	53%	*57%*	*14%*	*64%*	*49%*	*55%*	*52%*	*57%*	*43%*	*76%*	*49%*	*60%*	*45%*	*55%*	*52%*	*45%*	*67%*	*44%*	*58%*	*49%*
Need to protect general public	29	21	3	8	21	15	15	8	7	2	5	14	10	24	4	4	13	8	21	18
	39%	*48%*	*18%*	*49%*	*41%*	*49%*	*32%*	*43%*	*55%*	*76%*	*34%*	*36%*	*46%*	*40%*	*33%*	*28%*	*48%*	*42%*	*46%*	*38%*
Too much offensive content	32	19	8	4	27	13	19	6	6	2	6	19	7	26	7	8	10	9	19	17
	42%	*44%*	*53%*	*24%*	*52%*	*42%*	*42%*	*33%*	*50%*	*76%*	*41%*	*48%*	*33%*	*42%*	*56%*	*52%*	*38%*	*47%*	*42%*	*36%*
Too easy to access negative things/ concerning material	32	19	7	4	28	11	21	4	6	2	6	20	6	26	6	6	13	8	21	17
	42%	*42%*	*47%*	*24%*	*53%*	*37%*	*46%*	*22%*	*52%*	*76%*	*41%*	*50%*	*30%*	*43%*	*51%*	*44%*	*46%*	*44%*	*45%*	*36%*
Other (please type in)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	3	2	-	-	2	1	1	1	-	-	-	1	2	3	-	1	1	1	1	3
	4%	*4%*	-	-	*5%*	*4%*	*3%*	*7%*	-	-	-	*2%*	*9%*	*4%*	-	*9%*	*3%*	*3%*	*3%*	*6%*

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Absolutes/col percents

Table 203

Q27 Why do you say the amount of regulation for YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional) is too little?
Base: All saying 'too little'

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**88**	30	53	5	25	5	27	3	8	45	7
Base	**76***	31**	42*	4**	23**	8**	25**	6**	8*	39*	8**
Effective Base	**62**	19	44	5	16	3	18	2	7	32	3
Need to protect children/ young people	**48**	14	33	1	9	5	10	4	5	25	5
	63%	*45%*	*78%*	*41%*	*39%*	*61%*	*40%*	*65%*	*56%*	*62%*	*70%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	**41**	14	26	1	14	-	14	-	3	23	3
	53%	*45%*	*62%*	*33%*	*59%*	-	*55%*	-	*31%*	*58%*	*39%*
Need to protect general public	**29**	11	18	1	9	2	10	1	5	16	2
	39%	*34%*	*44%*	*16%*	*39%*	*21%*	*39%*	*13%*	*60%*	*41%*	*24%*
Too much offensive content	**32**	7	24	1	5	2	7	-	3	16	1
	42%	*24%*	*56%*	*38%*	*23%*	*24%*	*29%*	-	*33%*	*41%*	*13%*
Too easy to access negative things/ concerning material	**32**	5	25	2	3	2	5	-	2	16	2
	42%	*17%*	*60%*	*67%*	*14%*	*24%*	*20%*	-	*25%*	*40%*	*21%*
Other (please type in)	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know	**3**	2	1	-	1	1	1	1	-	2	-
	4%	*6%*	*2%*	-	*2%*	*17%*	*2%*	*22%*	-	*5%*	-

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Table 204

Q27 Why do you say the amount of regulation for Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.) is too little?
Base: All saying 'too little'

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**104**	52	52	31	35	14	13	6	5	66	27	11	30	15	4	3	36	12	2	2	32	32	19	21	64	40
Base	**114***	55*	60**	31**	41**	12**	13**	5**	12**	72*	25**	17**	32**	14**	2**	6**	40**	11**	3**	6**	30**	35**	28**	22**	64*	50**
Effective Base	**61**	31	30	24	19	13	11	3	3	40	24	5	20	13	4	2	21	10	1	1	19	21	10	15	40	23
Need to protect children/ young people	**82**	38	44	20	29	9	12	5	7	49	21	12	19	11	2	6	30	10	3	1	18	27	24	14	45	37
	72%	*70%*	*74%*	*66%*	*70%*	*76%*	*89%*	*100%*	*58%*	*68%*	*83%*	*70%*	*58%*	*80%*	*100%*	*100%*	*77%*	*87%*	*100%*	*15%*	*60%*	*77%*	*85%*	*63%*	*69%*	*75%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	**60**	31	29	17	22	5	8	2	7	39	13	8	16	8	1	6	23	5	1	1	13	16	20	11	29	31
	53%	*57%*	*49%*	*55%*	*53%*	*43%*	*60%*	*37%*	*54%*	*54%*	*52%*	*49%*	*49%*	*57%*	*73%*	*92%*	*57%*	*45%*	*17%*	*15%*	*45%*	*47%*	*70%*	*50%*	*46%*	*61%*
Need to protect general public	**52**	27	24	12	12	6	8	1	12	24	15	13	11	9	*	6	13	5	1	6	19	11	13	9	30	22
	45%	*50%*	*41%*	*39%*	*30%*	*54%*	*61%*	*21%*	*100%*	*34%*	*57%*	*77%*	*35%*	*67%*	*26%*	*100%*	*33%*	*45%*	*17%*	*100%*	*63%*	*32%*	*48%*	*40%*	*46%*	*44%*
Too much offensive content	**42**	24	18	13	6	8	7	2	6	19	16	8	6	11	1	6	13	5	1	-	15	9	12	5	25	18
	37%	*44%*	*31%*	*41%*	*15%*	*68%*	*55%*	*38%*	*51%*	*26%*	*61%*	*47%*	*17%*	*75%*	*74%*	*100%*	*33%*	*44%*	*17%*	-	*51%*	*27%*	*45%*	*24%*	*38%*	*36%*
Too easy to access negative things/ concerning material	**52**	22	30	13	14	6	10	4	5	27	15	9	8	8	1	5	19	7	3	-	10	14	16	12	24	28
	45%	*41%*	*50%*	*43%*	*34%*	*48%*	*71%*	*91%*	*40%*	*38%*	*60%*	*55%*	*23%*	*58%*	*75%*	*79%*	*49%*	*63%*	*100%*	-	*34%*	*39%*	*57%*	*54%*	*37%*	*56%*
Other (please type in)	**1**	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	1	1	-	-	-	1	-
	1%	-	*2%*	-	-	-	-	-	*7%*	-	-	*5%*	-	-	-	-	-	-	-	*15%*	*3%*	-	-	-	*1%*	-
Don't know	**1**	-	1	-	1	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	*	-	1	*	1
	1%	-	*2%*	-	*3%*	-	-	-	-	*1%*	-	-	-	-	-	-	*3%*	-	-	-	-	*1%*	-	*3%*	*1%*	*1%*

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Q27 Why do you say the amount of regulation for Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.) is too little?
Base: All saying 'too little'

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**104**	73	31	63	39	1	3	11	13	8	11	5	6	14	17	88	5	4	7	27	19	42
Base	**114***	73*	41**	63*	50**	***	5**	14**	9**	11**	13**	9**	6**	14**	14**	95*	4**	3**	13**	28**	24**	43**
Effective Base	**61**	48	16	37	24	1	2	8	12	4	6	4	6	10	11	52	5	4	5	17	9	27
Need to protect children/ young people	**82**	51	31	41	40	*	5	9	7	9	9	8	3	11	9	69	2	3	8	20	18	31
	72%	*69%*	*76%*	*65%*	*79%*	*100%*	*100%*	*63%*	*71%*	*79%*	*71%*	*83%*	*54%*	*77%*	*68%*	*73%*	*61%*	*100%*	*61%*	*72%*	*74%*	*72%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	**60**	40	20	31	29	-	1	9	3	10	10	5	4	7	5	53	1	2	5	13	19	20
	53%	*55%*	*48%*	*50%*	*57%*	-	*14%*	*67%*	*36%*	*89%*	*75%*	*56%*	*64%*	*47%*	*35%*	*56%*	*22%*	*69%*	*35%*	*47%*	*81%*	*47%*
Need to protect general public	**52**	30	22	34	18	-	-	6	4	9	5	2	4	4	6	39	2	2	9	10	14	15
	45%	*42%*	*52%*	*53%*	*37%*	-	-	*43%*	*45%*	*82%*	*38%*	*17%*	*75%*	*28%*	*40%*	*41%*	*47%*	*69%*	*69%*	*36%*	*58%*	*36%*
Too much offensive content	**42**	23	20	28	14	-	1	3	6	8	4	3	2	6	3	35	3	2	2	9	12	14
	37%	*31%*	*48%*	*45%*	*28%*	-	*14%*	*19%*	*63%*	*72%*	*31%*	*27%*	*38%*	*39%*	*25%*	*37%*	*82%*	*83%*	*18%*	*33%*	*50%*	*32%*
Too easy to access negative things/ concerning material	**52**	30	22	23	28	-	1	9	4	8	7	4	1	6	3	44	1	3	4	14	15	15
	45%	*40%*	*54%*	*37%*	*56%*	-	*14%*	*66%*	*42%*	*77%*	*52%*	*40%*	*25%*	*45%*	*25%*	*46%*	*36%*	*100%*	*30%*	*49%*	*63%*	*35%*
Other (please type in)	**1**	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-
	1%	*1%*	-	*1%*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*7%*	-	-	-
Don't know	**1**	1	-	1	-	-	-	-	-	-	-	-	-	-	*	*	1	-	-	-	-	*
	1%	*1%*	-	*2%*	-	-	-	-	-	-	-	-	-	-	*3%*	*	*18%*	-	-	-	-	*1%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 204

Q27 Why do you say the amount of regulation for Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.) is too little?
Base: All saying 'too little'

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**104**	77	82	85	56	73	54	63	56	36	82	55	72	60	37	102	2	97	102	102
Base	**114***	78*	91*	92*	49*	69*	51*	62*	53*	36**	91*	52*	77*	60*	37**	111*	4**	103*	111*	111*
Effective Base	**61**	44	47	50	44	54	37	43	39	18	47	38	44	36	19	59	2	59	59	59
Need to protect children/ young people	**82**	54	65	62	35	49	38	44	35	20	65	38	53	42	21	78	4	72	78	78
	72%	*70%*	*72%*	*68%*	*72%*	*71%*	*74%*	*71%*	*67%*	*56%*	*72%*	*73%*	*69%*	*71%*	*56%*	*71%*	*100%*	*70%*	*71%*	*71%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	**60**	42	49	47	25	37	29	35	28	19	49	30	37	33	19	59	1	52	59	59
	53%	*54%*	*54%*	*51%*	*51%*	*53%*	*56%*	*57%*	*53%*	*53%*	*54%*	*57%*	*48%*	*56%*	*53%*	*53%*	*29%*	*50%*	*53%*	*53%*
Need to protect general public	**52**	41	43	42	24	30	27	27	22	20	43	27	34	27	20	51	1	45	51	51
	45%	*52%*	*47%*	*46%*	*50%*	*44%*	*53%*	*44%*	*42%*	*55%*	*47%*	*52%*	*44%*	*45%*	*54%*	*46%*	*29%*	*44%*	*46%*	*46%*
Too much offensive content	**42**	37	36	38	24	28	28	25	18	10	36	28	29	23	11	41	1	36	41	41
	37%	*48%*	*40%*	*41%*	*49%*	*41%*	*55%*	*40%*	*33%*	*29%*	*40%*	*54%*	*37%*	*39%*	*29%*	*37%*	*29%*	*35%*	*37%*	*37%*
Too easy to access negative things/ concerning material	**52**	41	43	37	21	31	27	25	17	15	43	27	28	22	16	48	4	42	48	48
	45%	*53%*	*47%*	*40%*	*44%*	*45%*	*53%*	*41%*	*31%*	*42%*	*47%*	*52%*	*37%*	*37%*	*43%*	*43%*	*100%*	*40%*	*43%*	*43%*
Other (please type in)	**1**	1	1	-	-	1	-	-	1	1	1	-	-	1	1	1	-	1	1	1
	1%	*1%*	*1%*	-	-	*1%*	-	-	*2%*	*2%*	*1%*	-	-	*2%*	*2%*	*1%*	-	*1%*	*1%*	*1%*
Don't know	**1**	*	1	1	1	1	*	1	1	*	1	*	1	1	*	1	-	*	1	1
	1%	*	*1%*	*1%*	*2%*	*2%*	*1%*	*2%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	-	*	*1%*	*1%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
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Absolutes/col percents

Table 204

Q27 Why do you say the amount of regulation for Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.) is too little?
Base: All saying 'too little'

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	**104**	64	21	20	72	41	63	27	17	2	8	61	35	96	17	21	50	21	71	65
Base	**114***	59*	33**	20**	77*	42**	72*	28**	16**	3**	18**	63*	33**	97*	24**	28**	48*	19**	67*	65*
Effective Base	**61**	45	11	16	42	29	34	18	15	2	6	34	27	58	9	11	31	18	47	41
Need to protect children/ young people	**82**	40	22	9	66	29	54	17	13	3	18	43	22	64	14	15	32	16	48	51
	72%	*68%*	*69%*	*44%*	*86%a*	*67%*	*74%*	*61%*	*82%*	*100%*	*100%*	*67%*	*65%*	*67%*	*56%*	*55%*	*66%*	*85%*	*72%*	*79%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	**60**	36	11	10	44	25	35	19	6	2	11	34	16	50	13	16	28	8	36	33
	53%	*61%*	*33%*	*47%*	*58%*	*59%*	*49%*	*68%*	*37%*	*58%*	*59%*	*53%*	*48%*	*51%*	*53%*	*57%*	*59%*	*41%*	*54%*	*51%*
Need to protect general public	**52**	37	9	11	36	22	30	13	10	2	9	33	10	43	10	11	26	11	37	33
	45%	*62%*	*27%*	*52%*	*46%*	*52%*	*41%*	*47%*	*63%*	*58%*	*53%*	*51%*	*30%*	*44%*	*40%*	*41%*	*55%*	*59%*	*56%*	*51%*
Too much offensive content	**42**	32	5	5	34	17	25	9	8	3	8	21	14	34	4	5	24	10	34	31
	37%	*54%*	*16%*	*26%*	*44%*	*40%*	*35%*	*31%*	*52%*	*100%*	*45%*	*32%*	*42%*	*36%*	*15%*	*19%*	*50%*	*53%*	*51%*	*48%*
Too easy to access negative things/ concerning material	**52**	33	11	4	47	20	32	12	8	2	13	27	11	39	11	14	23	8	31	29
	45%	*56%*	*32%*	*22%*	*61%*	*46%*	*45%*	*41%*	*50%*	*58%*	*74%*	*43%*	*34%*	*40%*	*47%*	*49%*	*48%*	*45%*	*47%*	*44%*
Other (please type in)	**1**	1	-	-	1	-	1	-	-	-	-	1	-	1	1	1	-	-	-	-
	1%	*2%*	-	-	*1%*	-	*1%*	-	-	-	-	*1%*	-	*1%*	*4%*	*3%*	-	-	-	-
Don't know	**1**	1	-	1	*	1	*	1	-	-	-	*	1	1	-	-	*	-	*	*
	1%	*2%*	-	*3%*	*	*2%*	*1%*	*2%*	-	-	-	*1%*	*2%*	*1%*	-	-	*1%*	-	*1%*	*1%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Absolutes/col percents

Table 204

Q27 Why do you say the amount of regulation for Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.) is too little?
Base: All saying 'too little'

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**104**	34	61	9	30	4	31	3	13	56	10
Base	**114***	36**	71*	8**	30**	6**	30**	5**	12*	59*	13**
Effective Base	**61**	22	34	7	21	2	22	2	11	33	6
Need to protect children/ young people	**82**	22	56	5	17	5	18	4	5	44	10
	72%	*61%*	*79%*	*58%*	*58%*	*74%*	*59%*	*70%*	*43%*	*74%*	*76%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	**60**	21	34	5	19	2	19	1	7	38	4
	53%	*58%*	*49%*	*65%*	*63%*	*34%*	*64%*	*23%*	*57%*	*64%*	*34%*
Need to protect general public	**52**	17	30	5	16	1	17	-	6	32	1
	45%	*47%*	*43%*	*62%*	*54%*	*14%*	*55%*	-	*53%*	*55%*	*10%*
Too much offensive content	**42**	11	28	3	10	1	11	-	6	25	2
	37%	*31%*	*40%*	*36%*	*35%*	*14%*	*37%*	-	*51%*	*42%*	*17%*
Too easy to access negative things/ concerning material	**52**	9	39	4	8	1	9	-	3	27	5
	45%	*25%*	*55%*	*48%*	*27%*	*14%*	*29%*	-	*25%*	*46%*	*41%*
Other (please type in)	**1**	-	1	-	-	-	-	-	-	1	-
	1%	-	*1%*	-	-	-	-	-	-	*2%*	-
Don't know	**1**	*	1	-	-	*	-	*	-	1	-
	1%	*1%*	*1%*	-	-	*6%*	-	*7%*	-	*2%*	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 205

Q27 Why do you say the amount of regulation for Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.) is too little?
Base: All saying 'too little'

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**82**	41	41	17	28	15	8	8	6	45	23	14	23	11	3	4	22	12	5	2	35	23	13	11	58	24
Base	**71***	38**	34*	15**	23**	14**	11**	3**	4**	39*	25**	8**	21**	13**	1**	3**	18**	13**	2**	1**	26*	23**	14**	8**	49*	22**
Effective Base	**54**	24	32	16	18	13	5	8	5	33	15	12	15	6	3	4	20	9	5	2	32	13	8	8	40	15
Need to protect children/ young people	**52**	28	25	11	16	10	10	1	3	27	20	4	14	11	*	2	13	10	1	1	19	17	10	6	36	16
	73%	*73%*	*73%*	*73%*	*70%*	*72%*	*92%*	*37%*	*73%*	*71%*	*81%*	*56%*	*68%*	*87%*	*32%*	*64%*	*74%*	*75%*	*39%*	*100%*	*73%*	*74%*	*70%*	*77%*	*73%*	*73%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	**40**	22	17	7	13	7	8	1	3	20	15	4	11	9	*	2	10	6	1	*	14	12	9	3	27	13
	55%	*59%*	*51%*	*47%*	*55%*	*51%*	*73%*	*37%*	*69%*	*52%*	*61%*	*54%*	*51%*	*73%*	*32%*	*77%*	*54%*	*49%*	*39%*	*44%*	*55%*	*55%*	*67%*	*40%*	*55%*	*57%*
Need to protect general public	**33**	19	14	8	8	5	8	1	2	16	13	3	9	7	1	2	7	6	*	*	11	16	4	1	27	6
	46%	*51%*	*41%*	*52%*	*35%*	*38%*	*71%*	*26%*	*59%*	*42%*	*53%*	*44%*	*44%*	*59%*	*37%*	*64%*	*39%*	*47%*	*19%*	*44%*	*43%*	*69%*	*31%*	*17%*	*55%*	*26%*
Too much offensive content	**27**	12	15	5	3	5	9	3	2	8	15	4	2	8	1	1	6	7	1	*	9	10	2	6	20	8
	38%	*32%*	*44%*	*35%*	*12%*	*38%*	*83%*	*74%*	*42%*	*21%*	*58%*	*57%*	*9%*	*60%*	*100%*	*41%*	*34%*	*56%*	*58%*	*44%*	*36%*	*44%*	*12%*	*69%*	*40%*	*34%*
Too easy to access negative things/ concerning material	**28**	12	16	6	5	5	9	1	2	11	14	3	2	8	1	1	9	6	1	1	9	11	4	4	21	8
	40%	*33%*	*48%*	*41%*	*20%*	*39%*	*75%*	*38%*	*51%*	*29%*	*55%*	*45%*	*12%*	*66%*	*37%*	*36%*	*48%*	*45%*	*39%*	*100%*	*36%*	*51%*	*28%*	*43%*	*43%*	*34%*
Other (please type in)	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Absolutes/col percents

Table 205

Q27 Why do you say the amount of regulation for Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.) is too little?
Base: All saying 'too little'

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	82	59	23	53	27	-	4	7	12	1	7	5	8	15	13	72	4	6	-	23	8	41
Base	71*	51*	21**	43*	27**	-**	2**	6**	9**	1**	5**	12**	8**	14**	7**	64*	4**	4**	-**	17**	6**	41**
Effective Base	54	42	13	37	17	-	4	6	11	1	7	4	7	11	13	47	4	5	-	21	8	25
Need to protect children/ young people	52	35	17	30	21	-	1	4	7	-	5	9	5	12	4	46	3	3	-	11	5	30
	73%	*69%*	*83%*	*70%*	*79%*	-	*29%*	*70%*	*77%*	-	*90%*	*75%*	*56%*	*90%*	*52%*	*71%*	*86%*	*90%*	-	*68%*	*78%*	*72%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	40	26	13	21	18	-	1	2	4	1	4	9	2	10	3	36	2	2	-	7	5	23
	55%	*51%*	*65%*	*48%*	*67%*	-	*61%*	*39%*	*44%*	*100%*	*75%*	*75%*	*27%*	*71%*	*35%*	*56%*	*49%*	*55%*	-	*45%*	*78%*	*57%*
Need to protect general public	33	22	11	21	10	-	1	2	5	1	3	8	2	6	3	31	2	-	-	8	4	19
	46%	*44%*	*51%*	*49%*	*38%*	-	*22%*	*28%*	*63%*	*100%*	*61%*	*67%*	*28%*	*41%*	*38%*	*48%*	*63%*	-	-	*45%*	*66%*	*46%*
Too much offensive content	27	14	13	18	9	-	*	1	1	-	2	5	4	6	2	22	3	2	-	2	2	17
	38%	*27%*	*65%*	*41%*	*35%*	-	*17%*	*13%*	*15%*	-	*45%*	*42%*	*49%*	*45%*	*24%*	*34%*	*76%*	*68%*	-	*15%*	*39%*	*41%*
Too easy to access negative things/ concerning material	28	15	13	19	10	-	-	2	1	-	2	5	4	8	3	26	1	1	-	3	2	20
	40%	*30%*	*63%*	*44%*	*36%*	-	-	*35%*	*13%*	-	*41%*	*42%*	*53%*	*60%*	*38%*	*40%*	*39%*	*33%*	-	*19%*	*36%*	*49%*
Other (please type in)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 205

Q27 Why do you say the amount of regulation for Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.) is too little?
Base: All saying 'too little'

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**82**	64	67	64	43	59	39	49	38	34	67	40	53	40	37	81	1	78	78	81
Base	**71***	52*	55*	60*	34*	45*	32**	44*	35**	31**	55*	33**	48*	40**	33**	71*	1**	68*	69*	71*
Effective Base	**54**	46	46	42	39	49	26	35	28	23	46	27	38	25	25	54	1	51	52	54
Need to protect children/ young people	**52**	40	41	46	23	32	24	32	25	24	41	25	36	30	25	52	1	50	51	52
	73%	*76%*	*74%*	*76%*	*70%*	*70%*	*75%*	*73%*	*72%*	*76%*	*74%*	*76%*	*75%*	*76%*	*76%*	*73%*	*100%*	*74%*	*74%*	*73%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	**40**	29	31	34	19	24	18	25	18	20	31	18	27	23	21	40	-	39	38	40
	55%	*55%*	*56%*	*57%*	*56%*	*52%*	*54%*	*56%*	*52%*	*63%*	*56%*	*53%*	*56%*	*58%*	*62%*	*56%*	-	*57%*	*55%*	*56%*
Need to protect general public	**33**	22	26	27	14	20	11	19	13	15	26	12	21	17	17	33	-	30	31	33
	46%	*43%*	*47%*	*45%*	*41%*	*45%*	*34%*	*43%*	*36%*	*49%*	*47%*	*36%*	*43%*	*42%*	*50%*	*46%*	-	*44%*	*45%*	*46%*
Too much offensive content	**27**	20	25	22	13	18	12	11	8	12	25	12	15	13	13	27	-	26	27	27
	38%	*38%*	*45%*	*37%*	*40%*	*39%*	*37%*	*26%*	*23%*	*39%*	*45%*	*36%*	*31%*	*32%*	*39%*	*38%*	-	*39%*	*39%*	*38%*
Too easy to access negative things/ concerning material	**28**	23	26	22	14	20	13	14	10	16	26	13	16	15	18	28	1	28	28	28
	40%	*44%*	*47%*	*37%*	*41%*	*44%*	*41%*	*32%*	*30%*	*51%*	*47%*	*40%*	*33%*	*37%*	*53%*	*39%*	*100%*	*41%*	*40%*	*39%*
Other (please type in)	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 205

Q27 Why do you say the amount of regulation for Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.) is too little?
Base: All saying 'too little'

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	**82**	51	15	16	57	40	42	30	17	1	3	48	31	79	12	13	40	20	60	55
Base	**71***	42*	10**	15**	47*	36*	36**	26**	16**	1**	2**	42**	27**	70*	11**	11**	29*	19**	48*	45*
Effective Base	**54**	42	13	14	38	36	22	27	15	1	3	27	28	52	8	9	35	12	42	38
Need to protect children/ young people	**52**	30	6	8	36	26	26	20	11	1	2	32	18	50	8	8	20	14	35	34
	73%	*72%*	*64%*	*54%*	*77%*	*72%*	*74%*	*75%*	*68%*	*100%*	*100%*	*75%*	*68%*	*72%*	*72%*	*73%*	*70%*	*74%*	*72%*	*75%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	**40**	21	4	7	26	19	21	16	7	-	2	26	11	38	6	7	14	9	24	22
	55%	*50%*	*37%*	*50%*	*55%*	*53%*	*58%*	*59%*	*45%*	-	*100%*	*62%*	*41%*	*54%*	*57%*	*59%*	*50%*	*47%*	*49%*	*49%*
Need to protect general public	**33**	20	4	9	21	14	18	11	4	1	1	19	13	32	9	9	9	13	22	18
	46%	*47%*	*42%*	*61%*	*45%*	*40%*	*52%*	*42%*	*28%*	*100%*	*43%*	*45%*	*47%*	*46%*	*82%*	*76%*	*32%*	*66%*	*46%*	*41%*
Too much offensive content	**27**	16	3	3	22	12	15	9	6	-	2	20	6	25	5	5	10	7	18	18
	38%	*37%*	*27%*	*20%*	*47%*	*33%*	*43%*	*34%*	*40%*	-	*83%*	*47%*	*21%*	*37%*	*44%*	*42%*	*36%*	*38%*	*37%*	*40%*
Too easy to access negative things/ concerning material	**28**	15	3	3	24	11	17	10	5	-	2	20	7	27	6	6	8	8	16	16
	40%	*35%*	*28%*	*23%*	*51%*	*31%*	*49%*	*38%*	*31%*	-	*83%*	*47%*	*26%*	*39%*	*53%*	*50%*	*28%*	*42%*	*34%*	*36%*
Other (please type in)	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Absolutes/col percents

Table 205

Q27 Why do you say the amount of regulation for Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.) is too little?
Base: All saying 'too little'

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**82**	27	49	6	24	3	27	-	12	51	3
Base	**71***	25**	40*	7**	23**	2**	25**	-**	10*	46*	2**
Effective Base	**54**	18	33	4	16	3	18	-	10	30	3
Need to protect children/ young people	**52**	16	32	4	14	2	16	-	5	39	1
	73%	*64%*	*81%*	*61%*	*61%*	*100%*	*64%*	-	*51%*	*84%*	*30%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	**40**	13	23	4	11	2	13	-	4	30	1
	55%	*51%*	*57%*	*61%*	*47%*	*100%*	*51%*	-	*38%*	*65%*	*43%*
Need to protect general public	**33**	10	17	6	9	1	10	-	8	20	1
	46%	*40%*	*42%*	*92%*	*41%*	*29%*	*40%*	-	*80%*	*44%*	*72%*
Too much offensive content	**27**	5	17	5	3	1	5	-	2	22	1
	38%	*20%*	*44%*	*70%*	*15%*	*74%*	*20%*	-	*20%*	*48%*	*28%*
Too easy to access negative things/ concerning material	**28**	6	18	4	4	2	6	-	2	22	-
	40%	*24%*	*46%*	*59%*	*18%*	*100%*	*24%*	-	*19%*	*48%*	-
Other (please type in)	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 206

Q27 Why do you say the amount of regulation for Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc is too little?
Base: All saying 'too little'

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**84**	40	44	28	22	12	12	4	6	50	24	10	26	10	2	2	24	14	2	4	30	24	13	17	54	30
Base	**77***	39**	39**	27**	17**	11**	17**	2**	3**	44*	28**	5**	23**	13**	1**	1**	21**	15**	1**	2**	22**	26**	14**	15**	49*	29**
Effective Base	**51**	24	28	21	12	10	7	4	6	33	14	9	16	6	2	2	17	8	2	4	27	13	7	11	33	18
Need to protect children/ young people	**49**	27	22	15	11	6	14	1	2	26	20	3	18	8	-	1	8	12	1	1	12	19	9	9	32	18
	64%	*71%*	*57%*	*55%*	*66%*	*52%*	*82%*	*54%*	*68%*	*59%*	*71%*	*62%*	*77%*	*62%*	-	*100%*	*40%*	*78%*	*100%*	*46%*	*55%*	*73%*	*64%*	*59%*	*65%*	*61%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	**35**	20	15	7	10	3	13	*	2	17	16	2	11	8	-	1	6	8	*	*	11	13	5	6	24	11
	45%	*53%*	*38%*	*24%*	*59%*	*28%*	*76%*	*15%*	*54%*	*38%*	*58%*	*38%*	*47%*	*62%*	-	*100%*	*27%*	*55%*	*28%*	*23%*	*50%*	*50%*	*34%*	*39%*	*50%*	*37%*
Need to protect general public	**30**	14	16	5	3	4	13	1	3	9	17	5	5	8	1	1	4	9	1	2	7	14	4	5	21	9
	39%	*37%*	*42%*	*20%*	*20%*	*36%*	*77%*	*61%*	*100%*	*20%*	*61%*	*84%*	*19%*	*61%*	*48%*	*100%*	*20%*	*61%*	*72%*	*100%*	*33%*	*52%*	*31%*	*35%*	*43%*	*33%*
Too much offensive content	**21**	10	12	7	2	2	8	1	2	8	11	3	3	5	1	1	5	5	*	1	6	11	1	3	17	4
	28%	*25%*	*30%*	*24%*	*9%*	*21%*	*48%*	*38%*	*55%*	*18%*	*38%*	*48%*	*13%*	*41%*	*48%*	*60%*	*24%*	*35%*	*28%*	*52%*	*27%*	*42%*	*9%*	*20%*	*35%*	*15%*
Too easy to access negative things/ concerning material	**37**	18	19	12	3	6	11	2	2	15	17	5	6	11	1	1	10	6	1	2	11	12	5	9	24	13
	48%	*47%*	*49%*	*44%*	*20%*	*58%*	*64%*	*100%*	*76%*	*35%*	*62%*	*86%*	*25%*	*85%*	*100%*	*40%*	*46%*	*42%*	*100%*	*100%*	*52%*	*47%*	*32%*	*60%*	*49%*	*46%*
Other (please type in)	**1**	-	1	-	1	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	1	-	-	1
	1%	-	*2%*	-	*5%*	-	-	-	-	*2%*	-	-	-	-	-	-	*4%*	-	-	-	-	-	*6%*	-	-	*3%*
Don't know	**1**	-	1	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-
	2%	-	*3%*	*4%*	-	-	-	-	-	*3%*	-	-	-	-	-	-	*6%*	-	-	-	*5%*	-	-	-	*2%*	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Absolutes/col percents

Table 206

Q27 Why do you say the amount of regulation for Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc is too little?
Base: All saying 'too little'

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**84**	55	29	52	32	-	2	6	9	4	7	6	6	10	24	74	4	4	2	17	11	46
Base	**77***	49*	29**	43*	34**	-**	2**	6**	7**	3**	5**	14**	6**	10**	17**	69*	2**	2**	4**	14**	8**	46**
Effective Base	**51**	35	17	32	20	-	2	3	9	4	7	5	6	7	19	47	4	4	1	11	10	28
Need to protect children/ young people	**49**	33	17	28	21	-	-	2	5	3	3	11	1	8	10	44	1	*	4	7	6	31
	64%	*67%*	*58%*	*65%*	*62%*	-	-	*34%*	*80%*	*85%*	*67%*	*80%*	*21%*	*81%*	*62%*	*64%*	*42%*	*16%*	*100%*	*51%*	*74%*	*66%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	**35**	23	12	21	14	-	-	2	1	1	3	9	1	6	4	28	1	2	4	3	4	21
	45%	*47%*	*42%*	*50%*	*39%*	-	-	*27%*	*21%*	*31%*	*67%*	*68%*	*19%*	*64%*	*26%*	*41%*	*59%*	*83%*	*81%*	*21%*	*53%*	*45%*
Need to protect general public	**30**	19	11	20	10	-	2	1	2	*	3	7	-	5	5	25	1	*	4	5	3	17
	39%	*40%*	*38%*	*46%*	*30%*	-	*100%*	*14%*	*38%*	*15%*	*61%*	*49%*	-	*56%*	*30%*	*37%*	*46%*	*17%*	*81%*	*34%*	*43%*	*37%*
Too much offensive content	**21**	10	11	13	8	-	-	1	-	1	2	4	-	5	6	19	1	1	1	1	3	15
	28%	*21%*	*39%*	*31%*	*24%*	-	-	*16%*	-	*36%*	*48%*	*31%*	-	*47%*	*35%*	*28%*	*23%*	*46%*	*19%*	*7%*	*43%*	*32%*
Too easy to access negative things/ concerning material	**37**	20	17	22	15	-	-	5	3	2	3	8	2	7	4	34	1	1	1	8	5	21
	48%	*41%*	*60%*	*51%*	*44%*	-	-	*73%*	*44%*	*69%*	*69%*	*59%*	*28%*	*76%*	*24%*	*50%*	*46%*	*54%*	*19%*	*52%*	*69%*	*46%*
Other (please type in)	**1**	1	-	1	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	1
	1%	*2%*	-	*2%*	-	-	-	-	-	-	-	-	*13%*	-	-	*1%*	-	-	-	-	-	*2%*
Don't know	**1**	-	1	1	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	1
	2%	-	*4%*	*3%*	-	-	-	-	-	-	-	-	*19%*	-	-	*2%*	-	-	-	-	-	*3%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Absolutes/col percents

Table 206

Q27 Why do you say the amount of regulation for Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc is too little?
Base: All saying 'too little'

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**84**	63	67	69	42	60	37	50	34	25	67	38	56	36	30	83	1	78	81	83
Base	**77***	54*	63*	65*	32*	53*	29**	47*	31**	25**	63*	31**	51*	37**	28**	77*	1**	68*	76*	77*
Effective Base	**51**	41	42	43	38	41	23	32	23	16	42	24	37	22	20	51	1	49	50	51
Need to protect children/ young people	**49**	34	39	40	18	31	18	29	20	15	39	20	31	25	17	49	-	41	49	49
	64%	*64%*	*62%*	*62%*	*58%*	*58%*	*62%*	*61%*	*63%*	*62%*	*62%*	*64%*	*60%*	*68%*	*62%*	*64%*	-	*60%*	*64%*	*64%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	**35**	24	25	27	10	21	16	17	13	13	25	16	19	17	13	35	-	31	35	35
	45%	*45%*	*40%*	*41%*	*31%*	*39%*	*53%*	*37%*	*41%*	*50%*	*40%*	*50%*	*38%*	*47%*	*48%*	*45%*	-	*45%*	*45%*	*45%*
Need to protect general public	**30**	25	25	23	11	19	13	14	8	10	25	13	16	12	12	30	1	26	30	30
	39%	*47%*	*39%*	*36%*	*34%*	*35%*	*46%*	*30%*	*26%*	*41%*	*39%*	*43%*	*31%*	*34%*	*43%*	*39%*	*100%*	*38%*	*39%*	*39%*
Too much offensive content	**21**	15	20	17	7	16	10	10	7	9	20	10	11	11	11	21	1	20	20	21
	28%	*28%*	*32%*	*26%*	*21%*	*29%*	*33%*	*21%*	*22%*	*36%*	*32%*	*31%*	*22%*	*30%*	*40%*	*27%*	*100%*	*30%*	*27%*	*27%*
Too easy to access negative things/ concerning material	**37**	27	34	31	11	26	15	16	9	12	34	17	19	14	15	37	1	34	36	37
	48%	*50%*	*55%*	*47%*	*33%*	*48%*	*51%*	*34%*	*28%*	*48%*	*55%*	*54%*	*38%*	*39%*	*54%*	*48%*	*100%*	*51%*	*48%*	*48%*
Other (please type in)	**1**	-	1	1	1	1	-	-	-	-	1	-	-	-	-	1	-	1	1	1
	1%	-	*1%*	*1%*	*3%*	*2%*	-	-	-	-	*1%*	-	-	-	-	*1%*	-	*1%*	*1%*	*1%*
Don't know	**1**	1	1	1	1	1	-	1	1	1	1	-	1	1	1	1	-	1	1	1
	2%	*2%*	*2%*	*2%*	*4%*	*2%*	-	*3%*	*4%*	*5%*	*2%*	-	*2%*	*3%*	*4%*	*2%*	-	*2%*	*2%*	*2%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 206

Q27 Why do you say the amount of regulation for Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc is too little?
Base: All saying 'too little'

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	**84**	48	17	16	60	25	59	17	11	-	10	49	24	73	16	19	35	20	55	50
Base	**77***	38*	12**	17**	51*	22**	55*	14**	11**	-**	8**	45**	23**	68*	15**	17**	29**	19**	48*	43*
Effective Base	**51**	39	14	11	38	22	32	16	9	-	8	27	17	43	10	12	24	11	34	31
Need to protect children/ young people	**49**	21	8	12	29	13	37	8	5	-	7	33	10	43	8	9	19	15	34	29
	64%	*56%*	*62%*	*70%*	*57%*	*58%*	*66%*	*60%*	*49%*	-	*80%*	*72%*	*43%*	*62%*	*51%*	*53%*	*64%*	*79%*	*70%*	*67%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	**35**	13	5	8	21	9	25	8	4	-	2	25	8	33	5	6	17	7	24	21
	45%	*34%*	*39%*	*49%*	*42%*	*43%*	*46%*	*56%*	*34%*	-	*19%*	*56%*	*35%*	*49%*	*32%*	*33%*	*59%*	*37%*	*50%*	*48%*
Need to protect general public	**30**	15	3	9	20	6	25	4	3	-	4	19	7	26	6	7	11	11	21	22
	39%	*39%*	*22%*	*55%*	*39%*	*26%*	*45%*	*29%*	*32%*	-	*48%*	*42%*	*30%*	*38%*	*40%*	*42%*	*37%*	*56%*	*44%*	*50%*
Too much offensive content	**21**	9	5	1	20	5	17	4	1	-	1	17	3	21	6	6	6	6	12	12
	28%	*23%*	*37%*	*8%*	*40%*	*22%*	*30%*	*26%*	*12%*	-	*9%*	*38%*	*15%*	*30%*	*42%*	*37%*	*22%*	*31%*	*25%*	*27%*
Too easy to access negative things/ concerning material	**37**	16	6	5	31	8	29	6	5	-	5	22	10	31	10	10	11	11	21	19
	48%	*43%*	*44%*	*28%*	*62%*	*38%*	*52%*	*40%*	*43%*	-	*63%*	*48%*	*42%*	*46%*	*66%*	*58%*	*36%*	*57%*	*44%*	*43%*
Other (please type in)	**1**	-	1	-	1	-	1	-	-	-	-	1	-	1	1	1	-	-	-	-
	1%	-	*7%*	-	*2%*	-	*2%*	-	-	-	-	*2%*	-	*1%*	*6%*	*5%*	-	-	-	-
Don't know	**1**	1	-	-	1	-	1	-	-	-	-	1	-	1	-	-	-	-	-	-
	2%	*3%*	-	-	*2%*	-	*2%*	-	-	-	-	*3%*	-	*2%*	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 206

Q27 Why do you say the amount of regulation for Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc is too little?
Base: All saying 'too little'

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**84**	37	43	4	32	5	35	2	15	55	10
Base	**77***	34**	39**	5**	31**	3**	33**	1**	13*	55*	8**
Effective Base	**51**	25	24	3	22	5	24	2	14	32	9
Need to protect children/ young people	**49**	21	25	3	19	2	20	1	8	37	3
	64%	*61%*	*65%*	*72%*	*61%*	*68%*	*61%*	*59%*	*61%*	*68%*	*40%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	**35**	14	17	4	13	1	13	*	5	29	2
	45%	*40%*	*44%*	*88%*	*41%*	*36%*	*40%*	*41%*	*43%*	*53%*	*29%*
Need to protect general public	**30**	9	18	3	8	1	9	-	6	24	1
	39%	*28%*	*45%*	*72%*	*27%*	*37%*	*29%*	-	*45%*	*43%*	*11%*
Too much offensive content	**21**	6	11	4	5	1	6	-	2	15	4
	28%	*18%*	*29%*	*83%*	*18%*	*20%*	*18%*	-	*18%*	*28%*	*49%*
Too easy to access negative things/ concerning material	**37**	12	23	3	11	1	12	-	7	30	3
	48%	*35%*	*58%*	*55%*	*35%*	*37%*	*36%*	-	*53%*	*54%*	*41%*
Other (please type in)	**1**	-	1	-	-	-	-	-	-	1	-
	1%	-	*2%*	-	-	-	-	-	-	*2%*	-
Don't know	**1**	-	1	-	-	-	-	-	-	1	-
	2%	-	*3%*	-	-	-	-	-	-	*2%*	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 207

Q27 Why do you say the amount of regulation for Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc is too little?
Base: All saying 'too little'

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**31**	20	11	10	10	7	2	1	1	20	9	2	12	6	1	1	8	3	-	-	12	10	6	3	22	9
Base	**32***	23**	9**	9**	7**	12**	2**	1**	1**	16**	14**	2**	10**	11**	1**	1**	6**	2**	-**	-**	9**	13**	6**	3**	22**	9**
Effective Base	**15**	9	10	9	9	3	2	1	1	18	4	2	11	3	1	1	7	3	-	-	11	3	6	3	9	9
Need to protect children/ young people	**21**	16	5	6	4	9	1	-	1	11	9	1	7	8	-	1	3	2	-	-	6	11	2	2	17	4
	67%	*71%*	*57%*	*68%*	*63%*	*74%*	*38%*	*-*	*100%*	*66%*	*69%*	*50%*	*74%*	*70%*	*-*	*100%*	*54%*	*65%*	*-*	*-*	*63%*	*86%*	*30%*	*73%*	*77%*	*44%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	**7**	5	2	1	3	1	1	-	1	4	2	1	2	2	-	1	2	-	-	-	3	1	2	-	5	2
	21%	*21%*	*21%*	*9%*	*46%*	*7%*	*62%*	*-*	*100%*	*24%*	*14%*	*50%*	*22%*	*17%*	*-*	*100%*	*29%*	*-*	*-*	*-*	*33%*	*11%*	*33%*	*-*	*20%*	*23%*
Need to protect general public	**8**	7	1	1	2	2	1	1	1	3	3	2	2	3	1	1	1	-	-	-	4	1	4	-	5	4
	26%	*31%*	*12%*	*9%*	*35%*	*19%*	*62%*	*100%*	*100%*	*20%*	*24%*	*100%*	*22%*	*29%*	*100%*	*100%*	*17%*	*-*	*-*	*-*	*40%*	*7%*	*56%*	*-*	*21%*	*38%*
Too much offensive content	**14**	10	4	2	2	9	-	-	1	5	9	1	1	8	-	1	3	1	-	-	3	7	2	2	10	4
	45%	*44%*	*48%*	*24%*	*34%*	*74%*	*-*	*-*	*100%*	*29%*	*65%*	*50%*	*13%*	*71%*	*-*	*100%*	*53%*	*35%*	*-*	*-*	*31%*	*56%*	*32%*	*71%*	*46%*	*44%*
Too easy to access negative things/ concerning material	**9**	3	6	4	3	2	1	-	-	6	2	-	2	1	-	-	4	2	-	-	4	2	3	-	6	3
	28%	*13%*	*66%*	*41%*	*37%*	*14%*	*38%*	*-*	*-*	*39%*	*17%*	*-*	*22%*	*7%*	*-*	*-*	*66%*	*65%*	*-*	*-*	*38%*	*18%*	*44%*	*-*	*27%*	*30%*
Other (please type in)	**1**	1	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	1	-
	2%	*3%*	*-*	*-*	*9%*	*-*	*-*	*-*	*-*	*4%*	*-*	*-*	*6%*	*-*	*-*	*-*	*-*	*-*	*-*	*-*	*-*	*5%*	*-*	*-*	*3%*	*-*
Don't know	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Absolutes/col percents

Table 207

Q27 Why do you say the amount of regulation for Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc is too little?
Base: All saying 'too little'

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	31	26	5	20	11	-	3	2	2	1	6	1	4	4	6	29	-	1	1	7	7	15
Base	32*	27**	5**	22**	10**	-**	2**	2**	1**	7**	5**	2**	5**	3**	3**	30**	-**	1**	1**	6**	12**	13**
Effective Base	15	12	5	8	9	-	3	2	2	1	6	1	4	4	6	14	-	1	1	7	3	13
Need to protect children/ young people	21	17	4	15	6	-	1	1	1	7	4	-	4	3	1	20	-	1	-	2	10	8
	67%	*65%*	*79%*	*69%*	*61%*	-	*34%*	*45%*	*51%*	*100%*	*70%*	-	*78%*	*100%*	*28%*	*67%*	-	*100%*	-	*42%*	*87%*	*61%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	7	6	1	5	2	-	1	1	-	-	2	-	1	1	1	6	-	1	-	2	2	2
	21%	*22%*	*16%*	*23%*	*17%*	-	*34%*	*55%*	-	-	*29%*	-	*23%*	*24%*	*18%*	*19%*	-	*100%*	-	*35%*	*13%*	*19%*
Need to protect general public	8	7	1	5	3	-	-	1	1	-	4	2	-	-	*	8	-	-	-	2	4	2
	26%	*27%*	*16%*	*22%*	*33%*	-	-	*55%*	*100%*	-	*75%*	*100%*	-	-	*9%*	*27%*	-	-	-	*40%*	*34%*	*15%*
Too much offensive content	14	13	2	12	2	-	1	-	-	7	3	-	2	-	1	13	-	1	1	1	9	3
	45%	*47%*	*37%*	*57%*	*19%*	-	*33%*	-	-	*100%*	*54%*	-	*45%*	-	*17%*	*43%*	-	*100%*	*100%*	*15%*	*79%*	*21%*
Too easy to access negative things/ concerning material	9	7	2	7	2	-	2	-	-	-	1	-	2	2	1	8	-	1	-	2	1	6
	28%	*26%*	*39%*	*32%*	*17%*	-	*67%*	-	-	-	*14%*	-	*45%*	*71%*	*37%*	*26%*	-	*100%*	-	*30%*	*6%*	*44%*
Other (please type in)	1	1	-	1	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1
	2%	*2%*	-	*3%*	-	-	-	-	-	-	-	-	-	-	*18%*	*2%*	-	-	-	-	-	*5%*
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Absolutes/col percents

Table 207

Q27 Why do you say the amount of regulation for Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc is too little?
Base: All saying 'too little'

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**31**	26	28	31	31	28	17	27	22	13	28	18	28	22	13	31	-	29	31	31
Base	**32***	27**	29**	32**	32**	29**	13**	28**	19**	17**	29**	15**	29**	19**	17**	32**	-**	24**	32**	32**
Effective Base	**15**	12	13	15	15	13	16	13	20	5	13	17	13	20	5	15	-	26	15	15
Need to protect children/ young people	**21**	20	20	21	21	20	8	20	12	14	20	9	20	12	14	21	-	14	21	21
	67%	*71%*	*67%*	*67%*	*67%*	*67%*	*59%*	*69%*	*65%*	*80%*	*67%*	*62%*	*70%*	*65%*	*80%*	*67%*	-	*57%*	*67%*	*67%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	**7**	5	6	7	7	6	3	6	7	2	6	3	6	7	2	7	-	6	7	7
	21%	*18%*	*20%*	*21%*	*21%*	*20%*	*25%*	*21%*	*35%*	*14%*	*20%*	*23%*	*20%*	*35%*	*14%*	*21%*	-	*24%*	*21%*	*21%*
Need to protect general public	**8**	5	7	8	8	7	3	7	6	3	7	3	7	6	3	8	-	7	8	8
	26%	*20%*	*25%*	*26%*	*26%*	*25%*	*20%*	*23%*	*34%*	*18%*	*25%*	*19%*	*23%*	*34%*	*18%*	*26%*	-	*30%*	*26%*	*26%*
Too much offensive content	**14**	14	13	14	14	13	6	13	6	10	13	6	13	6	10	14	-	7	14	14
	45%	*52%*	*43%*	*45%*	*45%*	*43%*	*47%*	*44%*	*32%*	*59%*	*43%*	*43%*	*43%*	*32%*	*59%*	*45%*	-	*29%*	*45%*	*45%*
Too easy to access negative things/ concerning material	**9**	9	8	9	9	8	7	7	6	4	8	7	8	6	4	9	-	9	9	9
	28%	*32%*	*28%*	*28%*	*28%*	*28%*	*54%*	*25%*	*33%*	*22%*	*28%*	*49%*	*27%*	*33%*	*22%*	*28%*	-	*36%*	*28%*	*28%*
Other (please type in)	**1**	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	-	1	1	1
	2%	*2%*	*2%*	*2%*	*2%*	*2%*	*4%*	*2%*	*3%*	*4%*	*2%*	*4%*	*2%*	*3%*	*4%*	*2%*	-	*2%*	*2%*	*2%*
Don't know	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 207

Q27 Why do you say the amount of regulation for Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc is too little?
Base: All saying 'too little'

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	31	24	6	6	22	15	16	12	6	-	2	15	14	29	2	3	23	4	27	23
Base	32*	27**	4**	6**	23**	19**	13**	16**	11**	-**	1**	12**	18**	30**	7**	8**	17**	5**	23**	20**
Effective Base	15	12	6	5	9	6	15	5	3	-	2	14	6	14	1	1	21	4	24	21
Need to protect children/ young people	21	19	2	3	18	13	9	12	8	-	1	8	12	20	7	7	9	3	13	11
	67%	*71%*	*48%*	*42%*	*76%*	*67%*	*67%*	*74%*	*73%*	-	*100%*	*65%*	*65%*	*65%*	*100%*	*91%*	*54%*	*68%*	*57%*	*53%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	7	6	1	1	6	4	3	3	2	-	1	4	2	6	1	1	6	-	6	5
	21%	*22%*	*21%*	*18%*	*24%*	*21%*	*21%*	*20%*	*14%*	-	*78%*	*34%*	*9%*	*19%*	*11%*	*10%*	*34%*	-	*26%*	*26%*
Need to protect general public	8	5	2	4	2	5	3	3	2	-	*	4	4	8	1	2	4	2	6	6
	26%	*18%*	*66%*	*67%*	*8%*	*27%*	*24%*	*22%*	*21%*	-	*22%*	*33%*	*21%*	*26%*	*11%*	*19%*	*23%*	*32%*	*25%*	*30%*
Too much offensive content	14	13	1	1	13	11	4	9	9	-	1	4	9	13	7	7	7	-	7	6
	45%	*48%*	*37%*	*22%*	*56%*	*57%*	*27%*	*60%*	*85%*	-	*78%*	*35%*	*49%*	*44%*	*100%*	*91%*	*40%*	-	*31%*	*32%*
Too easy to access negative things/ concerning material	9	8	1	1	8	3	6	2	2	-	1	3	4	8	-	-	9	-	9	7
	28%	*30%*	*19%*	*11%*	*35%*	*17%*	*44%*	*15%*	*14%*	-	*78%*	*29%*	*23%*	*25%*	-	-	*50%*	-	*39%*	*37%*
Other (please type in)	1	1	-	-	1	1	-	1	-	-	-	-	1	1	-	-	1	-	1	1
	2%	*2%*	-	-	*3%*	*3%*	-	*4%*	-	-	-	-	*3%*	*2%*	-	-	*3%*	-	*3%*	*3%*
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Absolutes/col percents

Table 207

Q27 Why do you say the amount of regulation for Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc is too little?
Base: All saying 'too little'

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**31**	16	12	3	15	1	16	-	7	20	3
Base	**32***	14**	15**	2**	14**	1**	14**	-**	7*	22**	2**
Effective Base	**15**	14	5	3	13	1	14	-	6	8	3
Need to protect children/ young people	**21**	8	11	2	8	-	8	-	3	15	1
	67%	*59%*	*73%*	*73%*	*61%*	-	*59%*	-	*51%*	*71%*	*51%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	**7**	3	2	2	3	-	3	-	2	7	-
	21%	*23%*	*12%*	*73%*	*24%*	-	*23%*	-	*25%*	*31%*	-
Need to protect general public	**8**	6	1	2	6	-	6	-	5	4	-
	26%	*39%*	*7%*	*73%*	*40%*	-	*39%*	-	*71%*	*20%*	-
Too much offensive content	**14**	2	10	2	2	-	2	-	1	13	1
	45%	*15%*	*67%*	*100%*	*15%*	-	*15%*	-	*20%*	*61%*	*49%*
Too easy to access negative things/ concerning material	**9**	4	4	1	4	-	4	-	-	7	-
	28%	*26%*	*28%*	*36%*	*27%*	-	*26%*	-	-	*34%*	-
Other (please type in)	**1**	1	-	-	-	1	1	-	-	1	-
	2%	*4%*	-	-	-	*100%*	*4%*	-	-	*3%*	-
Don't know	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 208

Q27 Why do you say the amount of regulation for All on-line and on-demand TV or video services is too little?
Base: All saying 'too little'

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**31**	20	11	10	10	7	2	1	1	20	9	2	12	6	1	1	8	3	-	-	12	10	6	3	22	9
Base	**32***	23**	9**	9**	7**	12**	2**	1**	1**	16**	14**	2**	10**	11**	1**	1**	6**	2**	-**	-**	9**	13**	6**	3**	22**	9**
Effective Base	**15**	9	10	9	9	3	2	1	1	18	4	2	11	3	1	1	7	3	-	-	11	3	6	3	9	9
Need to protect children/ young people	**14**	13	1	3	3	8	-	-	1	6	8	1	5	8	-	1	1	-	-	-	5	9	1	-	14	1
	46%	*58%*	*12%*	*31%*	*39%*	*67%*	-	-	*100%*	*35%*	*58%*	*50%*	*46%*	*70%*	-	*100%*	*17%*	-	-	-	*50%*	*70%*	*14%*	-	*61%*	*9%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	**6**	5	1	3	2	1	-	-	1	5	1	1	4	1	-	1	1	-	-	-	3	1	-	2	4	2
	19%	*23%*	*9%*	*32%*	*22%*	*7%*	-	-	*100%*	*28%*	*6%*	*50%*	*38%*	*7%*	-	*100%*	*12%*	-	-	-	*33%*	*6%*	-	*73%*	*18%*	*23%*
Need to protect general public	**7**	6	1	4	1	2	-	-	1	5	2	1	4	2	-	1	1	-	-	-	2	1	2	1	3	4
	23%	*26%*	*12%*	*39%*	*15%*	*14%*	-	-	*100%*	*29%*	*12%*	*50%*	*36%*	*14%*	-	*100%*	*17%*	-	-	-	*24%*	*9%*	*39%*	*44%*	*15%*	*40%*
Too much offensive content	**13**	11	1	1	1	9	-	1	1	2	9	2	1	9	1	1	1	-	-	-	4	7	2	-	11	2
	40%	*50%*	*15%*	*9%*	*19%*	*76%*	-	*100%*	*100%*	*13%*	*66%*	*100%*	*8%*	*79%*	*100%*	*100%*	*21%*	-	-	-	*40%*	*57%*	*25%*	-	*50%*	*17%*
Too easy to access negative things/ concerning material	**4**	3	1	1	2	1	-	-	-	3	1	-	2	1	-	-	1	-	-	-	3	1	-	-	4	-
	12%	*13%*	*9%*	*15%*	*22%*	*7%*	-	-	-	*18%*	*6%*	-	*22%*	*7%*	-	-	*12%*	-	-	-	*32%*	*6%*	-	-	*17%*	-
Other (please type in)	**1**	1	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	1	-
	2%	*3%*	-	-	*9%*	-	-	-	-	*4%*	-	-	*6%*	-	-	-	-	-	-	-	-	*5%*	-	-	*3%*	-
Don't know	**1**	1	-	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	1
	3%	*5%*	-	-	-	-	*62%*	-	-	-	*8%*	-	-	*10%*	-	-	-	-	-	-	-	-	*17%*	-	-	*11%*
Not stated	**10**	3	7	4	3	2	1	-	-	7	3	-	2	1	-	-	5	2	-	-	3	3	3	1	6	4
	31%	*11%*	*81%*	*39%*	*44%*	*19%*	*38%*	-	-	*41%*	*22%*	-	*20%*	*6%*	-	-	*74%*	*100%*	-	-	*29%*	*26%*	*44%*	*27%*	*27%*	*39%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Absolutes/col percents

Table 208

Q27 Why do you say the amount of regulation for All on-line and on-demand TV or video services is too little?
Base: All saying 'too little'

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	31	26	5	20	11	-	3	2	2	1	6	1	4	4	6	29	-	1	1	7	7	15
Base	32*	27**	5**	22**	10**	-**	2**	2**	1**	7**	5**	2**	5**	3**	3**	30**	-**	1**	1**	6**	12**	13**
Effective Base	15	12	5	8	9	-	3	2	2	1	6	1	4	4	6	14	-	1	1	7	3	13
Need to protect children/ young people	14	12	2	12	2	-	1	-	1	7	2	-	1	2	*	14	-	1	-	1	9	3
	46%	*46%*	*43%*	*56%*	*22%*	-	*34%*	-	*51%*	*100%*	*45%*	-	*28%*	*53%*	*9%*	*45%*	-	*100%*	-	*26%*	*76%*	*26%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	6	4	2	5	1	-	1	1	-	-	3	-	-	1	-	5	-	1	-	2	3	1
	19%	*17%*	*35%*	*24%*	*9%*	-	*34%*	*45%*	-	-	*54%*	-	-	*24%*	-	*18%*	-	*100%*	-	*31%*	*24%*	*6%*
Need to protect general public	7	6	1	5	3	-	1	-	-	-	4	2	-	-	1	7	-	-	-	1	4	3
	23%	*24%*	*16%*	*21%*	*26%*	-	*34%*	-	-	-	*70%*	*100%*	-	-	*29%*	*24%*	-	-	-	*15%*	*31%*	*20%*
Too much offensive content	13	12	1	10	2	-	1	-	-	7	2	2	-	-	1	12	-	1	-	1	9	2
	40%	*44%*	*16%*	*47%*	*24%*	-	*34%*	-	-	*100%*	*43%*	*100%*	-	-	*17%*	*39%*	-	*100%*	-	*15%*	*75%*	*17%*
Too easy to access negative things/ concerning material	4	4	-	3	1	-	1	-	-	-	1	-	-	1	1	3	-	1	-	1	1	1
	12%	*14%*	-	*14%*	*6%*	-	*34%*	-	-	-	*14%*	-	-	*24%*	*19%*	*10%*	-	*100%*	-	*15%*	*6%*	*11%*
Other (please type in)	1	1	-	1	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1
	2%	*2%*	-	*3%*	-	-	-	-	-	-	-	-	-	-	*18%*	*2%*	-	-	-	-	-	*5%*
Don't know	1	1	-	1	-	-	-	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-
	3%	*4%*	-	*5%*	-	-	-	*55%*	-	-	-	-	-	-	-	*4%*	-	-	-	*20%*	-	-
Not stated	10	8	2	6	4	-	2	-	1	-	1	-	3	2	1	9	-	-	1	2	1	6
	31%	*29%*	*39%*	*27%*	*38%*	-	*66%*	-	*49%*	-	*15%*	-	*72%*	*47%*	*36%*	*30%*	-	-	*100%*	*39%*	*7%*	*48%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Absolutes/col percents

Table 208

Q27 Why do you say the amount of regulation for All on-line and on-demand TV or video services is too little?
Base: All saying 'too little'

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**31**	26	28	31	31	28	17	27	22	13	28	18	28	22	13	31	-	29	31	31
Base	**32***	27**	29**	32**	32**	29**	13**	28**	19**	17**	29**	15**	29**	19**	17**	32**	-**	24**	32**	32**
Effective Base	**15**	12	13	15	15	13	16	13	20	5	13	17	13	20	5	15	-	26	15	15
Need to protect children/ young people	**14**	14	14	14	14	14	5	14	6	9	14	6	14	6	9	14	-	7	14	14
	46%	*53%*	*47%*	*46%*	*46%*	*47%*	*35%*	*48%*	*33%*	*56%*	*47%*	*41%*	*47%*	*33%*	*56%*	*46%*	-	*29%*	*46%*	*46%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	**6**	5	5	6	6	5	4	5	6	4	5	4	5	6	4	6	-	5	6	6
	19%	*19%*	*18%*	*19%*	*19%*	*18%*	*27%*	*19%*	*32%*	*21%*	*18%*	*25%*	*18%*	*32%*	*21%*	*19%*	-	*22%*	*19%*	*19%*
Need to protect general public	**7**	7	6	7	7	6	4	6	7	4	6	4	6	7	4	7	-	6	7	7
	23%	*26%*	*22%*	*23%*	*23%*	*22%*	*33%*	*22%*	*36%*	*26%*	*22%*	*30%*	*22%*	*36%*	*26%*	*23%*	-	*26%*	*23%*	*23%*
Too much offensive content	**13**	12	12	13	13	12	3	12	5	10	12	3	12	5	10	13	-	5	13	13
	40%	*43%*	*41%*	*40%*	*40%*	*41%*	*22%*	*42%*	*28%*	*61%*	*41%*	*20%*	*41%*	*28%*	*61%*	*40%*	-	*22%*	*40%*	*40%*
Too easy to access negative things/ concerning material	**4**	4	4	4	4	4	3	4	4	2	4	3	4	4	2	4	-	4	4	4
	12%	*14%*	*13%*	*12%*	*12%*	*13%*	*22%*	*13%*	*20%*	*13%*	*13%*	*20%*	*13%*	*20%*	*13%*	*12%*	-	*16%*	*12%*	*12%*
Other (please type in)	**1**	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	-	1	1	1
	2%	*2%*	*2%*	*2%*	*2%*	*2%*	*4%*	*2%*	*3%*	*4%*	*2%*	*4%*	*2%*	*3%*	*4%*	*2%*	-	*2%*	*2%*	*2%*
Don't know	**1**	-	1	1	1	1	-	1	1	-	1	-	1	1	-	1	-	1	1	1
	3%	-	*4%*	*3%*	*3%*	*4%*	-	*4%*	*6%*	-	*4%*	-	*4%*	*6%*	-	*3%*	-	*4%*	*3%*	*3%*
Not stated	**10**	8	8	10	10	8	6	7	6	3	8	6	8	6	3	10	-	10	10	10
	31%	*30%*	*28%*	*31%*	*31%*	*28%*	*42%*	*25%*	*32%*	*16%*	*28%*	*38%*	*27%*	*32%*	*16%*	*31%*	-	*40%*	*31%*	*31%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
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Absolutes/col percents

Table 208

Q27 Why do you say the amount of regulation for All on-line and on-demand TV or video services is too little?
Base: All saying 'too little'

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	31	24	6	6	22	15	16	12	6	-	2	15	14	29	2	3	23	4	27	23
Base	32*	27**	4**	6**	23**	19**	13**	16**	11**	-**	1**	12**	18**	30**	7**	8**	17**	5**	23**	20**
Effective Base	15	12	6	5	9	6	15	5	3	-	2	14	6	14	1	1	21	4	24	21
Need to protect children/ young people	14	13	1	1	13	10	5	9	8	-	*	4	10	14	7	7	4	2	6	5
	46%	*49%*	*30%*	*10%*	*56%*	*52%*	*36%*	*57%*	*73%*	-	*22%*	*32%*	*56%*	*47%*	*100%*	*91%*	*23%*	*43%*	*28%*	*27%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	6	5	1	1	5	4	2	3	2	-	-	4	2	6	1	1	5	-	5	4
	19%	*20%*	*21%*	*22%*	*21%*	*19%*	*19%*	*18%*	*14%*	-	-	*31%*	*13%*	*20%*	*11%*	*10%*	*30%*	-	*24%*	*19%*
Need to protect general public	7	6	1	3	3	4	3	2	2	-	*	4	3	7	1	1	4	2	5	5
	23%	*22%*	*30%*	*48%*	*14%*	*20%*	*27%*	*13%*	*21%*	-	*22%*	*31%*	*17%*	*23%*	*11%*	*10%*	*22%*	*32%*	*24%*	*27%*
Too much offensive content	13	11	2	2	10	11	2	8	10	-	-	2	11	13	7	8	3	2	5	5
	40%	*39%*	*58%*	*27%*	*44%*	*59%*	*13%*	*51%*	*93%*	-	-	*18%*	*57%*	*42%*	*100%*	*100%*	*17%*	*32%*	*20%*	*24%*
Too easy to access negative things/ concerning material	4	4	-	-	4	2	1	2	2	-	-	2	2	4	-	-	4	-	4	3
	12%	*14%*	-	-	*16%*	*12%*	*11%*	*10%*	*14%*	-	-	*19%*	*9%*	*12%*	-	-	*22%*	-	*17%*	*15%*
Other (please type in)	1	1	-	-	1	1	-	1	-	-	-	-	1	1	-	-	1	-	1	1
	2%	*2%*	-	-	*3%*	*3%*	-	*4%*	-	-	-	-	*3%*	*2%*	-	-	*3%*	-	*3%*	*3%*
Don't know	1	1	-	1	-	1	-	1	-	-	-	1	-	1	-	-	1	-	1	1
	3%	*4%*	-	*18%*	-	*6%*	-	*7%*	-	-	-	*9%*	-	*4%*	-	-	*6%*	-	*5%*	*5%*
Not stated	10	8	1	1	8	3	7	3	1	-	1	4	4	9	-	-	8	1	10	8
	31%	*28%*	*34%*	*24%*	*33%*	*16%*	*52%*	*19%*	*7%*	-	*78%*	*37%*	*23%*	*29%*	-	-	*48%*	*25%*	*43%*	*42%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 208

Q27 Why do you say the amount of regulation for All on-line and on-demand TV or video services is too little?
Base: All saying 'too little'

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**31**	16	12	3	15	1	16	-	7	20	3
Base	**32***	14**	15**	2**	14**	1**	14**	-**	7*	22**	2**
Effective Base	**15**	14	5	3	13	1	14	-	6	8	3
Need to protect children/ young people	**14**	4	9	2	4	-	4	-	1	11	1
	46%	*31%*	*56%*	*73%*	*32%*	-	*31%*	-	*22%*	*53%*	*51%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	**6**	3	2	2	3	-	3	-	1	6	-
	19%	*21%*	*11%*	*73%*	*22%*	-	*21%*	-	*20%*	*28%*	-
Need to protect general public	**7**	5	*	2	5	-	5	-	4	5	-
	23%	*37%*	*2%*	*73%*	*39%*	-	*37%*	-	*58%*	*21%*	-
Too much offensive content	**13**	3	7	2	3	-	3	-	2	10	1
	40%	*23%*	*48%*	*100%*	*24%*	-	*23%*	-	*24%*	*45%*	*22%*
Too easy to access negative things/ concerning material	**4**	2	1	1	2	-	2	-	-	4	-
	12%	*16%*	*5%*	*36%*	*17%*	-	*16%*	-	-	*18%*	-
Other (please type in)	**1**	1	-	-	-	1	1	-	-	1	-
	2%	*4%*	-	-	-	*100%*	*4%*	-	-	*3%*	-
Don't know	**1**	1	-	-	1	-	1	-	1	1	-
	3%	*8%*	-	-	*8%*	-	*8%*	-	*16%*	*5%*	-
Not stated	**10**	5	5	-	5	-	5	-	1	6	1
	31%	*33%*	*33%*	-	*34%*	-	*33%*	-	*17%*	*26%*	*27%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base; ** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 209

Q27 Summary - net mentions

Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**2102**	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	**2102**	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	**1150**	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
Need to protect children/ young people	**430**	211	219	100	100	75	71	35	48	200	146	84	90	70	18	33	110	76	17	16	137	154	63	76	290	139
	20%	*20%*	*21%*	25%ejl	*23%*	*18%*	*18%*	*15%*	*23%*	24%l	*18%*	*19%*	24%m	*17%*	*14%*	*25%*	*23%*	*19%*	*17%*	*20%*	26%wy	*21%*	*17%*	*17%*	23%wy	*17%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	**288**	150	138	65	75	48	46	21	33	140	94	54	73	47	9	21	67	47	12	11	98	94	46	50	192	96
	14%	*14%*	*13%*	*16%*	17%	*11%*	*12%*	*9%*	*16%*	17%	*11%*	*12%*	20%mn	*11%*	*7%*	*16%*	*14%*	*12%*	*12%*	*14%*	19%uvwy	*13%*	*12%*	*11%*	*15%*	*11%*
Need to protect general public	**229**	123	106	60	51	27	38	19	33	111	66	52	65	30	8	21	46	36	11	13	75	79	34	42	153	76
	11%	*12%*	*10%*	15%ej	*12%*	*7%*	*10%*	*8%*	16%ej	13%ej	*8%*	*12%*	18%mn	*7%*	*6%*	16%m	*10%*	*9%*	*11%*	*16%*	14%y	*11%*	*9%*	*9%*	*12%*	*9%*
Too much offensive content	**281**	143	138	62	43	58	58	23	39	104	116	61	47	60	11	25	57	56	12	14	96	93	43	49	189	92
	13%	*14%*	*13%*	15%d	*10%*	*14%*	*15%*	*10%*	16%d	*12%*	*14%*	*14%*	*13%*	*14%*	*8%*	*19%*	*12%*	*14%*	*12%*	*17%*	16%uvwy	*13%*	*11%*	*11%*	*15%*	*11%*
Too easy to access negative things/ concerning material	**242**	112	130	48	49	39	53	24	28	97	92	53	35	47	12	18	63	45	13	10	71	91	39	41	162	80
	12%	*11%*	*12%*	*12%*	*11%*	*9%*	*13%*	*11%*	*14%*	*12%*	*11%*	*12%*	*9%*	*11%*	*9%*	*14%*	*13%*	*11%*	*13%*	*13%*	*14%*	*12%*	*10%*	*9%*	*13%*	*10%*
Other (please type in)	**8**	6	2	1	2	-	-	-	6	3	-	6	1	-	-	5	1	-	-	1	2	1	6	-	2	6
	*	*1%*	*	*	*	-	-	-	3%cefj	*	-	1%	*	-	-	4%jm	*	-	-	*1%*	*	*	2%ux	-	*	*1%*
Don't know	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	**1578**	788	790	268	317	327	320	192	153	585	647	346	246	335	109	97	338	313	83	56	359	554	303	362	913	665
	75%	*75%*	*75%*	*67%*	*72%*	78%cl	80%cdl	83%cdl	*73%*	*70%*	79%cdl	78%cl	*67%*	79%l	84%l	*74%*	*72%*	*79%*	*82%*	*70%*	*69%*	*75%*	80%lx	79%l	*72%*	79%lx

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y

* small base

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 209
Q27 Summary - net mentions
Base: All respondents

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	2102	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	1150	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
Need to protect children/ young people	430	267	163	256	169	3	13	56	29	37	44	46	37	65	45	371	17	10	32	97	80	193
	20%	*21%*	*20%*	*20%*	*22%*	*9%*	*15%*	*27%l*	*18%*	*22%*	*23%l*	*20%*	*14%*	*24%l*	*27%l*	*21%*	*13%*	*24%*	*17%*	*21%*	*23%*	*21%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	288	185	103	169	117	*	10	41	18	24	32	21	26	48	28	247	12	7	21	68	56	123
	14%	*15%*	*13%*	*13%*	*15%*	*1%*	*12%*	*20%hkl*	*11%*	*14%*	*17%*	*9%*	*10%*	*18%l*	*17%*	*14%*	*10%*	*17%*	*11%*	*15%*	*16%*	*13%*
Need to protect general public	229	142	87	140	84	1	6	33	16	20	25	18	18	36	23	196	9	6	18	55	45	95
	11%	*11%*	*11%*	*11%*	*11%*	*3%*	*8%*	*16%l*	*10%*	*12%*	*14%*	*8%*	*7%*	*13%*	*14%l*	*11%*	*7%*	*14%*	*10%*	*12%*	*13%*	*10%*
Too much offensive content	281	161	120	169	107	3	9	30	20	27	30	30	28	44	28	245	13	9	15	58	57	130
	13%	*13%*	*15%*	*13%*	*14%*	*9%*	*11%*	*14%*	*12%*	*16%*	*16%*	*13%*	*10%*	*16%*	*17%*	*14%*	*10%*	*21%*	*8%*	*13%*	*16%*	*14%*
Too easy to access negative things/ concerning material	242	130	112	143	96	3	8	33	15	23	28	30	20	41	15	214	10	8	10	56	51	107
	12%	*10%*	*14%*	*11%*	*12%*	*9%*	*10%*	*16%l*	*9%*	*14%*	*15%l*	*13%*	*7%*	*15%l*	*9%*	*12%*	*8%*	*20%l*	*5%*	*12%*	*14%*	*11%*
Other (please type in)	8	2	6	8	-	-	-	*	-	5	-	-	1	1	1	8	-	-	1	*	5	2
	*	*	*1%*	*1%*	-	-	-	*	-	*3%*	-	-	*	*	*	*	-	-	*	*	*1%*	*
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	1578	949	620	966	566	27	66	146	129	121	132	174	224	192	111	1295	105	32	146	341	253	702
	75%	*75%*	*76%*	*76%*	*73%*	*89%*	*79%*	*70%*	*77%*	*73%*	*70%*	*76%*	*83%gjmn*	*71%*	*67%*	*74%*	*84%o*	*76%*	*78%*	*74%*	*71%*	*75%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 209
Q27 Summary - net mentions
Base: All respondents

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**2102**	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	**2102**	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	**1150**	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
Need to protect children/ young people	**430**	327	333	321	170	260	180	202	145	142	310	200	233	166	146	419	11	373	387	419
	20%	*20%*	*20%*	*22%*	*21%*	*21%*	*20%*	26%f	28%ef	*26%*	*21%*	*20%*	25%k	26%jk	*24%*	*21%*	*9%*	*22%*	*21%*	*21%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	**288**	213	222	215	110	177	127	141	101	94	211	133	155	116	96	284	5	255	271	284
	14%	*13%*	*13%*	*14%*	*13%*	*15%*	*14%*	*18%*	20%ef	*17%*	*14%*	*13%*	*17%*	18%k	*16%*	*14%*	*4%*	*15%*	*15%*	*14%*
Need to protect general public	**229**	173	177	175	87	141	101	103	77	75	174	104	122	89	77	221	8	197	213	221
	11%	*11%*	*11%*	*12%*	*11%*	*12%*	*11%*	*13%*	*15%*	*14%*	*12%*	*10%*	*13%*	*14%*	*13%*	*11%*	*7%*	*12%*	*12%*	*11%*
Too much offensive content	**281**	217	229	223	117	175	122	135	88	93	210	137	157	106	97	273	8	231	260	273
	13%	*14%*	*14%*	*15%*	*14%*	*14%*	*14%*	*17%*	*17%*	*17%*	*14%*	*14%*	*17%*	*17%*	*16%*	*14%*	*7%*	*14%*	*14%*	*14%*
Too easy to access negative things/ concerning material	**242**	191	201	177	95	146	100	104	68	77	185	116	122	85	81	233	9	211	222	233
	12%	*12%*	*12%*	*12%*	*12%*	*12%*	*11%*	*13%*	*13%*	*14%*	*13%*	*12%*	*13%*	*13%*	*13%*	*12%*	*7%*	*13%*	*12%*	*12%*
Other (please type in)	**8**	8	8	6	3	3	6	1	2	2	8	6	1	7	2	8	-	4	8	8
	*	*	*	*	*	*	1%	*	*	*	1%	1%	*	1%l	*	*	-	*	*	*
Don't know	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	**1578**	1208	1239	1089	612	887	667	523	337	380	1086	767	650	437	432	1473	105	1203	1329	1473
	75%	*76%*	*75%*	*73%*	*74%*	73%gh	75%ghi	*68%*	*66%*	*69%*	74%m	76%lm	*69%*	*69%*	*71%*	*74%*	89%o	*73%*	*74%*	*74%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base

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Absolutes/col percents

Table 209
Q27 Summary - net mentions
Base: All respondents

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
Need to protect children/ young people	430	234	89	59	326	170	259	134	70	8	75	205	150	355	86	95	200	74	273	258
	20%	*21%*	*20%*	*27%*	*20%*	*23%*	*19%*	*27%*	*23%*	*12%*	*19%*	*20%*	*23%*	*21%*	*16%*	*16%*	*21%*	*20%*	*21%*	22%nc
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	288	154	58	55	205	116	172	92	45	7	48	146	95	240	62	68	132	53	185	169
	14%	*14%*	*13%*	26%abd	*13%*	*16%*	*13%*	*19%*	*15%*	*10%*	*12%*	*14%*	*14%*	*14%*	*11%*	*12%*	*14%*	*15%*	*14%*	*14%*
Need to protect general public	229	127	41	51	145	85	144	67	28	7	29	124	76	200	50	59	104	47	151	136
	11%	*12%*	*9%*	24%abd	*9%*	*12%*	*11%*	*14%*	*9%*	*9%*	*7%*	*12%*	*12%*	*12%*	*9%*	*10%*	*11%*	*13%*	*12%*	*12%*
Too much offensive content	281	159	54	37	218	117	164	92	54	9	41	128	110	237	57	64	133	53	185	172
	13%	*15%*	*12%*	*17%*	*13%*	*16%*	*12%*	*19%*	*18%*	*12%*	*10%*	*12%*	17%l	*14%*	*10%*	*11%*	*14%*	*15%*	*14%*	*15%*
Too easy to access negative things/ concerning material	242	138	49	25	199	89	153	71	35	4	46	115	81	196	55	61	106	39	145	136
	12%	*13%*	*11%*	*12%*	*12%*	*12%*	*11%*	*14%*	*11%*	*6%*	*12%*	*11%*	*12%*	*12%*	*10%*	*10%*	*11%*	*11%*	*11%*	*12%*
Other (please type in)	8	8	1	-	8	1	8	1	-	-	5	3	1	4	2	2	7	-	7	6
	*	*1%*	*	-	*1%*	*	*1%*	*	-	-	1%m	*	*	*	*	*	*1%*	-	*1%*	*1%*
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	1578	808	337	123	1241	532	1045	328	226	60	320	782	471	1253	434	457	699	273	972	867
	75%	74%c	75%c	*58%*	77%c	*72%*	*77%*	*67%*	*74%*	*85%*	80%l	*75%*	*72%*	*74%*	*79%*	*78%*	*75%*	*76%*	*75%*	*74%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 209
Q27 Summary - net mentions
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	2102	328	1662	112	258	70	270	58	67	852	360
Base	2102	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	1150	221	878	70	170	53	180	42	47	483	196
Need to protect children/ young people	430	116	296	18	104	12	108	8	38	269	38
	20%	38%bc	*17%*	*17%*	42%e	*20%*	42%g	*16%*	*58%*	31%i	*11%*
Need to protect certain groups (e.g. vulnerable/ elderly/ ethnic minority groups)	288	96	178	14	89	8	91	5	39	187	21
	14%	32%bc	*11%*	*13%*	36%e	*13%*	36%g	*10%*	*60%*	22%i	*6%*
Need to protect general public	229	78	137	14	66	12	70	7	38	144	12
	11%	26%bc	*8%*	*13%*	*27%*	*20%*	*28%*	*16%*	*58%*	17%i	*3%*
Too much offensive content	281	65	202	14	57	8	61	5	26	185	16
	13%	21%b	*12%*	*13%*	*23%*	*14%*	24%g	*10%*	*40%*	22%i	*5%*
Too easy to access negative things/ concerning material	242	46	181	14	41	5	45	2	13	158	17
	12%	*15%*	*11%*	*14%*	*17%*	*9%*	17%g	*4%*	*20%*	18%i	*5%*
Other (please type in)	8	2	7	-	*	1	2	-	-	8	1
	*	*1%*	*	-	*	*2%*	*1%*	-	-	*1%*	*
Don't know	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Not stated	1578	143	1351	84	108	35	111	32	14	547	307
	75%	*47%*	80%a	79%a	*44%*	*59%*	*44%*	66%f	*21%*	*64%*	87%h

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base

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Absolutes/col percents

Table 210

Q28 Some services provide tools to report on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand.
For example, you can let the service know that you did not like their content because it was offensive or invaded someone's privacy by 'flagging' it (i.e. reporting it by pressing a button).
Have you ever seen this type of reporting tool on any of the services that you use?
Please select as many as apply.
Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	2102	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	2102	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	1150	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)	610	316	295	189	162	137	64	34	25	350	201	59	150	126	25	15	200	75	9	10	132	222	113	143	354	256
	29%	30%	28%	47%defghjk	37%ghjk	33%ghjk	16%	15%	12%	42%efghjk	25%ghjk	13%	41%mno	30%o	19%	11%	42%qrs	19%	9%	13%	25%	30%	30%	31%	28%	31%
Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)	515	247	269	162	135	102	80	21	15	297	182	36	113	106	17	10	184	76	4	5	132	184	92	108	316	200
	25%	23%	26%	41%defghjk	31%ghjk	24%ghk	20%ghk	9%	7%	35%efghjk	22%ghk	8%	31%no	25%o	13%	8%	39%qrs	19%rs	4%	6%	25%	25%	24%	23%	25%	24%
TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)	467	221	246	147	91	86	82	33	29	238	168	62	98	84	19	20	140	84	13	9	105	159	99	104	264	203
	22%	21%	23%	37%defghijk	21%	20%	20%	14%	14%	28%defghjk	20%k	14%	27%o	20%	15%	15%	30%qrs	21%	13%	11%	20%	22%	26%	23%	21%	24%
Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.)	404	214	190	163	114	63	47	9	7	278	110	16	135	70	6	3	142	39	4	4	85	146	74	99	231	172
	19%	20%	18%	41%defghij k	26%efghjk	15%ghk	12%ghk	4%	3%	33%defghjk	13%ghk	4%	37%mno	17%no	4%	2%	30%qrs	10%	4%	6%	16%	20%	19%	21%	18%	21%
Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/ Sky Go)	174	90	85	47	43	31	34	12	6	90	66	19	43	34	7	5	47	31	5	1	48	42	38	46	91	84
	8%	9%	8%	12%hk	10%hk	7%	9%	5%	3%	11%hk	8%	4%	12%o	8%	6%	4%	10%	8%	5%	2%	9%	6%	10%	10%u	7%	10%u
On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)	144	86	58	63	41	16	12	11	1	104	27	13	54	21	10	1	50	6	2	-	38	51	31	24	89	55
	7%	8%	5%	16%defghjk	9%efhjk	4%	3%	5%	1%	12%efghjk	3%	3%	15%mo	5%	7%	1%	11%qrs	2%	2%	-	7%	7%	8%	5%	7%	7%
Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)	134	56	77	49	35	19	14	8	9	84	33	17	32	16	4	3	51	17	4	5	40	39	23	32	79	55
	6%	5%	7%	12%efghjk	8%ij	5%	3%	4%	4%	10%efghjk	4%	4%	9%m	4%	3%	3%	11%q	4%	4%	6%	8%	5%	6%	7%	6%	7%
Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)	122	62	61	62	35	16	6	3	1	96	22	4	46	13	2	*	50	9	1	*	36	39	22	24	76	46
	6%	6%	6%	15%defghjk	8%ghjk	4%k	2%	1%	*	11%efghjk	3%	1%	13%mno	3%	2%	*	11%qrs	2%	1%	1%	7%	5%	6%	5%	6%	6%
Paid Video On-demand content available through your subscription service provider (e.g. film rental on a pay per view basis on Virgin Media, Sky Go, etc.)	107	75	32	30	26	18	21	10	2	56	39	12	33	32	7	2	23	6	3	-	34	34	20	19	68	38
	5%	7%b	3%	8%hk	6%h	4%	5%	4%	1%	7%hk	5%	3%	9%o	8%	5%	2%	5%q	2%	2%	-	6%	5%	5%	4%	5%	5%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base

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Absolutes/col percents

Table 210

Q28 Some services provide tools to report on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand.
For example, you can let the service know that you did not like their content because it was offensive or invaded someone's privacy by 'flagging' it (i.e. reporting it by pressing a button).
Have you ever seen this type of reporting tool on any of the services that you use?
Please select as many as apply.
Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	**2102**	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)	**79**	41	38	40	23	7	7	1	2	63	14	3	28	11	1	2	35	3	-	*	19	28	15	17	47	32
	4%	*4%*	*4%*	10%defghjk	5%egjk	*2%*	*2%*	*	*1%*	7%efghjk	*2%*	*1%*	8%mn	*3%*	*	*2%*	7%qr	*1%*	-	*1%*	*4%*	*4%*	*4%*	*4%*	*4%*	*4%*
Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.	**41**	23	18	23	10	6	2	-	1	33	8	1	16	7	-	1	17	2	-	-	10	10	11	10	20	21
	2%	*2%*	*2%*	6%defghjk	2%k	*1%*	*1%*	-	*	4%ghjk	*1%*	*	*4%*	*2%*	-	*	4%q	*	-	-	*2%*	*1%*	*3%*	*2%*	*2%*	*3%*
None of these	**669**	316	353	41	72	136	168	115	137	114	303	252	40	136	54	86	74	167	61	51	199	219	117	132	419	250
	32%	*30%*	*34%*	*10%*	16%c	32%cdi	42%cdei	50%cdeij	65%cdefgij	*14%*	37%cdi	57%cdefij	*11%*	32%l	41%l	66%lmn	*16%*	42%p	60%pq	64%pq	38%uwy	*30%*	*31%*	*29%*	*33%*	*30%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 210

Q28 Some services provide tools to report on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand.
For example, you can let the service know that you did not like their content because it was offensive or invaded someone's privacy by 'flagging' it (i.e. reporting it by pressing a button).
Have you ever seen this type of reporting tool on any of the services that you use?
Please select as many as apply.
Base: All respondents

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	2102	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	1150	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)	610	356	249	303	280	14	23	57	56	34	52	58	85	78	66	509	36	7	59	136	86	287
	29%	28%	30%	24%	36%c	45%	28%	27%	34%i	20%	28%	25%	31%	29%	40%gijkm	29%	29%	16%	31%	30%	24%	31%
Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)	515	322	190	274	223	9	23	49	44	33	43	50	76	71	42	430	13	8	65	115	76	239
	25%	25%	23%	22%	29%c	30%	27%	23%	26%	20%	23%	22%	28%	26%	25%	25%p	11%	19%	34%p	25%	21%	25%
TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)	467	307	158	274	176	10	28	48	37	34	43	30	57	76	40	394	24	11	39	113	77	203
	22%	24%	19%	22%	23%	32%	34%jk	23%	22%	20%	23%	13%	21%	28%k	24%k	23%	19%	26%	21%	25%	22%	22%
Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.)	404	244	156	201	179	9	16	50	30	21	48	32	46	65	51	358	18	6	21	96	68	194
	19%	19%	19%	16%	23%c	29%	19%	24%i	18%	12%	26%i	14%	17%	24%i	31%hikl	21%	15%	15%	11%	21%	19%	21%
Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/ Sky Go)	174	116	57	95	72	3	9	21	8	15	26	14	15	30	17	156	14	-	4	39	42	76
	8%	9%	7%	8%	9%	8%	11%	10%	5%	9%	14%hl	6%	5%	11%	10%	9%	11%c	-	2%	8%	12%	8%
On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)	144	114	30	79	57	3	10	11	18	7	13	16	13	23	19	131	4	3	6	39	20	72
	7%	9%b	4%	6%	7%	11%	12%	5%	11%	4%	7%	7%	5%	9%	11%j	8%	4%	7%	3%	9%	6%	8%
Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)	134	80	54	69	62	1	9	14	9	8	11	10	27	21	13	123	5	*	5	32	19	71
	6%	6%	7%	5%	8%	3%	11%	7%	5%	5%	6%	4%	10%	8%	8%	7%	4%	1%	3%	7%	6%	8%
Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)	122	77	43	60	55	1	8	11	14	7	13	10	15	20	11	111	3	*	8	33	21	57
	6%	6%	5%	5%	7%	2%	10%	5%	8%	5%	7%	5%	6%	7%	7%	6%	2%	1%	4%	7%	6%	6%
Paid Video On-demand content available through your subscription service provider (e.g. film rental on a pay per view basis on Virgin Media, Sky Go, etc.)	107	86	21	66	37	3	8	10	6	5	12	12	13	19	14	99	4	2	1	24	16	59
	5%	7%b	3%	5%	5%	11%	9%	5%	3%	3%	6%	5%	5%	7%	9%	6%	3%	5%	1%	5%	5%	6%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

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Q28 Some services provide tools to report on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand.
For example, you can let the service know that you did not like their content because it was offensive or invaded someone's privacy by 'flagging' it (i.e. reporting it by pressing a button).
Have you ever seen this type of reporting tool on any of the services that you use?
Please select as many as apply.
Base: All respondents

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	**2102**	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)	**79**	55	25	44	33	1	7	11	4	2	7	4	12	15	13	76	3	-	-	22	10	45
	4%	*4%*	*3%*	*3%*	*4%*	*4%*	*8%*	*5%*	*2%*	*1%*	*4%*	*2%*	*5%*	*5%*	*8%hlk*	*4%*	*3%*	-	-	*5%*	*3%*	*5%*
Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.	**41**	27	13	22	16	1	3	4	2	1	6	-	10	7	5	38	2	1	1	9	7	22
	2%	*2%*	*2%*	*2%*	*2%*	*4%*	*4%k*	*2%*	*1%*	*1%*	*3%*	-	*4%*	*3%*	*3%*	*2%*	*1%*	*1%*	*1%*	*2%*	*2%*	*2%*
None of these	**669**	356	313	485	175	8	24	59	47	66	51	77	88	86	33	531	50	16	72	130	117	284
	32%	*28%*	*38%a*	*38%d*	*23%*	*26%*	*29%*	*28%*	*28%*	*40%n*	*27%*	*34%n*	*33%n*	*32%n*	*20%*	*30%*	*40%*	*39%*	*38%*	*28%*	*33%*	*30%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Q28 Some services provide tools to report on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand.
For example, you can let the service know that you did not like their content because it was offensive or invaded someone's privacy by 'flagging' it (i.e. reporting it by pressing a button).
Have you ever seen this type of reporting tool on any of the services that you use?
Please select as many as apply.
Base: All respondents

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	2102	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	2102	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	1150	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)	610	434	504	476	315	436	265	292	207	165	480	283	344	241	187	610	1	511	605	610
	29%	*27%*	*31%*	*32%a*	*38%abc*	*36%f*	*30%*	*38%fi*	*40%fi*	*30%*	*33%*	*28%*	*37%k*	*38%kn*	*31%*	*31%p*	*1%*	*31%*	*34%*	*31%*
Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)	515	395	438	432	241	359	230	269	173	150	410	255	312	197	164	514	2	452	505	514
	25%	*25%*	*27%*	*29%a*	*29%*	*30%*	*26%*	*35%fi*	*34%f*	*27%*	*28%*	*25%*	*33%jkn*	*31%k*	*27%*	*26%p*	*1%*	*27%*	*28%*	*26%*
TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)	467	356	350	355	206	277	215	208	151	130	326	237	239	172	139	441	27	415	396	441
	22%	*22%*	*21%*	*24%*	*25%*	*23%*	*24%*	*27%*	*29%e*	*24%*	*22%*	*24%*	*25%*	*27%j*	*23%*	*22%*	*23%*	*25%*	*22%*	*22%*
Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.)	404	288	348	325	229	315	164	217	137	136	340	173	246	160	144	401	3	374	398	401
	19%	*18%*	*21%*	*22%a*	*28%abc*	*26%f*	*19%*	*28%f*	*27%f*	*25%f*	*23%k*	*17%*	*26%k*	*25%k*	*24%k*	*20%p*	*2%*	*23%*	*22%*	*20%*
Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/ Sky Go)	174	144	127	144	92	103	116	92	68	43	113	119	104	81	44	162	12	154	145	162
	8%	*9%*	*8%*	*10%*	*11%b*	*8%*	*13%ei*	*12%*	*13%ei*	*8%*	*8%*	*12%jn*	*11%j*	*13%jn*	*7%*	*8%*	*10%*	*9%*	*8%*	*8%*
On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)	144	112	111	123	81	104	72	100	71	47	109	82	103	76	51	136	9	134	132	136
	7%	*7%*	*7%*	*8%*	*10%b*	*9%*	*8%*	*13%ef*	*14%efi*	*9%*	*7%*	*8%*	*11%j*	*12%jk*	*8%*	*7%*	*7%*	*8%*	*7%*	*7%*
Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)	134	103	114	111	64	103	65	68	51	41	113	66	82	55	44	132	2	116	131	132
	6%	*6%*	*7%*	*7%*	*8%*	*9%*	*7%*	*9%*	*10%*	*7%*	*8%*	*7%*	*9%*	*9%*	*7%*	*7%*	*2%*	*7%*	*7%*	*7%*
Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)	122	85	98	109	67	93	59	89	73	38	98	60	94	74	39	122	-	119	122	122
	6%	*5%*	*6%*	*7%*	*8%a*	*8%*	*7%*	*12%efi*	*14%efi*	*7%*	*7%*	*6%*	*10%jk*	*12%jkn*	*6%*	*6%*	*-*	*7%*	*7%*	*6%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base

bdrc continental providing intelligence

20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 210

Q28 Some services provide tools to report on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand.
For example, you can let the service know that you did not like their content because it was offensive or invaded someone's privacy by 'flagging' it (i.e. reporting it by pressing a button).
Have you ever seen this type of reporting tool on any of the services that you use?
Please select as many as apply.
Base: All respondents

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**2102**	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Paid Video On-demand content available through your subscription service provider (e.g. film rental on a pay per view basis on Virgin Media, Sky Go, etc.)	**107**	87	77	87	62	71	69	69	49	27	73	74	72	50	27	102	5	96	93	102
	5%	*5%*	*5%*	*6%*	*8%b*	*6%*	*8%*	*9%ei*	*10%ei*	*5%*	*5%*	*7%*	*8%j*	*8%j*	*5%*	*5%*	*4%*	*6%*	*5%*	*5%*
Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)	**79**	58	67	74	52	64	42	62	45	28	67	43	67	45	28	77	3	72	76	77
	4%	*4%*	*4%*	*5%*	*6%a*	*5%*	*5%*	*8%f*	*9%ef*	*5%*	*5%*	*4%*	*7%jk*	*7%jk*	*5%*	*4%*	*2%*	*4%*	*4%*	*4%*
Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.	**41**	31	36	37	41	35	26	31	28	15	36	26	31	29	16	41	-	41	41	41
	2%	*2%*	*2%*	*2%*	*5%abc*	*3%*	*3%*	*4%*	*5%ef*	*3%*	*2%*	*3%*	*3%*	*5%j*	*3%*	*2%*	*-*	*2%*	*2%*	*2%*
None of these	**669**	528	537	406	191	318	246	137	85	181	439	296	204	141	203	605	64	477	501	605
	32%	*33%cd*	*33%cd*	*27%*	*23%*	*26%gh*	*28%gh*	*18%*	*17%*	*33%egh*	*30%lm*	*29%lm*	*22%*	*22%*	*34%lm*	*30%*	*54%o*	*29%*	*28%*	*30%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
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Q28 Some services provide tools to report on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand.
For example, you can let the service know that you did not like their content because it was offensive or invaded someone's privacy by 'flagging' it (i.e. reporting it by pressing a button).
Have you ever seen this type of reporting tool on any of the services that you use?
Please select as many as apply.
Base: All respondents

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)	610	369	115	44	506	184	426	134	81	13	120	276	208	484	160	174	254	99	352	313
	29%	34%bd	*25%*	*20%*	31%ad	*25%*	31%e	*27%*	*27%*	*18%*	*30%*	*27%*	*32%*	*29%*	*29%*	*30%*	*27%*	*27%*	*27%*	*27%*
Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)	515	311	90	39	434	193	322	139	72	14	77	238	199	437	127	139	232	73	305	270
	25%	28%bd	*20%*	*18%*	27%bd	*26%*	*24%*	*28%*	*24%*	*20%*	*19%*	*23%*	30%jk	*26%*	*23%*	*24%*	*25%*	*20%*	*24%*	*23%*
TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)	467	297	66	63	346	166	301	115	67	18	68	233	166	399	100	114	208	90	298	276
	22%	27%bd	*15%*	29%bd	21%b	*23%*	*22%*	*23%*	*22%*	*26%*	*17%*	*22%*	25%j	24%	*18%*	*19%*	*22%*	*25%*	*23%*	*24%*
Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.)	404	265	50	39	340	145	259	105	52	13	55	184	159	344	119	133	162	64	226	196
	19%	24%b	*11%*	*18%*	21%b	*20%*	*19%*	*21%*	*17%*	*19%*	*14%*	*18%*	24%jk	20%	*22%*	23%rs	*17%*	*18%*	*17%*	*17%*
Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/ Sky Go)	174	112	24	43	111	84	90	59	32	6	20	81	72	153	23	27	91	44	135	132
	8%	10%bd	*5%*	20%abd	*7%*	11%d	*7%*	*12%*	*10%*	*8%*	*5%*	*8%*	11%j	*9%*	*4%*	*5%*	10%no	12%no	10%no	11%no
On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)	144	94	14	34	90	70	74	48	18	16	14	66	63	130	17	25	59	39	99	99
	7%	9%bd	*3%*	16%abd	*6%*	9%d	*5%*	*10%*	*6%*	*23%*	*4%*	*6%*	10%j	8%	*3%*	*4%*	6%n	11%nop	8%no	8%no
Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)	134	87	10	15	115	41	93	30	15	7	27	62	44	106	33	35	69	17	87	76
	6%	8%b	*2%*	7%b	7%b	*6%*	*7%*	*6%*	*5%*	*10%*	*7%*	*6%*	*7%*	*6%*	*6%*	*6%*	*7%*	*5%*	*7%*	*6%*
Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)	122	82	16	20	93	40	83	29	16	6	11	57	55	112	27	30	52	22	74	64
	6%	7%b	*3%*	10%b	*6%*	*5%*	*6%*	*6%*	*5%*	*8%*	*3%*	*5%*	8%j	7%	*5%*	*5%*	*6%*	*6%*	*6%*	*5%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
** very small base (under 30) ineligible for sig testing

bdrc continental providing intelligence

20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 210

Q28 Some services provide tools to report on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand.
For example, you can let the service know that you did not like their content because it was offensive or invaded someone's privacy by 'flagging' it (i.e. reporting it by pressing a button).
Have you ever seen this type of reporting tool on any of the services that you use?
Please select as many as apply.
Base: All respondents

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Paid Video On-demand content available through your subscription service provider (e.g. film rental on a pay per view basis on Virgin Media, Sky Go, etc.)	107	66	20	25	78	54	53	35	23	4	10	52	41	93	15	18	65	19	84	80
	5%	6%	4%	12%abd	5%	7%f	4%	7%	7%	6%	3%	5%	6%	6%	3%	3%	7%no	5%	6%no	7%no
Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)	79	56	5	9	70	28	51	23	12	2	9	33	36	69	23	26	35	12	46	41
	4%	5%b	1%	4%	4%b	4%	4%	5%	4%	3%	2%	3%	6%	4%	4%	4%	4%	3%	4%	4%
Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.	41	31	3	3	39	18	23	16	7	2	2	23	16	39	8	8	22	8	30	25
	2%	3%	1%	1%	2%	2%	2%	3%	2%	2%	*	2%	3%	2%	1%	1%	2%	2%	2%	2%
None of these	669	277	184	48	534	201	468	117	97	20	156	375	137	512	211	213	298	105	403	355
	32%	25%	41%acd	22%	33%acd	27%	34%f	24%	32%	28%	39%lm	36%lm	21%	30%l	38%qrs	36%q	32%	29%	31%	30%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
** very small base (under 30) ineligible for sig testing

bdrc continental providing intelligence

20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 210

Q28 Some services provide tools to report on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand.
For example, you can let the service know that you did not like their content because it was offensive or invaded someone's privacy by 'flagging' it (i.e. reporting it by pressing a button).
Have you ever seen this type of reporting tool on any of the services that you use?
Please select as many as apply.
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**2102**	328	1662	112	258	70	270	58	67	852	360
Base	**2102**	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	**1150**	221	878	70	170	53	180	42	47	483	196
YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)	**610** **29%**	103 *34%*	468 *28%*	40 *38%*	80 *33%*	22 *38%*	84 *33%*	19 *39%*	31 *47%*	244 *29%*	156 44%h
Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)	**515** **25%**	83 *27%*	400 *24%*	32 *30%*	73 *30%*	10 *17%*	79 31%g	4 *9%*	28 *43%*	217 *25%*	82 *23%*
TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)	**467** **22%**	92 30%b	351 *21%*	25 *24%*	77 *32%*	14 *24%*	79 *31%*	12 *26%*	26 *40%*	206 24%i	57 *16%*
Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.)	**404** **19%**	91 30%b	290 *17%*	22 *21%*	80 *33%*	12 *20%*	86 34%g	5 *11%*	27 *41%*	174 *20%*	76 *22%*
Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/ Sky Go)	**174** **8%**	60 20%bc	110 *7%*	5 *4%*	49 *20%*	11 *18%*	51 *20%*	8 *17%*	21 *32%*	97 11%i	14 *4%*
On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)	**144** **7%**	55 18%bc	82 *5%*	7 *7%*	48 *20%*	8 *13%*	49 *19%*	6 *13%*	21 *32%*	67 *8%*	18 *5%*
Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)	**134** **6%**	24 *8%*	104 *6%*	6 *5%*	19 *8%*	5 *8%*	21 *8%*	3 *7%*	6 *9%*	71 *8%*	17 *5%*
Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)	**122** **6%**	49 16%bc	67 *4%*	7 *7%*	40 *16%*	9 *15%*	41 *16%*	7 *15%*	15 *23%*	55 *6%*	17 *5%*

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base

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Absolutes/col percents

Table 210

Q28 Some services provide tools to report on-line or on-demand TV or video content e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand.
For example, you can let the service know that you did not like their content because it was offensive or invaded someone's privacy by 'flagging' it (i.e. reporting it by pressing a button).
Have you ever seen this type of reporting tool on any of the services that you use?
Please select as many as apply.
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**2102**	303	1692	106*	244	59*	255	48*	65*	857	353
Paid Video On-demand content available through your subscription service provider (e.g. film rental on a pay per view basis on Virgin Media, Sky Go, etc.)	**107**	41	64	1	38	3	39	2	13	58	17
	5%	14%bc	*4%*	*1%*	*16%*	*6%*	*15%*	*4%*	*20%*	*7%*	*5%*
Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)	**79**	24	47	7	21	3	22	2	11	39	11
	4%	8%b	*3%*	*7%*	*9%*	*6%*	*9%*	*4%*	*16%*	*5%*	*3%*
Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.	**41**	8	32	2	6	2	6	2	1	20	8
	2%	*3%*	*2%*	*1%*	*2%*	*4%*	*3%*	*3%*	*1%*	*2%*	*2%*
None of these	**669**	32	617	20	24	7	25	7	-	274	103
	32%	*10%*	36%ac	*19%*	*10%*	*13%*	*10%*	*14%*	-	*32%*	*29%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base

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Absolutes/col percents

Table 211

Q29 Have you ever reported content on TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV) using its reporting tool?
Base: All aware of reporting tool

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**560**	264	296	155	123	104	90	48	40	278	194	88	117	92	28	27	161	102	20	13	137	193	106	124	330	230
Base	**467**	221	246	147	91	86*	82*	33*	29*	238	168	62*	98	84*	19**	20**	140	84*	13**	9**	105	159	99*	104	264	203
Effective Base	**475**	233	243	133	105	90	79	41	33	235	169	74	106	82	24	22	130	86	17	11	117	164	86	111	281	196
Yes	**37**	26	11	19	9	5	3	-	-	29	8	-	19	7	-	-	10	1	-	-	11	13	7	7	23	14
	8%	12%b	*4%*	13%ghjk	10%gk	6%k	*3%*	-	-	12%ghjk	*5%*	-	20%m	*8%*	-	-	*7%*	*1%*	-	-	*10%*	*8%*	*7%*	*7%*	*9%*	*7%*
No	**412**	189	223	125	77	77	73	31	29	203	150	60	76	75	18	20	126	75	13	9	90	138	90	94	228	185
	88%	*86%*	*91%*	*85%*	*85%*	*90%*	*89%*	*95%*	100%cdl	*85%*	*89%*	97%cdlj	*78%*	89%	*94%*	*100%*	*90%*	*90%*	*97%*	*100%*	*85%*	*87%*	*91%*	*90%*	*86%*	*91%*
Don't know	**18**	6	12	2	4	3	6	2	-	7	10	2	2	2	1	-	4	8	*	-	5	8	2	3	13	5
	4%	*2%*	*5%*	*2%*	*5%*	*4%*	8%c	*5%*	-	*3%*	*6%*	*3%*	*3%*	*2%*	*6%*	-	*3%*	*9%*	*3%*	-	*4%*	*5%*	*2%*	*3%*	*5%*	*2%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Absolutes/col percents

Table 211

Q29 Have you ever reported content on TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV) using its reporting tool?
Base: All aware of reporting tool

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	560	357	201	327	210	13	37	56	51	40	57	21	48	92	74	476	34	17	33	144	97	235
Base	467	307	158	274	176	10**	28*	48*	37*	34*	43*	30**	57*	76*	40*	394	24*	11**	39*	113	77*	203
Effective Base	475	304	170	275	180	11	33	51	46	38	51	18	43	87	69	405	30	15	30	129	89	191
Yes	37	32	4	23	14	-	2	4	4	2	7	1	1	6	6	32	1	1	3	9	9	14
	8%	*10%b*	*3%*	*8%*	*8%*	-	*6%*	*7%*	*11%*	*6%*	*16%*	*4%*	*2%*	*8%*	*14%*	*8%*	*6%*	*10%*	*7%*	*8%*	*12%*	*7%*
No	412	261	151	236	159	10	24	43	33	31	35	26	53	67	33	346	22	9	35	101	66	179
	88%	*85%*	*95%a*	*86%*	*90%*	*100%*	*87%*	*91%*	*89%*	*92%*	*80%*	*85%*	*92%*	*89%*	*83%*	*88%*	*94%*	*85%*	*90%*	*89%*	*85%*	*88%*
Don't know	18	15	3	14	3	-	2	1	-	1	2	3	3	2	1	16	-	1	1	3	3	10
	4%	*5%*	*2%*	*5%*	*2%*	-	*7%*	*2%*	-	*2%*	*4%*	*11%*	*6%*	*3%*	*3%*	*4%*	-	*5%*	*4%*	*3%*	*3%*	*5%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Absolutes/col percents

Table 211

Q29 Have you ever reported content on TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV) using its reporting tool?
Base: All aware of reporting tool

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**560**	424	428	417	248	345	250	242	176	156	399	277	279	205	167	530	30	497	487	530
Base	**467**	356	350	355	206	277	215	208	151	130	326	237	239	172	139	441	27**	415	396	441
Effective Base	**475**	363	367	356	208	304	214	211	152	139	346	236	242	177	146	454	22	426	423	454
Yes	**37**	28	28	35	18	27	23	30	21	15	28	23	30	21	15	37	-	37	37	37
	8%	*8%*	*8%*	*10%*	*9%*	*10%*	*10%*	*14%*	*14%*	*12%*	*9%*	*10%*	*13%*	*12%*	*11%*	*8%*	*-*	*9%*	*9%*	*8%*
No	**412**	315	310	309	180	244	184	174	124	112	288	205	203	143	120	386	27	361	344	386
	88%	*88%*	*89%*	*87%*	*87%*	*88%*	*86%*	*84%*	*82%*	*86%*	*89%*	*86%*	*85%*	*83%*	*86%*	*88%*	*100%*	*87%*	*87%*	*88%*
Don't know	**18**	13	12	12	8	7	8	4	7	3	9	9	6	8	4	18	-	17	15	18
	4%	*4%*	*3%*	*3%*	*4%*	*2%*	*4%*	*2%*	*4%*	*3%*	*3%*	*4%*	*3%*	*4%*	*3%*	*4%*	*-*	*4%*	*4%*	*4%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 211

Q29 Have you ever reported content on TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV) using its reporting tool?
Base: All aware of reporting tool

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	560	350	84	67	423	172	388	121	70	18	78	300	181	481	123	141	246	108	354	326
Base	467	297	66*	63*	346	166	301	115	67*	18**	68*	233	166	399	100	114	208	90*	298	276
Effective Base	475	298	72	57	360	148	332	104	61	16	65	253	158	410	103	119	209	94	302	278
Yes	37	31	3	17	18	21	15	18	4	1	5	18	14	32	3	6	19	11	30	30
	8%	10%d	4%	27%abd	5%	13%f	5%	15%	7%	6%	8%	8%	8%	8%	3%	5%	9%	12%n	10%n	11%n
No	412	253	62	43	317	137	275	91	59	17	60	208	144	352	89	101	183	76	259	238
	88%	85%c	93%c	68%	92%ac	83%	91%e	79%	89%	94%	89%	89%	87%	88%	90%	89%	88%	84%	87%	86%
Don't know	18	13	2	3	11	8	10	7	3	-	2	7	8	16	7	7	6	3	9	8
	4%	4%	3%	5%	3%	5%	3%	6%	5%	-	3%	3%	5%	4%	7%	6%	3%	4%	3%	3%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Absolutes/col percents

Table 211

Q29 Have you ever reported content on TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV) using its reporting tool?
Base: All aware of reporting tool

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**560**	107	422	31	89	18	90	17	26	249	72
Base	**467**	92*	351	25**	77*	14**	79*	12**	26*	206	57*
Effective Base	**475**	95	354	27	79	16	80	15	24	215	64
Yes	**37**	26	11	*	24	1	24	2	16	25	3
	8%	*28%b*	*3%*	*2%*	*31%*	*9%*	*30%*	*15%*	*60%*	*12%*	*5%*
No	**412**	65	328	19	52	13	55	10	10	174	53
	88%	*71%*	*94%a*	*76%*	*67%*	*91%*	*69%*	*85%*	*40%*	*85%*	*93%*
Don't know	**18**	1	11	6	1	-	1	-	-	6	1
	4%	*1%*	*3%*	*22%*	*1%*	-	*1%*	-	-	*3%*	*2%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 212

Q29 Have you ever reported content on On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix) using its reporting tool?
Base: All aware of reporting tool

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**159**	90	69	65	55	21	12	4	2	120	33	6	61	24	3	2	59	9	1	-	48	55	32	24	103	56
Base	**144**	86*	58*	63*	41*	16**	12**	11**	1**	104	27**	13**	54*	21**	10**	1**	50*	6**	2**	-**	38*	51**	31**	24**	89*	55*
Effective Base	**101**	50	59	58	48	20	11	2	2	104	30	2	54	22	1	2	51	8	1	-	43	23	28	21	55	49
Yes	**35**	23	11	18	14	2	-	-	-	32	2	-	22	1	-	-	10	1	-	-	10	7	11	5	18	17
	24%	*27%*	*20%*	*29%*	*34%*	*16%*	-	-	-	*31%*	*9%*	-	*40%*	*7%*	-	-	*21%*	*16%*	-	-	*27%*	*15%*	*37%*	*23%*	*20%*	*31%*
No	**100**	58	43	40	25	12	11	11	1	65	23	13	28	19	10	1	37	4	2	-	23	42	17	18	65	35
	70%	*67%*	*74%*	*64%*	*60%*	*79%*	*91%*	*100%*	*100%*	*62%*	*84%*	*100%*	*52%*	*88%*	*100%*	*100%*	*73%*	*71%*	*100%*	-	*60%*	*83%*	*56%*	*74%*	*73%*	*64%*
Don't know	**9**	5	4	5	3	1	1	-	-	7	2	-	4	1	-	-	3	1	-	-	5	1	2	1	6	3
	6%	*6%*	*6%*	*7%*	*6%*	*5%*	*9%*	-	-	*7%*	*7%*	-	*8%*	*5%*	-	-	*6%*	*13%*	-	-	*13%*	*2%*	*7%*	*3%*	*7%*	*5%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Absolutes/col percents

Table 212

Q29 Have you ever reported content on On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix) using its reporting tool?
Base: All aware of reporting tool

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**159**	122	37	83	67	4	13	12	21	7	17	6	11	26	32	145	6	4	4	46	24	75
Base	**144**	114*	30*	79*	57*	3**	10**	11**	18**	7**	13**	16**	13**	23**	19*	131*	4**	3**	6**	39*	20**	72*
Effective Base	**101**	74	31	44	58	3	12	11	20	7	16	3	10	24	30	90	4	4	4	43	22	38
Yes	**35**	30	4	20	13	-	1	1	5	5	5	4	1	5	8	35	-	-	-	7	10	18
	24%	*26%*	*14%*	*26%*	*22%*	-	*8%*	*13%*	*26%*	*76%*	*35%*	*25%*	*9%*	*20%*	*41%*	*26%*	-	-	-	*18%*	*49%*	*25%*
No	**100**	76	25	53	41	3	7	9	12	2	7	12	11	19	9	88	4	3	6	27	9	51
	70%	*66%*	*82%*	*67%*	*71%*	*100%*	*65%*	*77%*	*67%*	*24%*	*55%*	*75%*	*84%*	*80%*	*49%*	*67%*	*100%*	*100%*	*100%*	*70%*	*45%*	*71%*
Don't know	**9**	8	1	5	4	-	3	1	1	-	1	-	1	-	2	9	-	-	-	5	1	3
	6%	*7%*	*3%*	*7%*	*7%*	-	*27%*	*10%*	*6%*	-	*10%*	-	*7%*	-	*9%*	*7%*	-	-	-	*13%*	*7%*	*4%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Absolutes/col percents

Table 212

Q29 Have you ever reported content on On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix) using its reporting tool?
Base: All aware of reporting tool

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**159**	124	131	142	96	126	86	116	82	56	130	88	119	90	60	158	1	157	155	158
Base	**144**	112*	111	123	81*	104	72*	100	71*	47*	109	82*	103	76*	51*	136	9**	134	132	136
Effective Base	**101**	73	116	124	83	112	75	103	72	50	115	47	106	79	53	138	1	137	136	138
Yes	**35**	28	28	32	17	28	18	28	19	15	28	19	29	20	18	35	-	35	34	35
	24%	*25%*	*25%*	*26%*	*21%*	*27%*	*25%*	*28%*	*26%*	*32%*	*25%*	*23%*	*28%*	*26%*	*34%*	*25%*	*-*	*26%*	*26%*	*25%*
No	**100**	79	74	82	58	67	52	67	49	30	73	60	68	53	30	92	9	90	89	92
	70%	*71%*	*67%*	*67%*	*72%*	*65%*	*72%*	*67%*	*68%*	*63%*	*66%*	*73%*	*65%*	*69%*	*59%*	*68%*	*100%*	*67%*	*67%*	*68%*
Don't know	**9**	5	9	9	6	9	3	6	4	2	9	3	7	4	3	9	-	9	9	9
	6%	*4%*	*8%*	*7%*	*7%*	*9%*	*4%*	*6%*	*5%*	*5%*	*8%*	*3%*	*7%*	*5%*	*7%*	*7%*	*-*	*7%*	*7%*	*7%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
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Absolutes/col percents

Table 212

Q29 Have you ever reported content on On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix) using its reporting tool?
Base: All aware of reporting tool

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	159	109	16	39	106	67	92	52	22	8	17	78	64	142	18	27	74	35	109	109
Base	144	94*	14**	34*	90*	70*	74*	48*	18**	16**	14**	66*	63*	130*	17**	25**	59*	39**	99*	99*
Effective Base	101	98	13	35	95	36	79	46	21	3	15	66	32	88	15	23	67	15	62	62
Yes	35	25	5	20	13	23	12	19	4	4	2	21	11	32	4	5	15	10	25	26
	24%	27%	38%	58%ad	15%	32%	16%	39%	20%	23%	17%	32%	17%	25%	22%	21%	26%	24%	25%	26%
No	100	63	8	9	72	43	57	26	13	12	11	42	47	90	12	18	40	29	69	67
	70%	67%c	58%	28%	80%ac	62%	77%	54%	72%	77%	75%	64%	75%	69%	72%	70%	67%	74%	70%	68%
Don't know	9	6	1	5	4	4	5	3	1	-	1	3	5	8	1	2	5	1	5	6
	6%	7%	4%	15%	5%	6%	7%	7%	7%	-	8%	4%	9%	6%	7%	8%	8%	2%	5%	6%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Table 212

Q29 Have you ever reported content on On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix) using its reporting tool?
Base: All aware of reporting tool

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**159**	65	87	7	57	8	58	7	23	77	25
Base	**144**	55*	82*	7**	48*	8**	49*	6**	21*	67*	18**
Effective Base	**101**	58	46	6	51	7	53	6	21	68	23
Yes	**35**	26	6	2	25	2	25	2	15	23	3
	24%	48%b	*7%*	*31%*	*52%*	*21%*	*50%*	*26%*	*72%*	*33%*	*18%*
No	**100**	24	74	2	18	6	20	4	4	41	14
	70%	*43%*	91%a	*30%*	*37%*	*79%*	*40%*	*63%*	*19%*	*60%*	*79%*
Don't know	**9**	5	1	3	5	-	5	1	2	4	1
	6%	*9%*	*2%*	*39%*	*11%*	-	*9%*	*10%*	*9%*	*6%*	*3%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 213

Q29 Have you ever reported content on Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go) using its reporting tool?
Base: All aware of reporting tool

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**175**	96	79	49	53	32	23	9	9	102	55	18	53	31	5	7	49	24	4	2	47	47	41	40	94	81
Base	**174**	90*	85*	47*	43*	31**	34**	12**	6**	90*	66**	19**	43*	34**	7**	5**	47*	31**	5**	1**	48**	42**	38*	46**	91*	84*
Effective Base	**104**	64	43	40	34	19	12	6	8	74	28	11	48	18	3	6	31	11	3	2	23	29	37	23	51	53
Yes	**30**	20	9	12	13	5	-	-	-	25	5	-	17	4	-	-	9	1	-	-	10	9	8	3	19	11
	17%	*23%*	*11%*	*25%*	*31%*	*15%*	-	-	-	*28%*	*7%*	-	*38%*	*11%*	-	-	*18%*	*3%*	-	-	*20%*	*21%*	*21%*	*7%*	*21%*	*13%*
No	**140**	68	72	34	28	25	34	12	6	62	59	19	25	30	7	5	37	29	5	1	37	33	29	41	70	70
	80%	*75%*	*85%*	*73%*	*64%*	*79%*	*100%*	*100%*	*100%*	*69%*	*90%*	*100%*	*59%*	*88%*	*100%*	*100%*	*78%*	*93%*	*100%*	*100%*	*77%*	*77%*	*76%*	*90%*	*77%*	*84%*
Don't know	**5**	2	3	1	2	2	-	-	-	3	2	-	1	*	-	-	2	1	-	-	1	1	1	1	2	3
	3%	*2%*	*4%*	*1%*	*5%*	*6%*	-	-	-	*3%*	*3%*	-	*3%*	*1%*	-	-	*4%*	*4%*	-	-	*3%*	*2%*	*4%*	*3%*	*2%*	*3%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Absolutes/col percents

Table 213

Q29 Have you ever reported content on Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go) using its reporting tool?
Base: All aware of reporting tool

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**175**	122	52	96	72	3	13	23	12	9	24	9	12	33	25	160	11	-	4	48	33	79
Base	**174**	116*	57**	95*	72*	3**	9**	21**	8**	15**	26**	14**	15**	30**	17**	156*	14**	-**	4**	39*	42**	76*
Effective Base	**104**	82	26	54	44	3	12	17	11	4	12	7	12	28	18	96	5	-	4	38	15	59
Yes	**30**	28	2	16	12	-	1	3	1	1	5	4	1	4	7	27	1	-	2	4	6	17
	17%	*24%*	*3%*	*17%*	*16%*	-	*8%*	*12%*	*7%*	*7%*	*19%*	*30%*	*9%*	*13%*	*44%*	*17%*	*10%*	-	*35%*	*10%*	*15%*	*22%*
No	**140**	85	54	76	58	3	9	19	7	14	20	10	12	25	9	125	11	-	3	35	34	56
	80%	*73%*	*95%*	*80%*	*81%*	*100%*	*92%*	*88%*	*93%*	*93%*	*75%*	*70%*	*82%*	*85%*	*53%*	*80%*	*84%*	-	*65%*	*90%*	*82%*	*74%*
Don't know	**5**	4	1	3	2	-	-	-	-	-	2	-	1	1	*	4	1	-	-	-	2	2
	3%	*3%*	*1%*	*3%*	*3%*	-	-	-	-	-	*6%*	-	*9%*	*2%*	*3%*	*3%*	*6%*	-	-	-	*4%*	*3%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Absolutes/col percents

Table 213

Q29 Have you ever reported content on Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go) using its reporting tool?
Base: All aware of reporting tool

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**175**	147	132	139	98	119	116	99	79	46	127	119	109	83	47	167	8	163	153	167
Base	**174**	144*	127*	144*	92*	103*	116*	92*	68*	43*	113*	119*	104*	81*	44*	162	12**	154	145*	162
Effective Base	**104**	93	82	82	65	90	69	74	70	33	90	71	69	52	34	103	4	110	95	103
Yes	**30**	26	23	26	20	23	18	21	21	15	23	18	21	21	15	30	-	30	30	30
	17%	*18%*	*18%*	*18%*	*22%*	*23%*	*15%*	*23%*	30%f	34%f	*21%*	*15%*	*21%*	*26%*	34%n	*18%*	-	*19%*	*21%*	*18%*
No	**140**	115	101	113	70	76	96	67	46	28	87	99	79	58	29	128	12	119	111	128
	80%	*80%*	*79%*	*78%*	*76%*	*74%*	83%hi	*73%*	*67%*	*65%*	*77%*	83%n	*76%*	*72%*	*66%*	*79%*	*97%*	*78%*	*76%*	*79%*
Don't know	**5**	3	3	5	2	3	2	4	2	*	3	2	4	2	*	4	*	4	4	4
	3%	*2%*	*3%*	*3%*	*2%*	*3%*	*2%*	*4%*	*3%*	*1%*	*3%*	*2%*	*3%*	*2%*	*1%*	*3%*	*3%*	*3%*	*3%*	*3%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
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Absolutes/col percents

Table 213

Q29 Have you ever reported content on Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go) using its reporting tool?
Base: All aware of reporting tool

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	175	125	18	46	110	74	101	52	31	6	15	94	65	159	19	23	94	43	137	133
Base	174	112*	24**	43*	111*	84*	90*	59**	32**	6**	20**	81*	72*	153*	23**	27**	91*	44**	135*	132*
Effective Base	104	90	10	33	66	42	65	27	24	6	9	67	35	95	13	16	52	26	78	76
Yes	30	25	3	17	11	20	10	14	7	1	1	20	9	29	3	4	16	8	24	22
	17%	*22%*	*14%*	*40%d*	*10%*	*24%*	*11%*	*24%*	*21%*	*25%*	*4%*	*24%*	*13%*	*19%*	*14%*	*16%*	*17%*	*19%*	*18%*	*16%*
No	140	84	19	25	97	62	78	43	25	4	19	61	60	120	20	22	74	34	108	108
	80%	*75%*	*82%*	*58%*	*88%c*	*74%*	*86%*	*72%*	*79%*	*75%*	*92%*	*75%*	*83%*	*78%*	*86%*	*84%*	*80%*	*78%*	*80%*	*81%*
Don't know	5	3	1	1	2	2	3	2	-	-	1	1	3	4	-	-	2	1	4	3
	3%	*3%*	*3%*	*2%*	*2%*	*3%*	*3%*	*4%*	-	-	*4%*	*1%*	*4%*	*3%*	-	-	*2%*	*3%*	*3%*	*2%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Table 213

Q29 Have you ever reported content on Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/Sky Go) using its reporting tool?
Base: All aware of reporting tool

		Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
	Total	Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	175	70	98	7	56	14	58	12	23	90	15
Base	174	60*	110*	5**	49*	11**	51*	8**	21*	97*	14**
Effective Base	104	54	54	6	43	12	45	10	20	49	12
Yes	30	26	3	1	23	3	23	3	14	19	3
	17%	44%b	3%	17%	47%	27%	45%	34%	66%	19%	20%
No	140	32	105	2	25	7	27	5	7	77	11
	80%	54%	95%a	50%	51%	67%	54%	58%	34%	79%	80%
Don't know	5	1	2	1	1	1	1	1	-	1	-
	3%	2%	2%	33%	1%	7%	1%	8%	-	1%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Table 214

Q29 Have you ever reported content on Paid Video On-demand content available through your subscription service provider (e.g. film rental on a pay per view basis on Virgin Media, Sky Go, etc.) using its reporting tool?
Base: All aware of reporting tool

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**112**	75	37	30	35	19	19	5	4	65	38	9	38	30	3	4	27	8	2	-	34	39	21	18	73	39
Base	**107***	75*	32**	30**	26*	18**	21**	10**	2**	56*	39**	12**	33*	32**	7**	2**	23**	6**	3**	-**	34**	34**	20**	19**	68*	38*
Effective Base	**74**	47	29	26	31	14	12	2	4	55	26	4	34	20	1	4	22	7	1	-	19	25	18	14	43	32
Yes	**20**	17	3	10	6	3	1	-	-	16	4	-	13	4	-	-	3	-	-	-	6	5	7	2	11	9
	19%	*22%*	*10%*	*33%*	*23%*	*17%*	*5%*	-	-	*28%*	*10%*	-	*38%*	*12%*	-	-	*14%*	-	-	-	*17%*	*16%*	*33%*	*12%*	*16%*	*23%*
No	**85**	57	28	20	18	15	20	10	2	38	35	12	20	28	7	2	19	6	3	-	28	29	13	15	56	29
	79%	*76%*	*87%*	*67%*	*70%*	*83%*	*95%*	*100%*	*100%*	*68%*	*90%*	*100%*	*59%*	*88%*	*100%*	*100%*	*82%*	*100%*	*100%*	-	*81%*	*84%*	*67%*	*82%*	*83%*	*74%*
Don't know	**2**	1	1	-	2	-	-	-	-	2	-	-	1	-	-	-	1	-	-	-	1	-	-	1	1	1
	2%	*1%*	*2%*	-	*7%*	-	-	-	-	*3%*	-	-	*3%*	-	-	-	*3%*	-	-	-	*2%*	-	-	*6%*	*1%*	*3%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Base: All aware of reporting tool

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**112**	86	26	68	40	4	11	9	7	5	12	5	10	19	23	101	6	3	2	27	17	57
Base	**107***	86*	21**	66*	37*	3**	8**	10**	6**	5**	12**	12**	13**	19**	14**	99*	4**	2**	1**	24**	16**	59*
Effective Base	**74**	56	18	41	31	3	10	5	6	4	8	3	9	17	21	66	5	3	2	17	12	38
Yes	**20**	20	-	11	9	-	-	1	3	2	2	2	1	4	6	20	-	-	-	4	3	13
	19%	*23%*	-	*17%*	*23%*	-	-	*8%*	*52%*	*33%*	*14%*	*14%*	*9%*	*21%*	*42%*	*20%*	-	-	-	*16%*	*19%*	*22%*
No	**85**	64	21	53	29	3	8	9	3	3	9	10	11	15	8	78	4	2	1	20	12	45
	79%	*74%*	*100%*	*80%*	*77%*	*100%*	*100%*	*92%*	*48%*	*67%*	*79%*	*86%*	*82%*	*79%*	*58%*	*78%*	*100%*	*100%*	*100%*	*84%*	*76%*	*76%*
Don't know	**2**	2	-	2	-	-	-	-	-	-	1	-	1	-	-	2	-	-	-	-	1	1
	2%	*2%*	-	*3%*	-	-	-	-	-	-	*6%*	-	*8%*	-	-	*2%*	-	-	-	-	*5%*	*2%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Q29 Have you ever reported content on Paid Video On-demand content available through your subscription service provider (e.g. film rental on a pay per view basis on Virgin Media, Sky Go, etc.) using its reporting tool?
Base: All aware of reporting tool

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**112**	90	87	97	66	81	76	76	55	29	84	78	81	57	30	110	2	106	105	110
Base	**107***	87*	77*	87*	62*	71*	69*	69*	49*	27**	73*	74*	72*	50*	27**	102*	5**	96*	93*	102*
Effective Base	**74**	57	63	79	53	59	51	61	48	22	61	49	65	49	23	77	1	76	86	77
Yes	**20**	15	14	19	13	14	11	16	10	9	14	11	16	10	9	20	-	20	20	20
	19%	*17%*	*18%*	*21%*	*21%*	*20%*	*16%*	*23%*	*21%*	*32%*	*19%*	*15%*	*22%*	*20%*	*32%*	*20%*	-	*21%*	*22%*	*20%*
No	**85**	71	62	67	48	57	58	51	38	18	58	62	55	39	19	80	5	74	71	80
	79%	*82%*	*81%*	*76%*	*77%*	*79%*	*83%*	*74%*	*78%*	*68%*	*80%*	*84%*	*76%*	*78%*	*68%*	*79%*	*100%*	*77%*	*76%*	*79%*
Don't know	**2**	1	1	2	1	1	1	2	1	-	1	1	2	1	-	2	-	2	2	2
	2%	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*3%*	*2%*	-	*1%*	*1%*	*3%*	*2%*	-	*2%*	-	*2%*	*2%*	*2%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
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Base: All aware of reporting tool

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	112	79	13	28	79	53	59	35	24	4	12	56	43	99	12	14	67	24	91	86
Base	107*	66*	20**	25**	78*	54*	53*	35**	23**	4**	10**	52*	41*	93*	15**	18**	65*	19**	84*	80*
Effective Base	74	70	7	24	48	43	32	27	21	4	11	30	37	64	9	11	41	21	58	54
Yes	20	16	4	15	5	14	6	10	4	1	4	7	9	16	4	4	8	7	16	14
	19%	*25%d*	*18%*	*58%*	*6%*	*26%*	*11%*	*27%*	*17%*	*34%*	*38%*	*14%*	*21%*	*17%*	*28%*	*25%*	*13%*	*39%*	*19%*	*17%*
No	85	48	16	10	72	38	47	24	18	3	6	43	32	75	11	13	55	11	66	65
	79%	*72%*	*82%*	*38%*	*93%a*	*71%*	*89%*	*67%*	*80%*	*66%*	*62%*	*84%*	*77%*	*81%*	*72%*	*75%*	*84%*	*61%*	*79%*	*82%*
Don't know	2	2	-	1	1	2	-	2	1	-	-	1	1	2	-	-	2	-	2	1
	2%	*3%*	-	*4%*	*1%*	*3%*	-	*5%*	*3%*	-	-	*2%*	*2%*	*2%*	-	-	*3%*	-	*2%*	*1%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 214

Q29 Have you ever reported content on Paid Video On-demand content available through your subscription service provider (e.g. film rental on a pay per view basis on Virgin Media, Sky Go, etc.) using its reporting tool?
Base: All aware of reporting tool

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**112**	45	65	2	40	5	41	4	14	58	16
Base	**107***	41**	64*	1**	38**	3**	39**	2**	13*	58*	17**
Effective Base	**74**	26	46	2	23	5	24	4	13	36	10
Yes	**20**	20	-	-	20	-	20	-	12	15	2
	19%	*48%*	-	-	*53%*	-	*51%*	-	*91%*	*26%*	*11%*
No	**85**	20	64	*	17	3	18	2	1	42	15
	79%	*49%*	*100%*	*35%*	*45%*	*100%*	*46%*	*100%*	*9%*	*73%*	*89%*
Don't know	**2**	1	-	1	1	-	1	-	-	1	-
	2%	*3%*	-	*65%*	*3%*	-	*3%*	-	-	*1%*	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 215

Q29 Have you ever reported content on Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.) using its reporting tool?
Base: All aware of reporting tool

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**461**	223	238	175	143	68	43	17	15	318	111	32	141	65	11	6	177	46	6	9	110	174	77	100	284	177
Base	**404**	214	190	163	114*	63*	47**	9**	7**	278	110*	16**	135	70*	6**	3**	142	39*	4**	4**	85*	146	74*	99*	231	172
Effective Base	**308**	138	184	144	90	39	25	15	14	234	63	29	101	34	10	5	136	36	5	9	93	114	46	67	201	113
Yes	**39**	25	14	20	10	3	5	*	-	30	9	*	18	6	*	-	12	2	-	-	13	12	2	11	26	13
	10%	*12%*	*7%*	*12%*	*8%*	*5%*	*11%*	*4%*	*-*	*11%*	*8%*	*2%*	*14%*	*9%*	*7%*	*-*	*8%*	*6%*	*-*	*-*	*16%*	*9%*	*3%*	*11%*	*11%*	*8%*
No	**347**	182	165	139	100	57	36	8	7	238	93	15	115	60	4	3	124	33	4	4	71	128	68	80	199	148
	86%	*85%*	*87%*	*85%*	*87%*	*91%*	*77%*	*87%*	*100%*	*86%*	*85%*	*93%*	*85%*	*86%*	*78%*	*100%*	*87%*	*84%*	*100%*	*100%*	*83%*	*88%*	*92%*	*81%*	*86%*	*86%*
Don't know	**18**	7	11	4	5	2	6	1	-	9	8	1	2	4	1	-	7	4	-	-	1	6	4	7	7	11
	4%	*3%*	*6%*	*3%*	*4%*	*3%*	*12%*	*9%*	*-*	*3%*	*7%*	*5%*	*2%*	*6%*	*15%*	*-*	*5%*	*9%*	*-*	*-*	*1%*	*4%*	*5%*	*7%*	*3%*	*7%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Absolutes/col percents

Table 215

Q29 Have you ever reported content on Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.) using its reporting tool?
Base: All aware of reporting tool

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**461**	275	181	233	199	10	23	54	43	24	51	22	42	72	77	408	27	10	16	120	75	213
Base	**404**	244	156	201	179	9**	16**	50*	30*	21**	48*	32**	46*	65*	51*	358	18**	6**	21**	96*	68*	194
Effective Base	**308**	177	129	150	138	6	21	37	32	21	32	15	35	58	52	283	21	9	8	85	51	148
Yes	**39**	31	7	24	14	*	1	3	3	3	9	1	2	4	10	36	1	*	1	7	11	18
	10%	13%b	*4%*	*12%*	*8%*	*5%*	*6%*	*7%*	*10%*	*12%*	*18%*	*4%*	*5%*	*6%*	20%m	*10%*	*7%*	*7%*	*5%*	*8%*	*16%*	*9%*
No	**347**	202	143	172	156	8	15	47	27	18	32	28	41	57	40	305	17	6	20	88	50	166
	86%	*83%*	92%a	*85%*	*87%*	*91%*	*94%*	93%j	*89%*	*88%*	*67%*	*87%*	88%j	89%j	*78%*	*85%*	*93%*	*93%*	*95%*	92%t	*74%*	*86%*
Don't know	**18**	11	6	5	8	*	-	-	1	-	7	3	3	3	1	18	-	-	-	1	7	10
	4%	*5%*	*4%*	*3%*	*5%*	*5%*	-	-	*2%*	-	15%g	*9%*	*7%*	*5%*	*2%*	*5%*	-	-	-	*1%*	10%t	*5%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Absolutes/col percents

Table 215

Q29 Have you ever reported content on Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.) using its reporting tool?
Base: All aware of reporting tool

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**461**	345	400	369	271	364	198	247	164	149	392	209	282	191	160	458	3	439	453	458
Base	**404**	288	348	325	229	315	164	217	137	136	340	173	246	160	144	401	3**	374	398	401
Effective Base	**308**	246	263	252	205	247	135	186	139	113	260	142	211	150	122	307	2	298	304	307
Yes	**39**	27	33	38	25	29	18	30	21	15	32	20	31	21	16	39	-	39	38	39
	10%	*9%*	*9%*	*12%*	*11%*	*9%*	*11%*	*14%*	*15%*	*11%*	*9%*	*11%*	*13%*	*13%*	*11%*	*10%*	-	*10%*	*10%*	*10%*
No	**347**	251	302	275	199	273	143	177	112	114	294	151	204	134	119	344	3	321	343	344
	86%	*87%*	*87%*	*85%*	*87%*	*87%*	*87%*	*81%*	*82%*	*84%*	*87%*	*87%*	*83%*	*84%*	*83%*	*86%*	*100%*	*86%*	*86%*	*86%*
Don't know	**18**	10	13	12	5	13	2	11	4	6	13	2	11	4	8	18	-	14	17	18
	4%	*3%*	*4%*	*4%*	*2%*	*4%*	*1%*	*5%*	*3%*	*5%*	*4%*	*1%*	*5%*	*2%*	*6%*	*4%*	-	*4%*	*4%*	*4%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 215

Q29 Have you ever reported content on Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.) using its reporting tool?
Base: All aware of reporting tool

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	**461**	312	60	44	384	141	320	100	53	13	56	232	170	402	127	142	196	74	270	238
Base	**404**	265	50*	39*	340	145*	259	105*	52*	13**	55*	184	159	344	119*	133*	162	64*	226	196
Effective Base	**308**	228	31	39	250	94	219	63	43	9	36	143	131	274	86	97	129	52	181	172
Yes	**39**	31	6	13	22	19	20	12	6	3	5	21	12	33	5	5	17	10	27	25
	10%	12%d	*12%*	34%abd	*6%*	*13%*	*8%*	*11%*	*11%*	*20%*	*9%*	*11%*	*8%*	*10%*	*4%*	*4%*	11%o	16%no	12%no	13%no
No	**347**	223	41	22	307	119	228	86	45	11	50	154	139	293	107	120	137	54	191	163
	86%	84%c	81%c	*56%*	90%abc	*82%*	*88%*	*82%*	*87%*	*80%*	*90%*	*83%*	*87%*	*85%*	*90%*	*90%*	*85%*	*83%*	*84%*	*83%*
Don't know	**18**	11	4	4	12	8	10	7	1	-	1	10	7	17	7	8	8	1	9	8
	4%	*4%*	*7%*	*10%*	*4%*	*5%*	*4%*	*6%*	*2%*	-	*1%*	*5%*	*5%*	*5%*	*6%*	*6%*	*5%*	*1%*	*4%*	*4%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Absolutes/col percents

Table 215

Q29 Have you ever reported content on Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.) using its reporting tool?
Base: All aware of reporting tool

		Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
	Total	Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	461	107	328	26	91	16	99	8	29	192	90
Base	404	91*	290	22**	80*	12**	86*	5**	27*	174	76*
Effective Base	308	85	208	19	72	15	79	8	25	119	67
Yes	39	23	14	2	22	1	22	1	11	24	4
	10%	25%b	5%	9%	27%	8%	25%	18%	42%	14%	6%
No	347	67	264	16	56	11	63	4	15	147	72
	86%	74%	91%a	74%	71%	92%	73%	82%	58%	84%	94%h
Don't know	18	1	13	4	1	-	1	-	-	3	-
	4%	2%	4%	17%	2%	-	2%	-	-	2%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 216

Q29 Have you ever reported content on Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com) using its reporting tool?
Base: All aware of reporting tool

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**134**	66	68	63	43	15	6	5	2	106	21	7	48	13	4	1	58	8	1	1	37	49	21	27	86	48
Base	**122**	62*	61*	62*	35**	16**	6**	3**	1**	96*	22**	4**	46*	13**	2**	***	50*	9**	1**	***	36**	39*	22**	24**	76*	46*
Effective Base	**102**	51	51	53	28	10	6	4	2	82	16	6	36	12	3	1	47	5	1	1	27	41	14	23	66	36
Yes	**23**	16	7	11	11	2	-	-	-	22	2	-	14	2	-	-	7	-	-	-	6	8	8	2	14	10
	19%	*26%*	*12%*	*18%*	*30%*	*10%*	-	-	-	*23%*	*7%*	-	*31%*	*12%*	-	-	*15%*	-	-	-	*15%*	*21%*	*36%*	*6%*	*18%*	*21%*
No	**96**	44	53	50	24	13	6	2	1	73	19	3	31	10	2	*	42	9	1	*	31	30	14	21	61	35
	79%	*71%*	*87%*	*81%*	*68%*	*83%*	*100%*	*78%*	*100%*	*76%*	*88%*	*83%*	*68%*	*79%*	*72%*	*100%*	*84%*	*100%*	*100%*	*100%*	*85%*	*76%*	*64%*	*86%*	*80%*	*76%*
Don't know	**3**	2	1	1	1	1	-	1	-	1	1	1	1	1	1	-	1	-	-	-	-	1	-	2	1	2
	2%	*4%*	*1%*	*1%*	*2%*	*7%*	-	*22%*	-	*1%*	*5%*	*17%*	*1%*	*8%*	*28%*	-	*1%*	-	-	-	-	*3%*	-	*7%*	*1%*	*4%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Absolutes/col percents

Table 216

Q29 Have you ever reported content on Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com) using its reporting tool?
Base: All aware of reporting tool

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**134**	86	46	72	54	1	12	14	15	9	18	6	13	18	17	122	4	1	7	41	27	54
Base	**122**	77*	43*	60*	55*	1**	8**	11**	14**	7**	13**	10**	15**	20**	11**	111*	3**	***	8**	33*	21**	57*
Effective Base	**102**	64	36	64	36	1	11	14	11	8	17	4	12	13	12	91	4	1	7	34	25	38
Yes	**23**	18	5	13	9	-	1	1	2	-	2	6	2	6	3	22	-	-	2	4	2	17
	19%	*24%*	*12%*	*21%*	*16%*	-	*9%*	*7%*	*15%*	-	*11%*	*53%*	*14%*	*30%*	*26%*	*20%*	-	-	*19%*	*11%*	*7%*	*29%*
No	**96**	57	37	46	45	1	8	10	11	7	11	5	13	14	8	88	3	*	5	29	19	40
	79%	*74%*	*88%*	*77%*	*81%*	*100%*	*91%*	*93%*	*80%*	*100%*	*85%*	*47%*	*86%*	*70%*	*69%*	*79%*	*100%*	*100%*	*67%*	*87%*	*90%*	*70%*
Don't know	**3**	2	-	1	2	-	-	-	1	-	1	-	-	-	1	2	-	-	1	1	1	1
	2%	*2%*	-	*2%*	*3%*	-	-	-	*5%*	-	*4%*	-	-	-	*5%*	*2%*	-	-	*13%*	*2%*	*3%*	*1%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Absolutes/col percents

Table 216

Q29 Have you ever reported content on Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com) using its reporting tool?
Base: All aware of reporting tool

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**134**	101	115	118	80	111	70	96	76	44	115	72	103	78	45	134	-	131	133	134
Base	**122**	85*	98*	109*	67*	93*	59*	89*	73*	38*	98*	60*	94*	74*	39*	122	-**	119*	122	122
Effective Base	**102**	83	94	88	65	97	56	76	59	40	94	57	82	60	41	102	-	99	101	102
Yes	**23**	14	15	22	8	15	10	21	15	6	15	10	21	15	6	23	-	23	23	23
	19%	*17%*	*16%*	*21%*	*12%*	*16%*	*17%*	*23%*	*20%*	*15%*	*16%*	*17%*	*22%*	*20%*	*15%*	*19%*	-	*20%*	*19%*	*19%*
No	**96**	70	80	84	58	75	48	65	56	32	80	49	70	57	33	96	-	93	96	96
	79%	*82%*	*82%*	*77%*	*85%*	*80%*	*82%*	*73%*	*77%*	*83%*	*82%*	*82%*	*75%*	*77%*	*84%*	*79%*	-	*78%*	*79%*	*79%*
Don't know	**3**	1	3	3	2	3	1	3	2	1	3	1	3	2	1	3	-	3	3	3
	2%	*1%*	*3%*	*3%*	*2%*	*3%*	*1%*	*3%*	*3%*	*2%*	*3%*	*1%*	*3%*	*3%*	*2%*	*2%*	-	*2%*	*2%*	*2%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 216

Q29 Have you ever reported content on Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com) using its reporting tool?
Base: All aware of reporting tool

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	134	92	15	22	104	38	96	26	16	6	13	62	59	121	26	29	61	27	88	76
Base	122	82*	16**	20**	93*	40*	83*	29**	16**	6**	11**	57*	55*	112*	27**	30**	52*	22**	74*	64*
Effective Base	102	75	11	16	86	31	71	20	11	6	12	46	45	90	20	23	48	24	72	60
Yes	23	13	6	9	10	8	15	7	1	1	2	11	9	21	3	3	9	5	15	11
	19%	*15%*	*38%*	*43%*	*11%*	*20%*	*19%*	*23%*	*8%*	*22%*	*23%*	*20%*	*17%*	*19%*	*10%*	*9%*	*18%*	*23%*	*20%*	*17%*
No	96	67	9	11	81	31	65	22	14	4	8	44	44	88	23	26	41	16	58	51
	79%	*82%*	*58%*	*54%*	*87%*	*79%*	*79%*	*77%*	*88%*	*78%*	*77%*	*77%*	*81%*	*79%*	*86%*	*88%*	*80%*	*74%*	*79%*	*80%*
Don't know	3	2	1	1	2	1	2	-	1	-	-	2	1	3	1	1	1	1	1	2
	2%	*3%*	*4%*	*3%*	*2%*	*2%*	*3%*	-	*4%*	-	-	*3%*	*2%*	*3%*	*4%*	*4%*	*1%*	*3%*	*2%*	*3%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Absolutes/col percents

Table 216

Q29 Have you ever reported content on Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com) using its reporting tool?
Base: All aware of reporting tool

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**134**	48	77	9	38	10	40	8	15	52	20
Base	**122**	49*	67*	7**	40**	9**	41**	7**	15*	55*	17**
Effective Base	**102**	35	61	8	27	9	28	7	13	35	18
Yes	**23**	19	3	2	18	2	18	2	8	17	2
	19%	*40%b*	*4%*	*22%*	*45%*	*18%*	*43%*	*22%*	*50%*	*30%*	*11%*
No	**96**	28	63	5	21	7	22	6	8	38	15
	79%	*58%*	*95%a*	*68%*	*53%*	*82%*	*54%*	*78%*	*50%*	*69%*	*89%*
Don't know	**3**	1	1	1	1	-	1	-	-	1	-
	2%	*2%*	*2%*	*9%*	*3%*	-	*3%*	-	-	*1%*	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 217

Q29 Have you ever reported content on YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional) using its reporting tool?
Base: All aware of reporting tool

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**622**	297	325	203	178	127	59	35	20	381	186	55	154	105	24	14	227	81	11	6	164	226	98	134	390	232
Base	**610**	316	295	189	162*	137*	64*	34**	25**	350	201*	59**	150*	126*	25**	15**	200	75*	9**	10**	132	222	113*	143*	354	256
Effective Base	**341**	159	187	167	83	61	36	15	9	232	96	24	95	53	10	8	138	46	6	3	112	118	51	77	218	127
Yes	**90**	55	35	45	21	16	5	2	1	66	21	3	38	14	2	*	28	7	-	*	32	27	15	16	59	31
	15%	*17%*	*12%*	*24%def*	*13%*	*12%*	*8%*	*7%*	*3%*	*19%*	*10%*	*5%*	*25%m*	*11%*	*9%*	*2%*	*14%*	*9%*	*-*	*3%*	*24%uwy*	*12%*	*13%*	*11%*	*17%*	*12%*
No	**510**	254	257	142	136	118	58	32	24	278	176	56	108	108	23	15	170	68	9	10	99	194	96	122	292	218
	84%	*80%*	*87%*	*75%*	*84%*	*86%*	*90%c*	*93%*	*97%*	*79%*	*88%c*	*95%*	*72%*	*86%*	*91%*	*98%*	*85%*	*90%*	*100%*	*97%*	*75%*	*87%*	*85%*	*85%*	*83%*	*85%*
Don't know	**10**	7	3	2	5	3	1	-	-	6	4	-	4	3	-	-	3	1	-	-	1	2	2	5	3	7
	2%	*2%*	*1%*	*1%*	*3%*	*2%*	*2%*	*-*	*-*	*2%*	*2%*	*-*	*3%*	*3%*	*-*	*-*	*1%*	*1%*	*-*	*-*	*1%*	*1%*	*2%*	*3%*	*1%*	*3%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Absolutes/col percents

Table 217

Q29 Have you ever reported content on YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional) using its reporting tool?
Base: All aware of reporting tool

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**622**	372	243	317	272	14	28	66	69	34	62	30	63	84	98	534	39	9	40	163	96	275
Base	**610**	356	249	303	280	14**	23**	57*	56*	34**	52*	58**	85*	78*	66*	509	36**	7**	59**	136	86*	287
Effective Base	**341**	205	132	173	147	10	18	48	45	19	41	16	36	60	61	295	21	7	24	110	59	141
Yes	**90**	55	34	48	39	*	3	7	4	7	10	7	6	18	13	74	5	*	9	14	17	43
	15%	*15%*	*13%*	*16%*	*14%*	*3%*	*11%*	*13%*	*7%*	*22%*	*19%*	*11%*	*7%*	*22%hl*	*20%*	*15%*	*15%*	*7%*	*16%*	*10%*	*20%*	*15%*
No	**510**	295	211	251	236	13	19	46	50	26	41	51	79	60	53	425	30	5	49	115	67	243
	84%	*83%*	*85%*	*83%*	*84%*	*93%*	*82%*	*82%*	*89%*	*78%*	*78%*	*89%*	*93%m*	*76%*	*80%*	*84%*	*84%*	*83%*	*84%*	*85%*	*78%*	*85%*
Don't know	**10**	5	5	4	5	1	1	3	2	-	1	-	-	1	-	9	*	1	-	7	1	1
	2%	*1%*	*2%*	*1%*	*2%*	*4%*	*6%*	*6%*	*4%*	-	*3%*	-	-	*1%*	-	*2%*	*1%*	*10%*	-	*5%u*	*2%*	*

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 217

Q29 Have you ever reported content on YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional) using its reporting tool?
Base: All aware of reporting tool

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**622**	472	543	501	348	473	284	302	216	184	521	306	368	259	201	620	2	575	616	620
Base	**610**	434	504	476	315	436	265	292	207	165	480	283	344	241	187	610	1**	511	605	610
Effective Base	**341**	279	317	297	207	277	165	188	137	137	302	179	233	165	135	341	2	372	337	341
Yes	**90**	60	77	76	50	75	41	54	45	29	77	43	59	46	31	89	*	88	89	89
	15%	*14%*	*15%*	*16%*	*16%*	*17%*	*16%*	*19%*	*22%*	*18%*	*16%*	*15%*	*17%*	*19%*	*17%*	*15%*	*52%*	*17%*	*15%*	*15%*
No	**510**	369	420	391	258	356	221	232	156	134	398	237	279	189	154	510	-	416	505	510
	84%	*85%*	*83%*	*82%*	*82%*	*82%*	*84%*	*79%*	*76%*	*82%*	*83%*	*84%*	*81%*	*78%*	*83%*	*84%*	-	*82%*	*84%*	*84%*
Don't know	**10**	6	7	9	6	5	3	6	6	1	5	3	6	6	1	10	*	6	10	10
	2%	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*	*2%*	*3%*	*1%*	*1%*	*1%*	*2%*	*2%*	*1%*	*2%*	*48%*	*1%*	*2%*	*2%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 217

Q29 Have you ever reported content on YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional) using its reporting tool?
Base: All aware of reporting tool

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	622	411	88	45	532	172	450	127	73	13	94	306	216	522	154	170	272	107	379	346
Base	610	369	115*	44*	506	184	426	134*	81*	13**	120*	276	208	484	160*	174*	254	99*	352	313
Effective Base	341	271	39	35	307	102	239	79	44	12	46	163	145	306	78	88	152	67	218	211
Yes	90	63	14	11	75	30	59	25	12	2	13	34	42	76	14	19	36	18	54	47
	15%	*17%*	*12%*	*25%*	*15%*	*17%*	*14%*	*19%*	*15%*	*18%*	*10%*	*12%*	*20%*	*16%*	*9%*	*11%*	*14%*	*18%*	*15%*	*15%*
No	510	301	100	29	425	149	362	105	66	10	107	236	161	398	144	153	211	81	292	262
	84%	*82%c*	*88%c*	*67%*	*84%c*	*81%*	*85%*	*78%*	*81%*	*82%*	*90%*	*86%*	*77%*	*82%*	*90%*	*88%*	*83%*	*82%*	*83%*	*84%*
Don't know	10	4	-	4	5	5	5	4	3	-	-	5	5	10	2	2	6	-	6	4
	2%	*1%*	-	*8%abd*	*1%*	*3%*	*1%*	*3%*	*4%*	-	-	*2%*	*2%*	*2%*	*1%*	*1%*	*2%*	-	*2%*	*1%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Table 217

Q29 Have you ever reported content on YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional) using its reporting tool?
Base: All aware of reporting tool

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**622**	119	460	43	94	25	98	21	32	241	140
Base	**610**	103*	468	40**	80*	22**	84*	19**	31*	244	156*
Effective Base	**341**	81	244	25	65	16	69	13	19	135	67
Yes	**90**	43	40	6	40	3	43	1	25	38	20
	15%	42%b	*9%*	*15%*	*50%*	*14%*	*51%*	*5%*	*80%*	*16%*	*13%*
No	**510**	56	427	27	37	19	38	18	5	202	136
	84%	*55%*	91%a	*69%*	*46%*	*86%*	*46%*	*95%*	*17%*	*83%*	*87%*
Don't know	**10**	3	1	6	3	-	3	-	1	4	-
	2%	3%b	*	*16%*	*3%*	-	*3%*	-	*2%*	*2%*	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 218

Q29 Have you ever reported content on Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.) using its reporting tool?
Base: All aware of reporting tool

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**492**	209	283	165	141	88	55	24	19	306	143	43	111	71	16	11	195	72	8	8	135	190	67	100	325	167
Base	**515**	247*	269	162	135*	102*	80**	21**	15**	297	182*	36**	113*	106**	17**	10**	184	76*	4**	5**	132*	184*	92*	108*	316	200*
Effective Base	**254**	96	174	133	71	44	21	12	14	194	62	25	64	29	8	9	133	38	8	5	78	88	35	59	164	91
Yes	**113**	57	56	48	29	20	13	2	2	76	32	4	35	19	2	1	41	13	1	1	43	37	21	12	80	33
	22%	*23%*	*21%*	*30%*	*21%*	*19%*	*16%*	*12%*	*13%*	*26%*	*18%*	*12%*	*31%*	*18%*	*11%*	*12%*	*23%*	*18%*	*16%*	*16%*	33%wy	*20%*	*22%*	*12%*	25%w	*17%*
No	**393**	184	209	111	106	78	67	18	13	216	145	32	77	83	15	9	139	62	3	4	89	142	71	91	231	162
	76%	*75%*	*78%*	*68%*	*78%*	*77%*	*84%*	*88%*	*87%*	*73%*	*80%*	*88%*	*68%*	*78%*	*89%*	*88%*	*76%*	*82%*	*84%*	*84%*	*67%*	*77%*	*78%*	85%t	*73%*	81%t
Don't know	**9**	6	3	4	1	4	-	-	-	5	4	-	1	4	-	-	3	-	-	-	-	5	-	4	5	4
	2%	*2%*	*1%*	*2%*	*1%*	*4%*	-	-	-	*2%*	*2%*	-	*1%*	*4%*	-	-	*2%*	-	-	-	-	*2%*	-	*4%*	*1%*	*2%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Table 218

Q29 Have you ever reported content on Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.) using its reporting tool?
Base: All aware of reporting tool

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**492**	299	189	271	198	11	25	54	52	27	47	28	57	76	59	425	20	9	38	131	74	220
Base	**515**	322	190	274	223	9**	23**	49*	44**	33**	43**	50**	76*	71*	42*	430	13**	8**	65**	115*	76*	239
Effective Base	**254**	149	105	132	108	9	14	34	29	13	24	15	39	50	35	233	19	6	18	77	36	124
Yes	**113**	71	42	62	50	*	5	9	7	7	17	9	18	16	7	94	4	-	16	20	24	49
	22%	*22%*	*22%*	*23%*	*22%*	*5%*	*21%*	*18%*	*16%*	*21%*	*39%*	*18%*	*24%*	*22%*	*17%*	*22%*	*29%*	-	*24%*	*18%*	*32%*	*21%*
No	**393**	248	142	210	168	9	18	38	37	22	26	40	57	55	34	327	10	8	49	93	48	186
	76%	*77%*	*75%*	*76%*	*76%*	*95%*	*79%*	*79%*	*84%*	*66%*	*61%*	*80%*	*75%*	*77%*	*81%*	*76%*	*71%*	*100%*	*76%*	81%	*63%*	*78%*
Don't know	**9**	3	6	2	5	-	-	1	-	4	-	1	1	1	1	9	-	-	-	1	4	3
	2%	*1%*	*3%*	*1%*	*2%*	-	-	*3%*	-	*13%*	-	*1%*	*1%*	*1%*	*2%*	*2%*	-	-	-	*1%*	*5%*	*1%*

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Absolutes/col percents

Table 218

Q29 Have you ever reported content on Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.) using its reporting tool?
Base: All aware of reporting tool

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**492**	393	422	409	266	363	247	261	188	149	408	259	311	212	161	489	3	466	480	489
Base	**515**	395	438	432	241	359	230	269	173	150*	410	255	312	197	164*	514	2**	452	505	514
Effective Base	**254**	204	214	216	190	192	161	148	140	93	212	132	173	138	99	253	3	276	247	253
Yes	**113**	91	98	96	58	80	52	66	50	34	91	59	72	55	42	113	-	105	113	113
	22%	*23%*	*22%*	*22%*	*24%*	*22%*	*23%*	*25%*	*29%*	*23%*	*22%*	*23%*	*23%*	*28%*	*25%*	*22%*	-	*23%*	*22%*	*22%*
No	**393**	296	333	332	179	276	174	200	121	115	316	192	235	140	121	392	2	342	384	392
	76%	*75%*	*76%*	*77%*	*75%*	*77%*	*76%*	*74%*	*70%*	*76%*	*77%*	*75%*	*76%*	*71%*	*74%*	*76%*	*100%*	*76%*	*76%*	*76%*
Don't know	**9**	8	7	4	3	3	3	3	2	1	3	3	4	2	1	9	-	5	9	9
	2%	*2%*	*2%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	-	*1%*	*2%*	*2%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
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Absolutes/col percents

Table 218

Q29 Have you ever reported content on Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.) using its reporting tool?
Base: All aware of reporting tool

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	**492**	334	66	35	432	152	340	110	60	11	62	256	172	428	113	125	220	83	303	276
Base	**515**	311	90**	39**	434	193*	322	139*	72**	14**	77*	238	199*	437	127*	139*	232*	73*	305	270
Effective Base	**254**	220	25	22	231	75	189	59	27	8	33	141	85	221	60	68	99	62	149	140
Yes	**113**	79	17	15	95	48	65	39	11	7	19	53	41	94	20	24	46	20	65	63
	22%	*25%*	*18%*	*38%*	*22%*	*25%*	*20%*	*28%*	*15%*	*46%*	*24%*	*22%*	*21%*	*22%*	*16%*	*17%*	*20%*	*27%*	*21%*	*23%*
No	**393**	229	72	24	335	144	250	100	60	8	58	183	151	334	106	114	181	51	232	204
	76%	*74%*	*80%*	*62%*	*77%*	*74%*	*77%*	*72%*	*83%*	*54%*	*76%*	*77%*	*76%*	*76%*	*83%*	*82%*	*78%*	*70%*	*76%*	*75%*
Don't know	**9**	3	1	-	5	1	7	-	1	-	-	2	7	9	1	1	5	3	8	3
	2%	*1%*	*2%*	-	*1%*	*1%*	*2%*	-	*2%*	-	-	*1%*	*3%*	*2%*	*1%*	*1%*	*2%*	*4%*	*3%*	*1%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Absolutes/col percents

Table 218

Q29 Have you ever reported content on Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.) using its reporting tool?
Base: All aware of reporting tool

		Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
	Total	Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**492**	85	382	25	72	13	79	6	24	208	86
Base	**515**	83*	400	32**	73*	10**	79*	4**	28*	217	82*
Effective Base	**254**	53	190	14	44	12	49	6	15	114	45
Yes	**113**	37	61	15	33	4	35	2	22	49	16
	22%	45%b	*15%*	*47%*	*45%*	*41%*	*45%*	*42%*	*77%*	*23%*	*20%*
No	**393**	44	337	13	38	6	41	2	6	166	64
	76%	*53%*	84%a	*40%*	*52%*	*59%*	*52%*	*58%*	*23%*	*76%*	*79%*
Don't know	**9**	2	2	4	2	-	2	-	-	2	1
	2%	*3%*	*1%*	*13%*	*3%*	-	*3%*	-	-	*1%*	*1%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 219

Q29 Have you ever reported content on Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.) using its reporting tool?
Base: All aware of reporting tool

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**91**	51	40	40	28	10	8	1	4	68	18	5	33	14	1	3	35	4	-	1	24	34	16	17	58	33
Base	**79***	41*	38**	40*	23**	7**	7**	1**	2**	63*	14**	3**	28**	11**	1**	2**	35**	3**	-**	***	19**	28**	15**	17**	47*	32**
Effective Base	**71**	45	29	35	18	9	8	1	3	53	17	4	29	13	1	2	26	4	-	1	22	25	13	13	46	26
Yes	**12**	9	4	9	2	-	1	-	*	11	1	*	7	1	-	*	4	-	-	-	4	5	3	1	8	4
	16%	*21%*	*10%*	*22%*	*11%*	-	*15%*	-	*13%*	*18%*	*8%*	*11%*	*26%*	*10%*	-	*16%*	*11%*	-	-	-	*19%*	*17%*	*21%*	*5%*	*18%*	*13%*
No	**66**	31	34	31	19	7	6	1	2	50	13	3	19	10	1	2	31	3	-	*	15	23	12	15	38	28
	83%	*76%*	*90%*	*78%*	*84%*	*100%*	*85%*	*100%*	*87%*	*80%*	*92%*	*89%*	*69%*	*90%*	*100%*	*84%*	*89%*	*100%*	-	*100%*	*81%*	*81%*	*79%*	*91%*	*81%*	*85%*
Don't know	**1**	1	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	1	-	1	1	1
	2%	*3%*	-	-	*5%*	-	-	-	-	*2%*	-	-	*5%*	-	-	-	-	-	-	-	-	*2%*	-	*4%*	*1%*	*2%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Absolutes/col percents

Table 219

Q29 Have you ever reported content on Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.) using its reporting tool?
Base: All aware of reporting tool

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**91**	65	26	55	32	2	9	12	5	3	11	3	8	15	20	86	5	-	-	26	14	46
Base	**79***	55*	25**	44*	33**	1**	7**	11**	4**	2**	7**	4**	12**	15**	13**	76*	3**	-**	-**	22**	10**	45*
Effective Base	**71**	53	19	50	23	2	8	9	5	3	11	3	7	15	15	67	5	-	-	21	13	35
Yes	**12**	9	3	6	6	-	*	1	1	-	2	2	1	2	3	12	-	-	-	2	2	9
	16%	*17%*	*13%*	*15%*	*19%*	-	*5%*	*9%*	*21%*	-	*22%*	*50%*	*10%*	*12%*	*26%*	*16%*	-	-	-	*10%*	*17%*	*20%*
No	**66**	44	21	37	26	1	7	10	3	2	4	2	11	13	10	62	3	-	-	20	7	36
	83%	*81%*	*87%*	*84%*	*79%*	*100%*	*95%*	*91%*	*79%*	*100%*	*61%*	*50%*	*90%*	*88%*	*74%*	*82%*	*100%*	-	-	*90%*	*70%*	*80%*
Don't know	**1**	1	-	1	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	1	-
	2%	*2%*	-	*1%*	*2%*	-	-	-	-	-	*17%*	-	-	-	-	*2%*	-	-	-	-	*13%*	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Absolutes/col percents

Table 219

Q29 Have you ever reported content on Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.) using its reporting tool?
Base: All aware of reporting tool

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**91**	70	76	83	62	72	53	68	53	31	76	54	76	54	31	89	2	86	88	89
Base	**79***	58*	67*	74*	52*	64*	42*	62*	45*	28**	67*	43*	67*	45*	28**	77*	3**	72*	76*	77*
Effective Base	**71**	60	59	65	56	56	50	54	48	25	59	51	60	48	25	71	1	71	70	71
Yes	**12**	10	12	12	9	11	8	9	9	7	12	8	10	9	7	10	3	10	10	10
	16%	*18%*	*17%*	*16%*	*18%*	*18%*	*19%*	*15%*	*19%*	*23%*	*17%*	*19%*	*14%*	*20%*	*23%*	*13%*	*100%*	*14%*	*13%*	*13%*
No	**66**	47	54	61	42	51	33	51	36	21	54	34	57	36	21	66	-	61	65	66
	83%	*81%*	*81%*	*82%*	*81%*	*80%*	*79%*	*83%*	*80%*	*77%*	*81%*	*79%*	*84%*	*79%*	*77%*	*85%*	-	*85%*	*85%*	*85%*
Don't know	**1**	1	1	1	1	1	1	1	1	-	1	1	1	1	-	1	-	1	1	1
	2%	*1%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*1%*	-	*2%*	*2%*	*2%*	*1%*	-	*2%*	-	*2%*	*2%*	*2%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
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Absolutes/col percents

Table 219

Q29 Have you ever reported content on Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.) using its reporting tool?
Base: All aware of reporting tool

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	**91**	68	7	11	80	30	61	24	14	2	9	40	41	81	21	25	42	16	58	54
Base	**79***	56*	5**	9**	70*	28**	51*	23**	12**	2**	9**	33**	36*	69*	23**	26**	35*	12**	46*	41*
Effective Base	**71**	57	6	10	62	26	45	20	13	2	7	29	35	64	14	17	37	15	51	50
Yes	**12**	8	2	5	7	9	4	8	2	-	-	5	7	12	1	1	8	2	10	7
	16%	*13%*	*39%*	*60%*	*10%*	*30%*	*8%*	*33%*	*17%*	-	-	*16%*	*20%*	*18%*	*5%*	*5%*	*24%*	*15%*	*22%*	*16%*
No	**66**	48	3	3	63	20	46	15	10	2	8	28	29	56	22	25	26	10	35	33
	83%	*84%*	*61%*	*33%*	*89%*	*70%*	*90%*	*67%*	*83%*	*100%*	*92%*	*84%*	*79%*	*81%*	*95%*	*95%*	*74%*	*85%*	*77%*	*81%*
Don't know	**1**	1	-	1	1	-	1	-	-	-	1	-	1	1	-	-	1	-	1	1
	2%	*2%*	-	*6%*	*1%*	-	*2%*	-	-	-	*8%*	-	*1%*	*1%*	-	-	*2%*	-	*2%*	*3%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Absolutes/col percents

Table 219

Q29 Have you ever reported content on Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.) using its reporting tool?
Base: All aware of reporting tool

		Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
	Total	Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**91**	29	56	6	25	4	26	3	11	43	13
Base	**79***	24**	47*	7**	21**	3**	22**	2**	11*	39*	11**
Effective Base	**71**	25	45	4	21	4	22	3	9	33	11
Yes	**12**	9	3	1	9	-	9	-	6	8	5
	16%	*36%*	*6%*	*15%*	*41%*	-	*39%*	-	*60%*	*19%*	*40%*
No	**66**	14	45	6	12	3	13	1	4	31	7
	83%	*59%*	*94%*	*85%*	*56%*	*79%*	*59%*	*66%*	*40%*	*79%*	*60%*
Don't know	**1**	1	-	-	1	1	1	1	-	1	-
	2%	*5%*	-	-	*3%*	*21%*	*2%*	*34%*	-	*1%*	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 220

Q29 Have you ever reported content on Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.) using its reporting tool?
Base: All aware of reporting tool

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**140**	65	75	45	39	18	16	14	8	84	34	22	35	18	8	4	49	16	6	4	37	47	27	29	84	56
Base	**134***	56*	77*	49*	35**	19**	14**	8**	9**	84*	33**	17**	32**	16**	4**	3**	51*	17**	4**	5**	40**	39*	23**	32**	79*	55*
Effective Base	**90**	49	45	34	24	10	15	13	4	58	21	12	24	17	7	3	34	8	5	2	22	36	22	17	54	36
Yes	**9**	6	4	5	2	-	2	-	-	7	2	-	3	2	-	-	4	-	-	-	3	1	5	-	4	5
	7%	*10%*	*5%*	*9%*	*7%*	-	*17%*	-	-	*8%*	*7%*	-	*10%*	*14%*	-	-	*7%*	-	-	-	*7%*	*3%*	*22%*	-	*5%*	*9%*
No	**123**	50	73	44	31	19	11	8	9	75	31	17	29	14	4	3	47	17	4	5	37	36	18	32	73	50
	92%	*89%*	*94%*	*91%*	*89%*	*100%*	*83%*	*100%*	*100%*	*90%*	*93%*	*100%*	*88%*	*86%*	*100%*	*100%*	*91%*	*100%*	*100%*	*100%*	*93%*	*93%*	*78%*	*100%*	*93%*	*91%*
Don't know	**1**	1	1	-	1	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	1	-	-	1	-
	1%	*1%*	*1%*	-	*4%*	-	-	-	-	*2%*	-	-	*2%*	-	-	-	*2%*	-	-	-	-	*4%*	-	-	*2%*	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 220

Q29 Have you ever reported content on Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.) using its reporting tool?
Base: All aware of reporting tool

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**140**	86	54	78	58	2	12	17	10	10	13	7	19	23	16	127	7	1	5	39	23	65
Base	**134***	80*	54*	69*	62*	1**	9**	14**	9**	8**	11**	10**	27**	21**	13**	123*	5**	***	5**	32**	19**	71*
Effective Base	**90**	61	31	55	35	2	10	13	6	9	7	4	12	16	11	81	5	1	5	28	15	41
Yes	**9**	9	-	6	3	-	1	1	1	2	1	1	1	1	1	9	-	-	-	3	2	4
	7%	***12%b***	-	*9%*	*5%*	-	*9%*	*8%*	*9%*	*19%*	*7%*	*12%*	*5%*	*4%*	*7%*	*8%*	-	-	-	*8%*	*12%*	*6%*
No	**123**	69	54	61	59	1	8	13	8	7	10	9	25	21	12	112	5	*	5	29	17	66
	92%	*87%*	***100%b***	*89%*	*95%*	*100%*	*91%*	*92%*	*91%*	*81%*	*88%*	*88%*	*92%*	*96%*	*93%*	*91%*	*100%*	*100%*	*100%*	*92%*	*85%*	*93%*
Don't know	**1**	1	-	1	-	-	-	-	-	-	1	-	1	-	-	1	-	-	-	-	1	1
	1%	*2%*	-	*2%*	-	-	-	-	-	-	*5%*	-	*3%*	-	-	*1%*	-	-	-	-	*3%*	*1%*

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Absolutes/col percents

Table 220

Q29 Have you ever reported content on Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.) using its reporting tool?
Base: All aware of reporting tool

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**140**	115	122	112	68	111	76	68	59	46	121	78	85	65	51	139	1	129	137	139
Base	**134***	103*	114*	111*	64*	103*	65*	68*	51*	41*	113*	66*	82*	55*	44*	132*	2**	116*	131*	132*
Effective Base	**90**	76	77	74	44	72	55	46	47	31	77	57	59	52	35	89	1	88	88	89
Yes	**9**	5	7	8	6	7	5	7	4	3	7	5	7	4	3	9	-	9	9	9
	7%	*5%*	*6%*	*8%*	*9%*	*7%*	*7%*	*11%*	*8%*	*7%*	*6%*	*7%*	*9%*	*7%*	*7%*	*7%*	*-*	*8%*	*7%*	*7%*
No	**123**	97	106	102	58	95	61	60	46	37	105	62	73	51	40	121	2	105	120	121
	92%	*94%*	*93%*	*91%*	*90%*	*92%*	*93%*	*87%*	*91%*	*91%*	*93%*	*93%*	*90%*	*92%*	*92%*	*92%*	*100%*	*91%*	*92%*	*92%*
Don't know	**1**	1	1	1	1	1	-	1	1	1	1	-	1	1	1	1	-	1	1	1
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*-*	*2%*	*1%*	*2%*	*1%*	*-*	*2%*	*1%*	*2%*	*1%*	*-*	*1%*	*1%*	*1%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
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Absolutes/col percents

Table 220

Q29 Have you ever reported content on Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.) using its reporting tool?
Base: All aware of reporting tool

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	140	91	13	14	120	38	102	30	14	5	23	71	45	116	28	32	68	24	92	86
Base	134*	87*	10**	15**	115*	41**	93*	30**	15**	7**	27**	62*	44*	106*	33**	35**	69*	17**	87*	76*
Effective Base	90	62	7	10	77	28	63	23	10	3	14	45	32	78	17	19	43	22	61	59
Yes	9	9	-	4	5	5	4	4	2	-	1	4	4	8	-	-	6	2	8	7
	7%	11%	-	27%	4%	13%	4%	13%	12%	-	3%	6%	10%	8%	-	-	9%	10%	9%	9%
No	123	76	10	10	109	35	88	26	13	7	26	57	39	96	32	34	63	16	78	69
	92%	88%	100%	69%	95%	87%	94%	87%	88%	100%	97%	92%	89%	91%	98%	98%	91%	90%	91%	90%
Don't know	1	1	-	1	1	-	1	-	-	-	-	1	1	1	1	1	-	-	-	1
	1%	2%	-	4%	1%	-	1%	-	-	-	-	1%	1%	1%	2%	2%	-	-	-	1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Table 220

Q29 Have you ever reported content on Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.) using its reporting tool?
Base: All aware of reporting tool

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**140**	26	110	4	21	5	23	3	7	72	22
Base	**134***	24**	104*	6**	19**	5**	21**	3**	6*	71*	17**
Effective Base	**90**	21	69	3	16	4	18	3	7	44	18
Yes	**9**	6	2	2	4	2	4	2	2	9	-
	7%	*24%*	*2%*	*33%*	*22%*	*34%*	*20%*	*49%*	*33%*	*13%*	-
No	**123**	18	102	4	14	3	16	2	4	61	17
	92%	*74%*	*98%*	*67%*	*76%*	*66%*	*77%*	*51%*	*67%*	*86%*	*100%*
Don't know	**1**	1	1	-	1	-	1	-	-	1	-
	1%	*2%*	*1%*	-	*3%*	-	*3%*	-	-	*1%*	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 221

Q29 Have you ever reported content on Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.) using its reporting tool?
Base: All aware of reporting tool

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**48**	27	21	24	13	7	3	-	1	37	10	1	18	8	-	1	19	2	-	-	11	12	12	13	23	25
Base	**41***	23**	18**	23**	10**	6**	2**	-**	1**	33*	8**	1**	16**	7**	-**	1**	17**	2**	-**	-**	10**	10**	11**	10**	20**	21**
Effective Base	**42**	24	19	21	12	7	3	-	1	32	10	1	16	8	-	1	17	2	-	-	10	12	9	13	22	21
Yes	**4**	3	1	1	3	-	-	-	-	4	-	-	3	-	-	-	1	-	-	-	2	1	-	1	3	1
	10%	*14%*	*4%*	*4%*	*30%*	-	-	-	-	*12%*	-	-	*20%*	-	-	-	*5%*	-	-	-	*16%*	*9%*	-	*14%*	*13%*	*7%*
No	**37**	20	18	22	7	6	2	-	1	29	8	1	13	7	-	1	16	2	-	-	8	9	11	9	17	20
	90%	*86%*	*96%*	*96%*	*70%*	*100%*	*100%*	-	*100%*	*88%*	*100%*	*100%*	*80%*	*100%*	-	*100%*	*95%*	*100%*	-	-	*84%*	*91%*	*100%*	*86%*	*87%*	*93%*
Don't know	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Absolutes/col percents

Table 221

Q29 Have you ever reported content on Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.) using its reporting tool?
Base: All aware of reporting tool

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**48**	30	17	25	19	2	4	5	2	2	8	-	7	9	7	44	2	1	1	11	10	23
Base	**41***	27**	13**	22**	16**	1**	3**	4**	2**	1**	6**	-**	10**	7**	5**	38*	2**	1**	1**	9**	7**	22**
Effective Base	**42**	26	16	22	17	2	4	5	2	2	8	-	6	9	7	39	2	1	1	11	10	19
Yes	**4**	3	1	3	1	-	-	-	-	1	2	-	-	-	1	3	1	-	-	-	2	1
	10%	*9%*	*11%*	*15%*	*5%*	-	-	-	-	*52%*	*27%*	-	-	-	*21%*	*8%*	*44%*	-	-	-	*31%*	*4%*
No	**37**	24	12	19	16	1	3	4	2	1	4	-	10	7	4	35	1	1	1	9	5	21
	90%	*91%*	*89%*	*85%*	*95%*	*100%*	*100%*	*100%*	*100%*	*48%*	*73%*	-	*100%*	*100%*	*79%*	*92%*	*56%*	*100%*	*100%*	*100%*	*69%*	*96%*
Don't know	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Table 221

Q29 Have you ever reported content on Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.) using its reporting tool?
Base: All aware of reporting tool

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**48**	38	44	42	48	43	33	34	29	16	44	33	34	31	17	48	-	48	48	48
Base	**41***	31*	36*	37*	41*	35*	26*	31**	28**	15**	36*	26*	31**	29**	16**	41*	-**	41*	41*	41*
Effective Base	**42**	34	40	37	42	39	32	30	26	14	40	32	30	28	15	42	-	42	42	42
Yes	**4**	3	4	4	4	4	3	3	2	2	4	3	3	2	2	4	-	4	4	4
	10%	*10%*	*11%*	*11%*	*10%*	*11%*	*12%*	*10%*	*6%*	*16%*	*11%*	*12%*	*10%*	*6%*	*15%*	*10%*	-	*10%*	*10%*	*10%*
No	**37**	28	32	33	37	31	23	28	26	13	32	23	28	28	14	37	-	37	37	37
	90%	*90%*	*89%*	*89%*	*90%*	*89%*	*88%*	*90%*	*94%*	*84%*	*89%*	*88%*	*90%*	*94%*	*85%*	*90%*	-	*90%*	*90%*	*90%*
Don't know	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
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Table 221

Q29 Have you ever reported content on Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.) using its reporting tool?
Base: All aware of reporting tool

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	**48**	37	3	3	45	19	29	16	8	2	2	25	21	46	6	6	27	11	38	32
Base	**41***	31*	3**	3**	39*	18**	23**	16**	7**	2**	2**	23**	16**	39*	8**	8**	22**	8**	30*	25*
Effective Base	**42**	33	3	3	39	16	27	13	8	2	2	21	20	41	5	5	26	11	36	31
Yes	**4**	3	1	2	2	3	1	3	1	-	-	3	1	4	-	-	3	1	4	4
	10%	*10%*	*30%*	*68%*	*6%*	*19%*	*3%*	*21%*	*11%*	-	-	*14%*	*5%*	*10%*	-	-	*15%*	*8%*	*13%*	*16%*
No	**37**	28	2	1	36	15	23	12	6	2	2	20	16	35	8	8	19	7	26	21
	90%	*90%*	*70%*	*32%*	*94%*	*81%*	*97%*	*79%*	*89%*	*100%*	*100%*	*86%*	*95%*	*90%*	*100%*	*100%*	*85%*	*92%*	*87%*	*84%*
Don't know	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Table 221

Q29 Have you ever reported content on Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.) using its reporting tool?
Base: All aware of reporting tool

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**48**	11	35	2	8	3	9	2	1	22	10
Base	**41***	8**	32*	2**	6**	2**	6**	2**	1*	20**	8**
Effective Base	**42**	11	31	2	8	3	9	2	1	20	9
Yes	**4**	3	-	1	3	1	3	1	1	3	-
	10%	*40%*	-	*49%*	*45%*	*28%*	*40%*	*41%*	*100%*	*17%*	-
No	**37**	5	32	1	3	2	4	1	-	17	8
	90%	*60%*	*100%*	*51%*	*55%*	*72%*	*60%*	*59%*	-	*83%*	*100%*
Don't know	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Table 222
Q29 Summary - 'Yes' mentions
Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	2102	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	2102	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	1150	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)	37 *2%*	26 *3%*	11 *1%*	19 5%efghjk	9 2%k	5 *1%*	3 *1%*	- -	- -	29 3%ghjk	8 *1%*	- -	19 5%mo	7 *2%*	- -	- -	10 *2%*	1 *	- -	- -	11 *2%*	13 *2%*	7 *2%*	7 *2%*	23 *2%*	14 *2%*
On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)	35 *2%*	23 *2%*	11 *1%*	18 5%efghjk	14 3%efjk	2 *1%*	- -	- -	- -	32 4%efghjk	2 *	- -	22 6%mo	1 *	- -	- -	10 2%q	1 *	- -	- -	10 *2%*	7 *1%*	11 *3%*	5 *1%*	18 *1%*	17 *2%*
Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/ Sky Go)	30 *1%*	20 *2%*	9 *1%*	12 3%hjk	13 3%hjk	5 *1%*	- -	- -	- -	25 3%hjk	5 *1%*	- -	17 4%m	4 *1%*	- -	- -	9 *2%*	1 *	- -	- -	10 *2%*	9 *1%*	8 *2%*	3 *1%*	19 *1%*	11 *1%*
Paid Video On-demand content available through your subscription service provider (e.g. film rental on a pay per view basis on Virgin Media, Sky Go, etc.)	20 *1%*	17 2%b	3 *	10 3%jk	6 *1%*	3 *1%*	1 *	- -	- -	16 2%jk	4 *	- -	13 *3%*	4 *1%*	- -	- -	3 *1%*	- -	- -	- -	6 *1%*	5 *1%*	7 *2%*	2 *	11 *1%*	9 *1%*
Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.)	39 *2%*	25 *2%*	14 *1%*	20 5%efghjk	10 2%k	3 *1%*	5 *1%*	* *	- -	30 4%ehjk	9 *1%*	* *	18 5%mo	6 *1%*	* *	- -	12 *2%*	2 *1%*	- -	- -	13 *3%*	12 *2%*	2 *1%*	11 *2%*	26 *2%*	13 *2%*
Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)	23 *1%*	16 *2%*	7 *1%*	11 3%efjk	11 2%jk	2 *	- -	- -	- -	22 3%efjk	2 *	- -	14 4%m	2 *	- -	- -	7 2%q	- -	- -	- -	6 *1%*	8 *1%*	8 *2%*	2 *	14 *1%*	10 *1%*
YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)	90 *4%*	55 *5%*	35 *3%*	45 11%defghjk	21 5%hjk	16 4%k	5 *1%*	2 *1%*	1 *	66 8%efghjk	21 *3%*	3 *1%*	38 10%mno	14 *3%*	2 *2%*	* *	28 6%q	7 *2%*	- -	* *	32 *6%*	27 *4%*	15 *4%*	16 *4%*	59 *5%*	31 *4%*
Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)	113 *5%*	57 *5%*	56 *5%*	48 12%defghjk	29 6%ghk	20 5%k	13 *3%*	2 *1%*	2 *1%*	76 9%efghjk	32 4%k	4 *1%*	35 10%mno	19 *5%*	2 *1%*	1 *1%*	41 9%qr	13 *3%*	1 *1%*	1 *1%*	43 8%wy	37 *5%*	21 *5%*	12 *3%*	80 6%w	33 *4%*
Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)	12 *1%*	9 *1%*	4 *	9 2%ejk	2 *1%*	- -	1 *	- -	* *	11 1%j	1 *	* *	7 *2%*	1 *	- -	* *	4 *1%*	- -	- -	- -	4 *1%*	5 *1%*	3 *1%*	1 *	8 *1%*	4 *

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base

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Absolutes/col percents

Table 222
Q29 Summary - 'Yes' mentions
Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Base	**2102**	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)	**9**	6	4	5	2	-	2	-	-	7	2	-	3	2	-	-	4	-	-	-	3	1	5	-	4	5
	*	*1%*	*	*1%*	*1%*	-	*1%*	-	-	*1%*	*	-	*1%*	*1%*	-	-	*1%*	-	-	-	*1%*	*	*1%*	-	*	*1%*
Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)	**4**	3	1	1	3	-	-	-	-	4	-	-	3	-	-	-	1	-	-	-	2	1	-	1	3	1
	*	*	*	*	*1%*	-	-	-	-	*	-	-	*1%*	-	-	-	*	-	-	-	*	*	-	*	*	*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 222
Q29 Summary - 'Yes' mentions
Base: All respondents

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	2102	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	1150	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)	37	32	4	23	14	-	2	4	4	2	7	1	1	6	6	32	1	1	3	9	9	14
	2%	3%b	*	2%	2%	-	2%	2%	2%	1%	4%	1%	*	2%	3%	2%	1%	2%	1%	2%	3%	1%
On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)	35	30	4	20	13	-	1	1	5	5	5	4	1	5	8	35	-	-	-	7	10	18
	2%	2%b	1%	2%	2%	-	1%	1%	3%	3%	2%	2%	*	2%	5%gl	2%	-	-	-	2%	3%	2%
Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/ Sky Go)	30	28	2	16	12	-	1	3	1	1	5	4	1	4	7	27	1	-	2	4	6	17
	1%	2%b	*	1%	2%	-	1%	1%	*	1%	3%	2%	*	1%	4%hl	2%	1%	-	1%	1%	2%	2%
Paid Video On-demand content available through your subscription service provider (e.g. film rental on a pay per view basis on Virgin Media, Sky Go, etc.)	20	20	-	11	9	-	-	1	3	2	2	2	1	4	6	20	-	-	-	4	3	13
	1%	2%b	-	1%	1%	-	-	*	2%	1%	1%	1%	*	1%	4%gl	1%	-	-	-	1%	1%	1%
Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.)	39	31	7	24	14	*	1	3	3	3	9	1	2	4	10	36	1	*	1	7	11	18
	2%	2%b	1%	2%	2%	1%	1%	2%	2%	2%	5%	1%	1%	2%	6%gklm	2%	1%	1%	1%	2%	3%	2%
Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)	23	18	5	13	9	-	1	1	2	-	2	6	2	6	3	22	-	-	2	4	2	17
	1%	1%	1%	1%	1%	-	1%	*	1%	-	1%	2%	1%	2%	2%	1%	-	-	1%	1%	*	2%
YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)	90	55	34	48	39	*	3	7	4	7	10	7	6	18	13	74	5	*	9	14	17	43
	4%	4%	4%	4%	5%	1%	3%	3%	3%	4%	5%	3%	2%	6%	8%hl	4%	4%	1%	5%	3%	5%	5%
Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)	113	71	42	62	50	*	5	9	7	7	17	9	18	16	7	94	4	-	16	20	24	49
	5%	6%	5%	5%	6%	1%	6%	4%	4%	4%	9%	4%	7%	6%	4%	5%	3%	-	8%	4%	7%	5%
Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)	12	9	3	6	6	-	*	1	1	-	2	2	1	2	3	12	-	-	-	2	2	9
	1%	1%	*	1%	1%	-	*	1%	*	-	1%	1%	*	1%	2%	1%	-	-	-	*	*	1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 222
Q29 Summary - 'Yes' mentions
Base: All respondents

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Base	**2102**	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)	**9**	9	-	6	3	-	1	1	1	2	1	1	1	1	1	9	-	-	-	3	2	4
	*	*1%*	-	*	*	-	*1%*	*1%*	*1%*	*1%*	*	*1%*	*	*	*	*1%*	-	-	-	*1%*	*1%*	*
Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)	**4**	3	1	3	1	-	-	-	-	1	2	-	-	-	1	3	1	-	-	-	2	1
	*	*	*	*	*	-	-	-	-	*	*1%*	-	-	-	*1%*	*	*1%*	-	-	-	*1%*	*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 222
Q29 Summary - 'Yes' mentions
Base: All respondents

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	2102	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	2102	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	1150	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)	37	28	28	35	18	27	23	30	21	15	28	23	30	21	15	37	-	37	37	37
	2%	2%	2%	2%	2%	2%	3%	4%	4%	3%	2%	2%	3%	3%	3%	2%	-	2%	2%	2%
On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)	35	28	28	32	17	28	18	28	19	15	28	19	29	20	18	35	-	35	34	35
	2%	2%	2%	2%	2%	2%	2%	4%	4%	3%	2%	2%	3%	3%	3%	2%	-	2%	2%	2%
Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/ Sky Go)	30	26	23	26	20	23	18	21	21	15	23	18	21	21	15	30	-	30	30	30
	1%	2%	1%	2%	2%	2%	2%	3%	4%d	3%	2%	2%	2%	3%d	2%	2%	-	2%	2%	2%
Paid Video On-demand content available through your subscription service provider (e.g. film rental on a pay per view basis on Virgin Media, Sky Go, etc.)	20	15	14	19	13	14	11	16	10	9	14	11	16	10	9	20	-	20	20	20
	1%	1%	1%	1%	2%	1%	1%	2%	2%	2%	1%	1%	2%	2%	1%	1%	-	1%	1%	1%
Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.)	39	27	33	38	25	29	18	30	21	15	32	20	31	21	16	39	-	39	38	39
	2%	2%	2%	3%	3%	2%	2%	4%	4%	3%	2%	2%	3%	3%	3%	2%	-	2%	2%	2%
Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)	23	14	15	22	8	15	10	21	15	6	15	10	21	15	6	23	-	23	23	23
	1%	1%	1%	2%	1%	1%	1%	3%	3%ef	1%	1%	1%	2%	2%	1%	1%	-	1%	1%	1%
YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)	90	60	77	76	50	75	41	54	45	29	77	43	59	46	31	89	*	88	89	89
	4%	4%	5%	5%	6%d	6%	5%	7%	9%f	5%	5%	4%	6%	7%d	5%	5%	*	5%	5%	5%
Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)	113	91	98	96	58	80	52	66	50	34	91	59	72	55	42	113	-	105	113	113
	5%	6%	6%	6%	7%	7%	6%	9%	10%f	6%	6%	6%	8%	9%	7%	6%	-	6%	6%	6%
Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)	12	10	12	12	9	11	8	9	9	7	12	8	10	9	7	10	3	10	10	10
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base

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Absolutes/col percents

Table 222
Q29 Summary - 'Yes' mentions
Base: All respondents

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**2102**	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)	**9**	5	7	8	6	7	5	7	4	3	7	5	7	4	3	9	-	9	9	9
	*	*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*	*1%*	*1%*	*	*	-	*1%*	*1%*	*
Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)	**4**	3	4	4	4	4	3	3	2	2	4	3	3	2	2	4	-	4	4	4
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	-	*	*	*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base

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Absolutes/col percents

Table 222
Q29 Summary - 'Yes' mentions
Base: All respondents

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)	37 2%	31 3%d	3 1%	17 8%abd	18 1%	21 3%d	15 1%	18 4%	4 1%	1 2%	5 1%	18 2%	14 2%	32 2%	3 1%	6 1%	19 2%	11 3%n	30 2%	30 3%n
On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)	35 2%	25 2%d	5 1%	20 9%abd	13 1%	23 3%d	12 1%	19 4%	4 1%	4 5%	2 1%	21 2%	11 2%	32 2%	4 1%	5 1%	15 2%	10 3%	25 2%	26 2%
Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/ Sky Go)	30 1%	25 2%d	3 1%	17 6%abd	11 1%	20 3%d	10 1%	14 3%	7 2%	1 2%	1 *	20 2%	9 1%	29 2%	3 1%	4 1%	16 2%	8 2%	24 2%	22 2%
Paid Video On-demand content available through your subscription service provider (e.g. film rental on a pay per view basis on Virgin Media, Sky Go, etc.)	20 1%	16 1%d	4 1%	15 7%abd	5 *	14 2%d	6 *	10 2%	4 1%	1 2%	4 1%	7 1%	9 1%	16 1%	4 1%	4 1%	8 1%	7 2%	16 1%	14 1%
Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.)	39 2%	31 3%d	6 1%	13 6%abd	22 1%	19 3%	20 1%	12 2%	6 2%	3 4%	5 1%	21 2%	12 2%	33 2%	5 1%	5 1%	17 2%	10 3%	27 2%	25 2%
Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)	23 1%	13 1%	6 1%	9 4%ad	10 1%	8 1%	15 1%	7 1%	1 *	1 2%	2 1%	11 1%	9 1%	21 1%	3 *	3 *	9 1%	5 1%	15 1%	11 1%
YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)	90 4%	63 6%	14 3%	11 5%	75 5%	30 4%	59 4%	25 5%	12 4%	2 3%	13 3%	34 3%	42 6%a	76 4%	14 3%	19 3%	36 4%	18 5%	54 4%	47 4%
Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)	113 5%	79 7%	17 4%	15 7%	95 6%	48 7%	65 5%	39 8%	11 4%	7 9%	19 5%	53 5%	41 6%	94 6%	20 4%	24 4%	46 5%	20 5%	65 5%	63 5%
Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)	12 1%	8 1%	2 *	5 3%ad	7 *	9 1%	4 *	8 2%	2 1%	- -	- -	5 1%	7 1%	12 1%	1 *	1 *	8 1%	2 *	10 1%	7 1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 222
Q29 Summary - 'Yes' mentions
Base: All respondents

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	**2102**	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)	**9**	9	-	4	5	5	4	4	2	-	1	4	4	8	-	-	6	2	8	7
	*	*1%*	-	*2%*	*	*1%*	*	*1%*	*1%*	-	*	*	*1%*	*	-	-	*1%*	*	*1%*	*1%*
Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)	**4**	3	1	2	2	3	1	3	1	-	-	3	1	4	-	-	3	1	4	4
	*	*	*	*1%*	*	*	*	*1%*	*	-	-	*	*	*	-	-	*	*	*	*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 222
Q29 Summary - 'Yes' mentions
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	2102	328	1662	112	258	70	270	58	67	852	360
Base	2102	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	1150	221	878	70	170	53	180	42	47	483	196
TV catch up services (e.g. BBC iPlayer, ITV Player, 4oD, Demand 5, Now TV)	37	26	11	*	24	1	24	2	16	25	3
	2%	8%bc	1%	*	10%	2%	9%	4%	24%	3%	1%
On-line video rental services downloaded or streamed (e.g. Blinkbox, LoveFilm, Netflix)	35	26	6	2	25	2	25	2	15	23	3
	2%	9%b	*	2%b	10%	3%	10%	3%	23%	3%	1%
Free Video On-demand content available through your subscription service provider (e.g. Virgin Media/ Sky Go)	30	26	3	1	23	3	23	3	14	19	3
	1%	9%bc	*	1%	9%	5%	9%	6%	21%	2%	1%
Paid Video On-demand content available through your subscription service provider (e.g. film rental on a pay per view basis on Virgin Media, Sky Go, etc.)	20	20	-	-	20	-	20	-	12	15	2
	1%	7%bc	-	-	8%e	-	8%	-	18%	2%	1%
Official YouTube channels from brands/ organisations you are familiar with (e.g. 4oD, BBC Worldwide, Jamie Oliver's Food Tube, Top Gear etc.)	39	23	14	2	22	1	22	1	11	24	4
	2%	7%b	1%	2%	9%	2%	9%	2%	17%	3%	1%
Other TV or video channels available on-line (e.g.southparkstudios.co.uk, Vevo.com)	23	19	3	2	18	2	18	2	8	17	2
	1%	6%b	*	1%b	7%	3%	7%	3%	12%	2%	1%
YouTube videos uploaded by friends, family or other YouTube users (i.e. non-professional)	90	43	40	6	40	3	43	1	25	38	20
	4%	14%b	2%	6%	17%e	5%	17%g	2%	38%	4%	6%
Video content posted on social networking sites other than YouTube (e.g. Facebook, Twitter, blogs, Vimeo etc.)	113	37	61	15	33	4	35	2	22	49	16
	5%	12%b	4%	14%b	13%	7%	14%	4%	33%	6%	5%
Video content you have paid for on digital or on-line stores (e.g. iTunes Store, Google Play etc.)	12	9	3	1	9	-	9	-	6	8	5
	1%	3%b	*	1%	4%	-	3%	-	10%	1%	1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base

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Absolutes/col percents

Table 222
Q29 Summary - 'Yes' mentions
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Base	**2102**	303	1692	106*	244	59*	255	48*	65*	857	353
Video content on news websites (e.g. The Sun/ The Guardian/ The Huffington Post/ www.bloomberg.tv etc.)	**9**	6	2	2	4	2	4	2	2	9	-
	*	2%b	*	2%b	*2%*	*3%*	*2%*	*3%*	*3%*	*1%*	-
Video content that can be downloaded from the internet through your gaming console (e.g. on Xbox Live/ Nintendo Wii etc.)	**4**	3	-	1	3	1	3	1	1	3	-
	*	1%b	-	1%b	*1%*	*1%*	*1%*	*1%*	*1%*	*	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base

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Absolutes/col percents

Table 223

Q30 U - Universal (All ages admitted, there is almost nothing unsuitable for children) - Have you ever seen these?
Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**2102**	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	**2102**	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	**1150**	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
Aware and know what it means	**1690**	882	808	334	368	333	336	177	141	703	670	318	316	365	103	98	387	305	74	43	414	604	300	373	1018	672
	80%	84%b	*77%*	84%hk	83%hk	79%h	84%hk	*77%*	*67%*	84%hk	82%hk	*72%*	86%o	87%o	*79%*	*75%*	82%s	76%s	*73%*	*54%*	*79%*	*82%*	*79%*	*81%*	*81%*	*80%*
Aware but don't know what it means	**138**	73	65	26	29	28	10	22	22	56	38	44	28	20	14	11	27	19	8	11	33	49	26	29	83	55
	7%	*7%*	*6%*	7%l	7%l	7%l	*3%*	9%l	10%lj	7%l	*5%*	10%kl	*8%*	*5%*	*10%*	*8%*	*6%*	*5%*	*8%*	14%q	*6%*	*7%*	*7%*	*6%*	*7%*	*7%*
Not aware	**274**	97	177	39	44	59	53	32	47	82	112	80	24	37	14	22	58	75	18	25	75	85	55	58	161	113
	13%	*9%*	17%b	*10%*	*10%*	*14%*	*13%*	*14%*	23%cdefij	*10%*	*14%*	18%cdl	*6%*	*9%*	*11%*	17%l	*12%*	19%p	*18%*	32%p	*14%*	*12%*	*14%*	*13%*	*13%*	*13%*
Net: aware	**1828**	954	874	360	398	362	346	199	163	758	708	362	344	385	117	109	414	323	82	54	448	653	326	402	1101	728
	87%	91%b	*83%*	90%hk	90%hk	86%h	87%h	*86%*	*77%*	90%hk	86%h	*82%*	94%o	*91%*	*89%*	*83%*	88%qs	*81%*	*82%*	*68%*	*86%*	*88%*	*86%*	*87%*	*87%*	*87%*

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Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base

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Absolutes/col percents

Table 223

Q30 U - Universal (All ages admitted, there is almost nothing unsuitable for children) - Have you ever seen these?
Base: All respondents

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**2102**	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	**2102**	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	**1150**	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
Aware and know what it means	**1690**	1053	631	1035	608	25	74	162	132	138	147	171	219	228	139	1410	99	36	146	368	285	757
	80%	83%b	*77%*	*81%*	*78%*	*83%*	*89%*	*78%*	*79%*	*83%*	*79%*	*75%*	*81%*	*84%*	*83%*	*81%*	*79%*	*86%*	*78%*	*80%*	*81%*	*81%*
Aware but don't know what it means	**138**	80	57	66	68	3	4	20	12	8	19	11	12	16	13	113	9	*	15	35	27	51
	7%	*6%*	*7%*	*5%*	9%c	*10%*	*4%*	*10%*	*7%*	*5%*	*10%*	*5%*	*4%*	*6%*	*8%*	*6%*	*8%*	*1%*	*8%*	*8%*	*8%*	*5%*
Not aware	**274**	141	132	171	98	2	6	26	23	20	21	48	40	27	15	225	16	6	27	55	42	129
	13%	*11%*	16%a	*13%*	*13%*	*7%*	*7%*	*12%*	*14%*	*12%*	*11%*	21%fmn	*15%*	*10%*	*9%*	*13%*	*13%*	*13%*	*14%*	*12%*	*12%*	*14%*
Net: aware	**1828**	1133	688	1101	677	29	77	182	144	146	166	181	230	244	152	1523	108	36	160	403	312	808
	87%	89%b	*84%*	*87%*	*87%*	*93%*	93%k	*88%*	*86%*	*88%*	*89%*	*79%*	*85%*	90%k	91%k	*87%*	*87%*	*87%*	*86%*	*88%*	*88%*	*86%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 223

Q30 U - Universal (All ages admitted, there is almost nothing unsuitable for children) - Have you ever seen these?
Base: All respondents

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**2102**	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	**2102**	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	**1150**	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
Aware and know what it means	**1690**	1285	1334	1236	713	988	757	640	426	423	1186	845	779	522	464	1603	87	1359	1466	1603
	80%	*80%*	*81%*	*83%*	87%ab	*82%*	86%il	83%il	83%i	*77%*	*81%*	84%n	83%n	*82%*	*76%*	*81%*	*74%*	*82%*	*81%*	*81%*
Aware but don't know what it means	**138**	92	98	98	36	76	44	60	41	48	91	49	70	43	49	133	5	103	122	133
	7%	*6%*	*6%*	*7%*	*4%*	*6%*	*5%*	*8%*	8%l	9%l	*6%*	*5%*	*7%*	*7%*	8%k	*7%*	*4%*	*6%*	*7%*	*7%*
Not aware	**274**	220	218	157	75	148	85	73	45	78	193	112	91	71	94	248	26	197	216	248
	13%	14%cd	13%d	*11%*	*9%*	*12%*	*10%*	*9%*	*9%*	14%fgh	*13%*	*11%*	*10%*	*11%*	15%j	*12%*	*22%*	*12%*	*12%*	*12%*
Net: aware	**1828**	1378	1431	1334	749	1064	801	699	467	470	1276	894	849	565	513	1736	92	1462	1588	1736
	87%	*86%*	*87%*	89%a	91%ab	*88%*	90%il	91%il	91%i	*86%*	*87%*	*89%*	90%n	*89%*	*85%*	*88%*	*78%*	*88%*	*88%*	*88%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base

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Absolutes/col percents

Table 223

Q30 U - Universal (All ages admitted, there is almost nothing unsuitable for children) - Have you ever seen these?
Base: All respondents

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
Aware and know what it means	1690	930	326	169	1307	611	1079	399	267	62	313	815	560	1375	419	449	768	297	1065	994
	80%	85%bd	*72%*	*79%*	81%b	*83%*	*79%*	*81%*	*88%*	*88%*	*78%*	*79%*	85%jk	*81%*	*76%*	*77%*	*82%*	*83%*	82%no	85%no
Aware but don't know what it means	138	56	43	20	96	44	94	34	13	2	25	74	35	109	50	52	50	18	68	59
	7%	*5%*	9%a	*9%*	*6%*	*6%*	*7%*	*7%*	*4%*	*4%*	*6%*	*7%*	*5%*	*6%*	9%prs	9%prs	*5%*	*5%*	*5%*	*5%*
Not aware	274	110	82	24	213	81	193	57	24	6	61	148	62	211	80	83	119	45	164	118
	13%	*10%*	18%a	*11%*	13%a	*11%*	*14%*	*12%*	*8%*	*8%*	15%l	14%l	*10%*	*12%*	15%o	*14%*	*13%*	*12%*	*13%*	*10%*
Net: aware	1828	986	369	189	1402	655	1173	434	281	65	338	889	595	1484	469	501	818	315	1133	1053
	87%	90%bd	*82%*	*89%*	*87%*	*89%*	*86%*	*88%*	*92%*	*92%*	*85%*	*86%*	90%jk	*88%*	*85%*	*86%*	*87%*	*88%*	*87%*	90%n

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 223

Q30 U - Universal (All ages admitted, there is almost nothing unsuitable for children) - Have you ever seen these?
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**2102**	328	1662	112	258	70	270	58	67	852	360
Base	**2102**	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	**1150**	221	878	70	170	53	180	42	47	483	196
Aware and know what it means	**1690**	241	1376	74	187	54	198	43	54	686	292
	80%	*79%*	81%c	*69%*	*77%*	91%d	*77%*	*90%*	*83%*	*80%*	*83%*
Aware but don't know what it means	**138**	38	88	11	37	1	37	1	6	62	15
	7%	12%b	*5%*	*11%*	15%e	*1%*	15%g	*1%*	*9%*	*7%*	*4%*
Not aware	**274**	25	228	21	20	5	20	4	5	108	45
	13%	*8%*	13%a	20%ac	*8%*	*8%*	*8%*	*9%*	*8%*	*13%*	*13%*
Net: aware	**1828**	279	1464	85	224	54	235	44	60	748	308
	87%	92%bc	*87%*	*80%*	*92%*	*92%*	*92%*	*91%*	*92%*	*87%*	*87%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base

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Absolutes/col percents

Table 224

Q30 PG - Parental Guidance (All ages admitted, but certain scenes may be unsuitable for young children) - Have you ever seen these?
Base: All respondents

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**2102**	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	**2102**	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	**1150**	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
Aware and know what it means	**1753**	910	843	336	366	351	349	196	155	702	700	351	308	384	115	103	394	316	81	52	432	632	301	388	1064	690
	83%	87%b	*80%*	84%h	83%h	84%h	87%hk	85%h	*74%*	84%h	85%h	*80%*	*84%*	91%lo	*88%*	*79%*	83%s	79%s	*80%*	*65%*	*83%*	*86%*	*79%*	*84%*	*84%*	*82%*
Aware but don't know what it means	**113**	62	51	35	37	14	6	8	13	72	20	21	40	9	5	8	32	11	3	5	30	34	30	19	64	49
	5%	*6%*	*5%*	9%efj	8%efj	*3%*	*2%*	*3%*	6%ij	9%efj	*2%*	*5%*	11%m	*2%*	*4%*	*6%*	7%q	*3%*	*3%*	*6%*	*6%*	*5%*	*8%*	*4%*	*5%*	*6%*
Not aware	**236**	78	158	28	39	55	45	27	42	67	100	69	20	29	10	19	47	71	17	23	61	73	49	53	133	102
	11%	*7%*	15%b	*7%*	*9%*	13%cl	*11%*	*12%*	20%cdfij	*8%*	12%cl	16%cdl	*5%*	*7%*	*8%*	15%lm	*10%*	18%p	*17%*	29%lp	*12%*	*10%*	*13%*	*11%*	*11%*	*12%*
Net: aware	**1866**	973	893	371	403	366	355	204	168	774	720	372	348	393	120	111	426	327	84	57	462	666	331	407	1128	739
	89%	93%b	*85%*	93%ehjk	91%hk	*87%*	89%h	*88%*	*80%*	92%ehjk	88%h	*84%*	95%o	93%o	*92%*	*85%*	90%qs	*82%*	*83%*	*71%*	*88%*	*90%*	*87%*	*89%*	*89%*	*88%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base

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Absolutes/col percents

Table 224

Q30 PG - Parental Guidance (All ages admitted, but certain scenes may be unsuitable for young children) - Have you ever seen these?
Base: All respondents

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**2102**	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	**2102**	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	**1150**	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
Aware and know what it means	**1753**	1074	672	1069	636	28	77	178	141	138	156	170	221	238	140	1460	99	36	157	395	295	770
	83%	*84%*	*82%*	*84%*	*82%*	*91%*	*92%k*	*86%*	*84%*	*83%*	*84%*	*74%*	*82%*	*88%k*	*84%*	*84%*	*79%*	*87%*	*84%*	*86%*	*83%*	*82%*
Aware but don't know what it means	**113**	77	35	53	58	1	2	11	11	9	13	14	9	15	16	100	9	1	3	23	23	55
	5%	*6%*	*4%*	*4%*	*7%c*	*2%*	*2%*	*5%*	*7%*	*6%*	*7%*	*6%*	*3%*	*6%*	*10%l*	*6%*	*7%*	*1%*	*2%*	*5%*	*6%*	*6%*
Not aware	**236**	123	112	150	81	2	5	20	15	19	18	45	40	17	11	188	16	5	27	39	37	112
	11%	*10%*	*14%b*	*12%*	*10%*	*7%*	*6%*	*9%*	*9%*	*11%*	*9%*	*19%ghmn*	*15%mn*	*6%*	*6%*	*11%*	*13%*	*11%*	*14%*	*9%*	*10%*	*12%*
Net: aware	**1866**	1151	708	1121	694	29	78	189	152	148	170	184	231	253	156	1560	108	37	160	418	317	825
	89%	*90%b*	*86%*	*88%*	*90%*	*93%*	*94%k*	*91%k*	*91%k*	*89%*	*91%*	*81%*	*85%*	*94%kl*	*94%kl*	*89%*	*87%*	*89%*	*86%*	*91%*	*90%*	*88%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 224

Q30 PG - Parental Guidance (All ages admitted, but certain scenes may be unsuitable for young children) - Have you ever seen these?
Base: All respondents

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**2102**	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	**2102**	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	**1150**	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
Aware and know what it means	**1753**	1345	1368	1274	726	1011	780	655	441	444	1217	879	803	538	486	1664	89	1394	1522	1664
	83%	*84%*	*83%*	*85%*	88%ab	*83%*	88%ei	*85%*	*86%*	*81%*	*83%*	87%jn	85%n	*85%*	*80%*	*84%*	*76%*	*84%*	*84%*	*84%*
Aware but don't know what it means	**113**	66	83	83	31	72	34	59	35	38	79	37	62	38	41	106	7	92	99	106
	5%	*4%*	*5%*	*6%*	*4%*	*6%*	*4%*	8%f	7%f	7%f	*5%*	*4%*	7%k	*6%*	7%k	*5%*	*6%*	*6%*	*6%*	*5%*
Not aware	**236**	188	198	135	66	129	71	58	35	66	174	90	75	59	80	214	22	174	183	214
	11%	12%d	12%cd	*9%*	*8%*	11%h	*8%*	*8%*	*7%*	12%gh	12%l	*9%*	*8%*	*9%*	13%kl	*11%*	*18%*	*10%*	*10%*	*11%*
Net: aware	**1866**	1410	1451	1356	757	1083	814	714	477	483	1296	916	865	577	526	1770	96	1485	1621	1770
	89%	*88%*	*88%*	91%b	92%ab	*89%*	*92%*	92%f	93%ef	*88%*	*88%*	91%n	92%jn	*91%*	*87%*	*89%*	*82%*	*90%*	*90%*	*89%*

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Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base

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Absolutes/col percents

Table 224

Q30 PG - Parental Guidance (All ages admitted, but certain scenes may be unsuitable for young children) - Have you ever seen these?
Base: All respondents

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
Aware and know what it means	1753	956	341	167	1366	619	1134	406	275	63	328	846	573	1419	446	475	791	305	1095	1025
	83%	87%bc	*76%*	*78%*	85%b	*84%*	*83%*	*83%*	90%g	*89%*	*82%*	*82%*	87%k	*84%*	*81%*	*81%*	*84%*	*85%*	*84%*	88%no
Aware but don't know what it means	113	48	34	26	64	42	71	34	6	2	13	68	31	99	29	34	43	21	64	49
	5%	*4%*	7%d	12%ad	*4%*	*6%*	*5%*	7%h	*2%*	*3%*	*3%*	*7%*	*5%*	*6%*	*5%*	*6%*	*5%*	*6%*	*5%*	*4%*
Not aware	236	92	76	21	185	75	161	51	23	6	58	123	54	177	74	75	103	34	137	97
	11%	*8%*	17%ad	*10%*	11%a	*10%*	*12%*	*10%*	*8%*	*8%*	15%j	*12%*	*8%*	*10%*	13%s	13%s	*11%*	*9%*	*11%*	*8%*
Net: aware	1866	1004	375	193	1430	661	1205	440	281	65	341	914	603	1518	475	509	834	326	1160	1075
	89%	92%bd	*83%*	*90%*	89%b	*90%*	*88%*	*90%*	*92%*	*92%*	*85%*	*88%*	92%k	*90%*	*87%*	*87%*	*89%*	*91%*	*89%*	92%no

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Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 224

Q30 PG - Parental Guidance (All ages admitted, but certain scenes may be unsuitable for young children) - Have you ever seen these?
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**2102**	328	1662	112	258	70	270	58	67	852	360
Base	**2102**	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	**1150**	221	878	70	170	53	180	42	47	483	196
Aware and know what it means	**1753**	236	1433	84	185	51	196	40	47	722	299
	83%	*78%*	85%a	*79%*	*76%*	*86%*	*77%*	*82%*	*71%*	*84%*	*85%*
Aware but don't know what it means	**113**	50	56	7	46	4	45	4	16	44	15
	5%	16%bc	*3%*	*7%*	19%d	*6%*	*18%*	*9%*	*24%*	*5%*	*4%*
Not aware	**236**	18	203	15	13	5	14	4	3	91	38
	11%	*6%*	12%a	14%a	*5%*	*8%*	*5%*	*9%*	*5%*	*11%*	*11%*
Net: aware	**1866**	285	1490	91	231	54	242	44	62	765	314
	89%	94%bc	*88%*	*86%*	*95%*	*92%*	*95%*	*91%*	*95%*	*89%*	*89%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base

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Absolutes/col percents

Table 225

Q30 12A - Cinema only (unsuitable for very young people) - Have you ever seen these?
Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**2102**	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	**2102**	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	**1150**	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
Aware and know what it means	**1676**	852	824	348	363	330	321	177	138	711	650	315	314	352	99	87	397	299	78	51	415	604	293	363	1019	657
	80%	*81%*	*78%*	**87%efghjk**	**82%hk**	**78%h**	**80%hk**	*77%*	*66%*	**85%eghjk**	**79%hk**	*71%*	**85%o**	**83%o**	*76%*	*67%*	**84%qs**	*75%*	*77%*	*64%*	*79%*	*82%*	*77%*	*79%*	*81%*	*78%*
Aware but don't know what it means	**139**	85	54	14	33	29	24	18	21	46	53	39	23	31	12	18	23	22	6	3	35	42	28	34	77	62
	7%	**8%b**	*5%*	*3%*	**7%c**	*7%*	*6%*	*8%*	**10%c**	*6%*	*7%*	**9%c**	*6%*	*7%*	*9%*	**14%l**	*5%*	*6%*	*6%*	*4%*	*7%*	*6%*	*7%*	*7%*	*6%*	*7%*
Not aware	**287**	115	173	38	46	62	54	36	51	84	116	87	31	39	19	26	52	78	17	25	73	92	59	63	165	122
	14%	*11%*	**16%b**	*10%*	*10%*	*15%*	*14%*	*16%*	**24%cdefij**	*10%*	**14%l**	**20%cdl**	*9%*	*9%*	*14%*	**20%lmn**	*11%*	**20%p**	*17%*	**32%pq**	*14%*	*12%*	*16%*	*14%*	*13%*	*15%*
Net: aware	**1815**	936	878	361	396	359	345	195	159	757	704	354	337	383	112	105	420	321	83	54	450	646	322	397	1096	719
	86%	**89%b**	*84%*	**90%hk**	**90%hk**	**85%h**	**86%h**	*84%*	*76%*	**90%hjk**	**86%h**	*80%*	**91%o**	**91%o**	*86%*	*80%*	**89%qs**	*80%*	*83%*	*68%*	*86%*	*88%*	*84%*	*86%*	*87%*	*85%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base

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Absolutes/col percents

Table 225

Q30 12A - Cinema only (unsuitable for very young people) - Have you ever seen these?
Base: All respondents

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**2102**	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	**2102**	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	**1150**	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
Aware and know what it means	**1676**	1052	616	1020	607	28	75	168	135	131	143	165	216	221	138	1392	100	36	148	378	274	740
	80%	83%b	*75%*	*80%*	*78%*	*91%*	90%ijk	*81%*	*81%*	*79%*	*76%*	*72%*	*80%*	*82%*	*83%*	*80%*	*80%*	*87%*	*79%*	*83%*	*77%*	*79%*
Aware but don't know what it means	**139**	81	58	68	69	*	2	15	13	11	22	15	11	23	14	127	5	-	7	30	32	64
	7%	*6%*	*7%*	*5%*	9%c	*1%*	*3%*	*7%*	*8%*	*6%*	12%l	*7%*	*4%*	*9%*	*8%*	*7%*	*4%*	-	*4%*	*7%*	*9%*	*7%*
Not aware	**287**	141	145	183	99	2	6	24	19	25	23	49	43	26	14	230	20	5	33	50	48	132
	14%	*11%*	18%a	*14%*	*13%*	*8%*	*7%*	*12%*	*11%*	*15%*	*12%*	21%mn	*16%*	*10%*	*9%*	*13%*	*16%*	*13%*	*17%*	*11%*	*14%*	*14%*
Net: aware	**1815**	1133	675	1088	676	28	77	184	148	142	164	180	228	245	152	1519	105	36	155	408	306	804
	86%	89%b	*82%*	*86%*	*87%*	*92%*	93%jk	*88%*	*89%*	*85%*	*88%*	*79%*	*84%*	90%k	91%k	*87%*	*84%*	*87%*	*83%*	*89%*	*86%*	*86%*

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 225
Q30 12A - Cinema only (unsuitable for very young people) - Have you ever seen these?
Base: All respondents

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**2102**	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	**2102**	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	**1150**	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
Aware and know what it means	**1676**	1274	1320	1227	710	983	757	651	422	422	1176	840	787	516	461	1592	83	1344	1461	1592
	80%	*80%*	*80%*	*82%*	86%ab	*81%*	85%el	84%l	*82%*	*77%*	*80%*	83%n	84%n	*81%*	*76%*	*80%*	*71%*	*81%*	*81%*	*80%*
Aware but don't know what it means	**139**	96	97	92	35	76	39	52	41	45	89	52	62	45	49	134	5	105	119	134
	7%	*6%*	*6%*	*6%*	*4%*	*6%*	*4%*	*7%*	8%f	8%f	*6%*	*5%*	*7%*	*7%*	*8%*	*7%*	*5%*	*6%*	*7%*	*7%*
Not aware	**287**	227	232	172	79	152	90	70	49	82	205	115	91	75	96	258	29	210	224	258
	14%	14%d	14%d	*12%*	*10%*	*13%*	*10%*	*9%*	*10%*	15%fgh	14%l	*11%*	*10%*	*12%*	16%kl	*13%*	25%o	*13%*	*12%*	*13%*
Net: aware	**1815**	1370	1417	1320	745	1060	796	703	463	467	1265	892	849	561	510	1726	89	1449	1580	1726
	86%	*86%*	*86%*	*88%*	90%ab	*87%*	90%l	91%l	90%	*85%*	*86%*	89%n	90%jn	*88%*	*84%*	87%p	*75%*	*87%*	*88%*	*87%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 225

Q30 12A - Cinema only (unsuitable for very young people) - Have you ever seen these?
Base: All respondents

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
Aware and know what it means	1676	926	320	167	1300	602	1073	393	264	60	308	806	555	1360	421	447	752	303	1056	988
	80%	85%bd	*71%*	*78%*	81%b	*82%*	*79%*	*80%*	*87%*	*85%*	*77%*	*78%*	84%jk	*80%*	*77%*	*76%*	*80%*	84%no	*81%*	84%no
Aware but don't know what it means	139	62	35	23	94	49	90	39	14	3	22	83	33	117	45	50	57	17	73	66
	7%	*6%*	*8%*	11%ad	*6%*	*7%*	*7%*	*8%*	*5%*	*4%*	*6%*	*8%*	*5%*	*7%*	*8%*	*9%*	*6%*	*5%*	*6%*	*6%*
Not aware	287	107	96	24	221	84	204	58	26	7	69	149	69	218	83	87	128	40	168	117
	14%	*10%*	21%acd	*11%*	14%a	*11%*	*15%*	*12%*	*9%*	*10%*	17%j	*14%*	*11%*	*13%*	15%s	15%s	*14%*	*11%*	*13%*	*10%*
Net: aware	1815	989	355	190	1395	652	1163	432	278	63	331	889	588	1477	465	497	809	320	1129	1054
	86%	90%bd	*79%*	89%b	86%b	*89%*	*85%*	*88%*	*91%*	*90%*	*83%*	*86%*	89%j	*87%*	*85%*	*85%*	*86%*	*89%*	*87%*	90%no

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 225

Q30 12A - Cinema only (unsuitable for very young people) - Have you ever seen these?
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**2102**	328	1662	112	258	70	270	58	67	852	360
Base	**2102**	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	**1150**	221	878	70	170	53	180	42	47	483	196
Aware and know what it means	**1676**	232	1369	75	181	51	193	39	51	694	284
	80%	*76%*	*81%c*	*70%*	*74%*	*86%*	*76%*	*81%*	*79%*	*81%*	*80%*
Aware but don't know what it means	**139**	41	88	10	40	1	38	3	8	57	20
	7%	*13%b*	*5%*	*10%*	*16%d*	*1%*	*15%*	*6%*	*12%*	*7%*	*6%*
Not aware	**287**	31	236	21	23	8	24	6	6	106	49
	14%	*10%*	*14%*	*20%c*	*9%*	*13%*	*10%*	*13%*	*10%*	*12%*	*14%*
Net: aware	**1815**	273	1457	85	221	52	231	42	59	751	304
	86%	*90%c*	*86%*	*80%*	*91%*	*87%*	*90%*	*87%*	*90%*	*88%*	*86%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 226

Q30 Summary - Aware and know what it means
Base: All respondents

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**2102**	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	**2102**	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	**1150**	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
U - Universal (All ages admitted, there is almost nothing unsuitable for children)	**1690**	882	808	334	368	333	336	177	141	703	670	318	316	365	103	98	387	305	74	43	414	604	300	373	1018	672
	80%	84%b	*77%*	84%hk	83%hk	79%h	84%hk	*77%*	*67%*	84%hk	82%hk	*72%*	86%o	87%o	*79%*	*75%*	82%s	76%s	*73%*	*54%*	*79%*	*82%*	*79%*	*81%*	*81%*	*80%*
PG - Parental Guidance (All ages admitted, but certain scenes may be unsuitable for young children	**1753**	910	843	336	366	351	349	196	155	702	700	351	308	384	115	103	394	316	81	52	432	632	301	388	1064	690
	83%	87%b	*80%*	84%h	83%h	84%h	87%hk	85%h	*74%*	84%h	85%h	*80%*	*84%*	91%o	*88%*	*79%*	83%s	79%s	*80%*	*65%*	*83%*	*86%*	*79%*	*84%*	*84%*	*82%*
12A - Cinema only (unsuitable for very young people)	**1676**	852	824	348	363	330	321	177	138	711	650	315	314	352	99	87	397	299	78	51	415	604	293	363	1019	657
	80%	*81%*	*78%*	87%efghjk	82%hk	78%h	80%hk	*77%*	*66%*	85%eghjk	79%hk	*71%*	85%o	83%o	*76%*	*67%*	84%qs	*75%*	*77%*	*64%*	*79%*	*82%*	*77%*	*79%*	*81%*	*78%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 226

Q30 Summary - Aware and know what it means
Base: All respondents

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**2102**	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	**2102**	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	**1150**	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
U - Universal (All ages admitted, there is almost nothing unsuitable for children)	**1690**	1053	631	1035	608	25	74	162	132	138	147	171	219	228	139	1410	99	36	146	368	285	757
	80%	83%b	*77%*	*81%*	*78%*	*83%*	*89%*	*78%*	*79%*	*83%*	*79%*	*75%*	*81%*	*84%*	*83%*	*81%*	*79%*	*86%*	*78%*	*80%*	*81%*	*81%*
PG - Parental Guidance (All ages admitted, but certain scenes may be unsuitable for young children	**1753**	1074	672	1069	636	28	77	178	141	138	156	170	221	238	140	1460	99	36	157	395	295	770
	83%	*84%*	*82%*	*84%*	*82%*	*91%*	92%k	*86%*	*84%*	*83%*	*84%*	*74%*	*82%*	88%k	*84%*	*84%*	*79%*	*87%*	*84%*	*86%*	*83%*	*82%*
12A - Cinema only (unsuitable for very young people)	**1676**	1052	616	1020	607	28	75	168	135	131	143	165	216	221	138	1392	100	36	148	378	274	740
	80%	83%b	*75%*	*80%*	*78%*	*91%*	90%k	*81%*	*81%*	*79%*	*76%*	*72%*	*80%*	*82%*	*83%*	*80%*	*80%*	*87%*	*79%*	*83%*	*77%*	*79%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 226

Q30 Summary - Aware and know what it means
Base: All respondents

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**2102**	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	**2102**	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	**1150**	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
U - Universal (All ages admitted, there is almost nothing unsuitable for children)	**1690**	1285	1334	1236	713	988	757	640	426	423	1186	845	779	522	464	1603	87	1359	1466	1603
	80%	*80%*	*81%*	*83%*	87%ab	*82%*	86%d	83%d	83%d	*77%*	*81%*	84%n	83%n	*82%*	*76%*	*81%*	*74%*	*82%*	*81%*	*81%*
PG - Parental Guidance (All ages admitted, but certain scenes may be unsuitable for young children	**1753**	1345	1368	1274	726	1011	780	655	441	444	1217	879	803	538	486	1664	89	1394	1522	1664
	83%	*84%*	*83%*	*85%*	88%ab	*83%*	88%ef	*85%*	*86%*	*81%*	*83%*	87%jn	85%n	*85%*	*80%*	*84%*	*76%*	*84%*	*84%*	*84%*
12A - Cinema only (unsuitable for very young people)	**1676**	1274	1320	1227	710	983	757	651	422	422	1176	840	787	516	461	1592	83	1344	1461	1592
	80%	*80%*	*80%*	*82%*	86%ab	*81%*	85%ei	84%i	*82%*	*77%*	*80%*	83%n	84%n	*81%*	*76%*	*80%*	*71%*	*81%*	*81%*	*80%*

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 226

Q30 Summary - Aware and know what it means
Base: All respondents

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	**2102**	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	**2102**	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	**1150**	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
U - Universal (All ages admitted, there is almost nothing unsuitable for children)	**1690**	930	326	169	1307	611	1079	399	267	62	313	815	560	1375	419	449	768	297	1065	994
	80%	85%bd	*72%*	*79%*	81%b	*83%*	*79%*	*81%*	*88%*	*88%*	*78%*	*79%*	85%jk	*81%*	*76%*	*77%*	*82%*	*83%*	82%no	85%no
PG - Parental Guidance (All ages admitted, but certain scenes may be unsuitable for young children	**1753**	956	341	167	1366	619	1134	406	275	63	328	846	573	1419	446	475	791	305	1095	1025
	83%	87%bc	*76%*	*78%*	85%b	*84%*	*83%*	*83%*	90%g	*89%*	*82%*	*82%*	87%jk	*84%*	*81%*	*81%*	*84%*	*85%*	*84%*	88%no
12A - Cinema only (unsuitable for very young people)	**1676**	926	320	167	1300	602	1073	393	264	60	308	806	555	1360	421	447	752	303	1056	988
	80%	85%bd	*71%*	*78%*	81%b	*82%*	*79%*	*80%*	*87%*	*85%*	*77%*	*78%*	84%jk	*80%*	*77%*	*76%*	*80%*	84%no	*81%*	84%no

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 226
Q30 Summary - Aware and know what it means
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**2102**	328	1662	112	258	70	270	58	67	852	360
Base	**2102**	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	**1150**	221	878	70	170	53	180	42	47	483	196
U - Universal (All ages admitted, there is almost nothing unsuitable for children)	**1690**	241	1376	74	187	54	198	43	54	686	292
	80%	*79%*	81%c	*69%*	*77%*	91%d	*77%*	*90%*	*83%*	*80%*	*83%*
PG - Parental Guidance (All ages admitted, but certain scenes may be unsuitable for young children	**1753**	236	1433	84	185	51	196	40	47	722	299
	83%	*78%*	85%a	*79%*	*76%*	*86%*	*77%*	*82%*	*71%*	*84%*	*85%*
12A - Cinema only (unsuitable for very young people)	**1676**	232	1369	75	181	51	193	39	51	694	284
	80%	*76%*	81%c	*70%*	*74%*	*86%*	*76%*	*81%*	*79%*	*81%*	*80%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 227

Q30 Summary - Aware and but don't know what it means
Base: All respondents

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**2102**	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	**2102**	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	**1150**	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
U - Universal (All ages admitted, there is almost nothing unsuitable for children)	**138**	73	65	26	29	28	10	22	22	56	38	44	28	20	14	11	27	19	8	11	33	49	26	29	83	55
	7%	*7%*	*6%*	7%f	7%f	7%f	*3%*	9%f	10%fj	7%f	*5%*	10%fj	*8%*	*5%*	*10%*	*8%*	*6%*	*5%*	*8%*	14%q	*6%*	*7%*	*7%*	*6%*	*7%*	*7%*
PG - Parental Guidance (All ages admitted, but certain scenes may be unsuitable for young children	**113**	62	51	35	37	14	6	8	13	72	20	21	40	9	5	8	32	11	3	5	30	34	30	19	64	49
	5%	*6%*	*5%*	9%efj	8%efj	*3%*	*2%*	*3%*	6%fj	9%efj	*2%*	*5%*	11%m	*2%*	*4%*	*6%*	7%q	*3%*	*3%*	*6%*	*6%*	*5%*	*8%*	*4%*	*5%*	*6%*
12A - Cinema only (unsuitable for very young people)	**139**	85	54	14	33	29	24	18	21	46	53	39	23	31	12	18	23	22	6	3	35	42	28	34	77	62
	7%	8%b	*5%*	*3%*	7%c	*7%*	*6%*	*8%*	10%c	*6%*	*7%*	9%c	*6%*	*7%*	*9%*	14%l	*5%*	*6%*	*6%*	*4%*	*7%*	*6%*	*7%*	*7%*	*6%*	*7%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 227

Q30 Summary - Aware and but don't know what it means
Base: All respondents

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**2102**	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	**2102**	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	**1150**	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
U - Universal (All ages admitted, there is almost nothing unsuitable for children)	**138**	80	57	66	68	3	4	20	12	8	19	11	12	16	13	113	9	*	15	35	27	51
	7%	*6%*	*7%*	*5%*	**9%c**	*10%*	*4%*	*10%*	*7%*	*5%*	*10%*	*5%*	*4%*	*6%*	*8%*	*6%*	*8%*	*1%*	*8%*	*8%*	*8%*	*5%*
PG - Parental Guidance (All ages admitted, but certain scenes may be unsuitable for young children	**113**	77	35	53	58	1	2	11	11	9	13	14	9	15	16	100	9	1	3	23	23	55
	5%	*6%*	*4%*	*4%*	**7%c**	*2%*	*2%*	*5%*	*7%*	*6%*	*7%*	*6%*	*3%*	*6%*	**10%fl**	*6%*	*7%*	*1%*	*2%*	*5%*	*6%*	*6%*
12A - Cinema only (unsuitable for very young people)	**139**	81	58	68	69	*	2	15	13	11	22	15	11	23	14	127	5	-	7	30	32	64
	7%	*6%*	*7%*	*5%*	**9%c**	*1%*	*3%*	*7%*	*8%*	*6%*	**12%l**	*7%*	*4%*	*9%*	*8%*	*7%*	*4%*	-	*4%*	*7%*	*9%*	*7%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 227

Q30 Summary - Aware and but don't know what it means
Base: All respondents

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**2102**	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	**2102**	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	**1150**	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
U - Universal (All ages admitted, there is almost nothing unsuitable for children)	**138**	92	98	98	36	76	44	60	41	48	91	49	70	43	49	133	5	103	122	133
	7%	*6%*	*6%*	*7%*	*4%*	*6%*	*5%*	*8%*	*8%d*	*9%d*	*6%*	*5%*	*7%*	*7%*	*8%d*	*7%*	*4%*	*6%*	*7%*	*7%*
PG - Parental Guidance (All ages admitted, but certain scenes may be unsuitable for young children	**113**	66	83	83	31	72	34	59	35	38	79	37	62	38	41	106	7	92	99	106
	5%	*4%*	*5%*	*6%*	*4%*	*6%*	*4%*	*8%d*	*7%d*	*7%d*	*5%*	*4%*	*7%d*	*6%*	*7%d*	*5%*	*6%*	*6%*	*6%*	*5%*
12A - Cinema only (unsuitable for very young people)	**139**	96	97	92	35	76	39	52	41	45	89	52	62	45	49	134	5	105	119	134
	7%	*6%*	*6%*	*6%*	*4%*	*6%*	*4%*	*7%*	*8%d*	*8%d*	*6%*	*5%*	*7%*	*7%*	*8%*	*7%*	*5%*	*6%*	*7%*	*7%*

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Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 227

Q30 Summary - Aware and but don't know what it means
Base: All respondents

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	**2102**	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	**2102**	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	**1150**	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
U - Universal (All ages admitted, there is almost nothing unsuitable for children)	**138**	56	43	20	96	44	94	34	13	2	25	74	35	109	50	52	50	18	68	59
	7%	*5%*	*9%a*	*9%*	*6%*	*6%*	*7%*	*7%*	*4%*	*4%*	*6%*	*7%*	*5%*	*6%*	*9%prs*	*9%prs*	*5%*	*5%*	*5%*	*5%*
PG - Parental Guidance (All ages admitted, but certain scenes may be unsuitable for young children	**113**	48	34	26	64	42	71	34	6	2	13	68	31	99	29	34	43	21	64	49
	5%	*4%*	*7%d*	*12%ad*	*4%*	*6%*	*5%*	*7%h*	*2%*	*3%*	*3%*	*7%*	*5%*	*6%*	*5%*	*6%*	*5%*	*6%*	*5%*	*4%*
12A - Cinema only (unsuitable for very young people)	**139**	62	35	23	94	49	90	39	14	3	22	83	33	117	45	50	57	17	73	66
	7%	*6%*	*8%*	*11%ad*	*6%*	*7%*	*7%*	*8%*	*5%*	*4%*	*6%*	*8%*	*5%*	*7%*	*8%*	*9%*	*6%*	*5%*	*6%*	*6%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 227

Q30 Summary - Aware and but don't know what it means
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**2102**	328	1662	112	258	70	270	58	67	852	360
Base	**2102**	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	**1150**	221	878	70	170	53	180	42	47	483	196
U - Universal (All ages admitted, there is almost nothing unsuitable for children)	**138**	38	88	11	37	1	37	1	6	62	15
	7%	12%b	*5%*	*11%*	15%e	*1%*	15%g	*1%*	*9%*	*7%*	*4%*
PG - Parental Guidance (All ages admitted, but certain scenes may be unsuitable for young children	**113**	50	56	7	46	4	45	4	16	44	15
	5%	16%bc	*3%*	*7%*	19%e	*6%*	*18%*	*9%*	*24%*	*5%*	*4%*
12A - Cinema only (unsuitable for very young people)	**139**	41	88	10	40	1	38	3	8	57	20
	7%	13%b	*5%*	*10%*	16%e	*1%*	*15%*	*6%*	*12%*	*7%*	*6%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base

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Absolutes/col percents

Table 228
Q30 Summary - Net Aware
Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**2102**	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	**2102**	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	**1150**	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
U - Universal (All ages admitted, there is almost nothing unsuitable for children)	**1828**	954	874	360	398	362	346	199	163	758	708	362	344	385	117	109	414	323	82	54	448	653	326	402	1101	728
	87%	91%b	*83%*	90%hk	90%hk	86%h	87%h	*86%*	*77%*	90%hk	86%h	*82%*	94%o	*91%*	*89%*	*83%*	88%qs	*81%*	*82%*	*68%*	*86%*	*88%*	*86%*	*87%*	*87%*	*87%*
PG - Parental Guidance (All ages admitted, but certain scenes may be unsuitable for young children	**1866**	973	893	371	403	366	355	204	168	774	720	372	348	393	120	111	426	327	84	57	462	666	331	407	1128	739
	89%	93%b	*85%*	93%ehjk	91%hk	*87%*	89%h	*88%*	*80%*	92%ehjk	88%h	*84%*	95%o	93%o	*92%*	*85%*	90%qs	*82%*	*83%*	*71%*	*88%*	*90%*	*87%*	*89%*	*89%*	*88%*
12A - Cinema only (unsuitable for very young people)	**1815**	936	878	361	396	359	345	195	159	757	704	354	337	383	112	105	420	321	83	54	450	646	322	397	1096	719
	86%	89%b	*84%*	90%hk	90%hk	85%h	86%h	*84%*	*76%*	90%hjk	86%h	*80%*	91%o	91%o	*86%*	*80%*	89%qs	*80%*	*83%*	*68%*	*86%*	*88%*	*84%*	*86%*	*87%*	*85%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 228
Q30 Summary - Net Aware
Base: All respondents

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**2102**	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	**2102**	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	**1150**	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
U - Universal (All ages admitted, there is almost nothing unsuitable for children)	**1828**	1133	688	1101	677	29	77	182	144	146	166	181	230	244	152	1523	108	36	160	403	312	808
	87%	89%b	*84%*	*87%*	*87%*	*93%*	93%k	*88%*	*86%*	*88%*	*89%*	*79%*	*85%*	90%k	91%kl	*87%*	*87%*	*87%*	*86%*	*88%*	*88%*	*86%*
PG - Parental Guidance (All ages admitted, but certain scenes may be unsuitable for young children	**1866**	1151	708	1121	694	29	78	189	152	148	170	184	231	253	156	1560	108	37	160	418	317	825
	89%	90%b	*86%*	*88%*	*90%*	*93%*	94%k	91%k	91%k	*89%*	*91%*	*81%*	*85%*	94%kl	94%kl	*89%*	*87%*	*89%*	*86%*	*91%*	*90%*	*88%*
12A - Cinema only (unsuitable for very young people)	**1815**	1133	675	1088	676	28	77	184	148	142	164	180	228	245	152	1519	105	36	155	408	306	804
	86%	89%b	*82%*	*86%*	*87%*	*92%*	93%k	*88%*	*89%*	*85%*	*88%*	*79%*	*84%*	90%k	91%k	*87%*	*84%*	*87%*	*83%*	*89%*	*86%*	*86%*

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Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 228
Q30 Summary - Net Aware
Base: All respondents

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**2102**	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	**2102**	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	**1150**	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
U - Universal (All ages admitted, there is almost nothing unsuitable for children)	**1828**	1378	1431	1334	749	1064	801	699	467	470	1276	894	849	565	513	1736	92	1462	1588	1736
	87%	*86%*	*87%*	89%a	91%ab	*88%*	90%d	91%d	91%d	*86%*	*87%*	*89%*	90%n	*89%*	*85%*	*88%*	*78%*	*88%*	*88%*	*88%*
PG - Parental Guidance (All ages admitted, but certain scenes may be unsuitable for young children	**1866**	1410	1451	1356	757	1083	814	714	477	483	1296	916	865	577	526	1770	96	1485	1621	1770
	89%	*88%*	*88%*	91%b	92%ab	*89%*	*92%*	92%d	93%el	*88%*	*88%*	91%n	92%jn	*91%*	*87%*	*89%*	*82%*	*90%*	*90%*	*89%*
12A - Cinema only (unsuitable for very young people)	**1815**	1370	1417	1320	745	1060	796	703	463	467	1265	892	849	561	510	1726	89	1449	1580	1726
	86%	*86%*	*86%*	*88%*	90%ab	*87%*	90%d	91%d	90%d	*85%*	*86%*	89%n	90%jn	*88%*	*84%*	87%p	*75%*	*87%*	*88%*	*87%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base

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Absolutes/col percents

Table 228
Q30 Summary - Net Aware
Base: All respondents

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
U - Universal (All ages admitted, there is almost nothing unsuitable for children)	1828	986	369	189	1402	655	1173	434	281	65	338	889	595	1484	469	501	818	315	1133	1053
	87%	90%bd	*82%*	*89%*	*87%*	*89%*	*86%*	*88%*	*92%*	*92%*	*85%*	*86%*	90%jk	*88%*	*85%*	*86%*	*87%*	*88%*	*87%*	90%n
PG - Parental Guidance (All ages admitted, but certain scenes may be unsuitable for young children	1866	1004	375	193	1430	661	1205	440	281	65	341	914	603	1518	475	509	834	326	1160	1075
	89%	92%bd	*83%*	*90%*	89%b	*90%*	*88%*	*90%*	*92%*	*92%*	*85%*	*88%*	92%jl	*90%*	*87%*	*87%*	*89%*	*91%*	*89%*	92%no
12A - Cinema only (unsuitable for very young people)	1815	989	355	190	1395	652	1163	432	278	63	331	889	588	1477	465	497	809	320	1129	1054
	86%	90%bd	*79%*	89%b	86%b	*89%*	*85%*	*88%*	*91%*	*90%*	*83%*	*86%*	89%jl	*87%*	*85%*	*85%*	*86%*	*89%*	*87%*	90%no

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 228
Q30 Summary - Net Aware
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**2102**	328	1662	112	258	70	270	58	67	852	360
Base	**2102**	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	**1150**	221	878	70	170	53	180	42	47	483	196
U - Universal (All ages admitted, there is almost nothing unsuitable for children)	**1828**	279	1464	85	224	54	235	44	60	748	308
	87%	92%bc	*87%*	*80%*	*92%*	*92%*	*92%*	*91%*	*92%*	*87%*	*87%*
PG - Parental Guidance (All ages admitted, but certain scenes may be unsuitable for young children	**1866**	285	1490	91	231	54	242	44	62	765	314
	89%	94%bc	*88%*	*86%*	*95%*	*92%*	*95%*	*91%*	*95%*	*89%*	*89%*
12A - Cinema only (unsuitable for very young people)	**1815**	273	1457	85	221	52	231	42	59	751	304
	86%	90%c	*86%*	*80%*	*91%*	*87%*	*90%*	*87%*	*90%*	*88%*	*86%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base

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Absolutes/col percents

Table 229

Q31 When accessing online or on-demand TV or video content have you ever noticed being asked for your age before accessing content (e.g. by ticking a box to indicate you are over 16 or 18)?
Base: All respondents

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**2102**	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	**2102**	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	**1150**	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
Yes	**1150**	598	552	321	275	208	201	76	69	596	409	145	278	228	46	45	318	181	30	24	276	424	221	230	699	451
	55%	*57%*	*52%*	80%defghij k	62%efghjk	50%ghk	50%ghk	*33%*	*33%*	71%defghjk	50%ghk	*33%*	76%mno	54%no	*35%*	*35%*	67%qrs	45%r	*29%*	*30%*	*53%*	*57%*	*58%*	*50%*	*55%*	*54%*
No	**806**	384	423	64	133	178	161	141	130	196	339	271	73	157	74	80	124	182	67	49	225	259	135	187	484	322
	38%	*36%*	*40%*	*16%*	30%ci	42%cdi	40%cdi	61%cdefij	62%cdefij	23%c	41%cdi	61%cdefij	*20%*	37%l	56%lm	62%lm	*26%*	46%p	67%pq	62%p	43%u	*35%*	*35%*	*41%*	*38%*	*38%*
Don't Know	**146**	69	76	15	34	34	38	14	11	49	72	25	18	36	10	5	31	35	4	6	22	56	25	43	77	68
	7%	*7%*	*7%*	*4%*	8%c	8%c	9%c	*6%*	*5%*	*6%*	9%c	*6%*	*5%*	*9%*	*8%*	*4%*	*7%*	*9%*	*4%*	*8%*	*4%*	*8%*	*7%*	9%l	*6%*	8%l

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base

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Absolutes/col percents

Table 229

Q31 When accessing online or on-demand TV or video content have you ever noticed being asked for your age before accessing content (e.g. by ticking a box to indicate you are over 16 or 18)?
Base: All respondents

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	2102	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	1150	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
Yes	1150	708	436	685	427	18	51	130	86	81	106	102	145	170	99	972	63	22	93	267	187	517
	55%	56%	53%	54%	55%	59%	61%	63%uk	52%	49%	57%	45%	54%	63%hilk	60%uk	56%	51%	54%	49%	58%	53%	55%
No	806	467	336	514	278	12	26	70	72	68	68	111	112	79	54	659	51	16	80	169	136	355
	38%	37%	41%	40%	36%	38%	31%	34%	43%um	41%	36%	48%gmn	41%m	29%	32%	38%	41%	38%	43%	37%	38%	38%
Don't Know	146	99	47	73	70	1	6	7	8	18	13	16	14	21	14	117	10	3	15	22	31	65
	7%	8%	6%	6%	9%c	3%	8%	4%	5%	11%g	7%	7%	5%	8%	8%	7%	8%	8%	8%	5%	9%	7%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 229

Q31 When accessing online or on-demand TV or video content have you ever noticed being asked for your age before accessing content (e.g. by ticking a box to indicate you are over 16 or 18)?
Base: All respondents

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**2102**	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	**2102**	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	**1150**	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
Yes	**1150**	864	956	879	517	766	488	503	329	334	900	530	588	396	361	1130	20	1024	1066	1130
	55%	*54%*	*58%*	59%a	63%a	63%f	*55%*	65%f	64%f	*61%*	61%k	*53%*	63%k	62%k	59%k	57%p	*17%*	62%q	*59%*	*57%*
No	**806**	627	583	520	253	369	343	222	155	193	471	406	291	205	217	715	92	530	615	715
	38%	39%d	*35%*	*35%*	*31%*	*30%*	39%egh	*29%*	*30%*	35%g	*32%*	40%jlm	*31%*	*32%*	*36%*	*36%*	78%o	*32%*	*34%*	36%l
Don't Know	**146**	106	110	92	54	77	54	48	27	21	98	70	62	35	29	139	6	105	123	139
	7%	*7%*	*7%*	*6%*	*7%*	*6%*	*6%*	*6%*	*5%*	*4%*	*7%*	*7%*	*7%*	*5%*	*5%*	*7%*	*5%*	*6%*	*7%*	*7%*

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base

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Absolutes/col percents

Table 229

Q31 When accessing online or on-demand TV or video content have you ever noticed being asked for your age before accessing content (e.g. by ticking a box to indicate you are over 16 or 18)?
Base: All respondents

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
Yes	1150	681	214	118	914	403	747	281	171	33	194	543	409	952	321	346	480	187	667	621
	55%	62%bd	*48%*	*55%*	57%d	*55%*	*55%*	*57%*	*56%*	*47%*	*49%*	*52%*	62%jk	*56%*	59%pr	59%pr	*51%*	*52%*	*51%*	*53%*
No	806	348	200	77	604	267	539	174	102	37	184	411	208	619	199	208	377	147	524	459
	38%	*32%*	44%a	*36%*	37%a	*36%*	*39%*	*36%*	*33%*	*52%*	46%lm	40%l	*32%*	*37%*	*36%*	*36%*	*40%*	*41%*	*40%*	*39%*
Don't Know	146	67	36	18	97	65	81	35	32	1	21	83	41	124	29	30	80	26	106	91
	7%	*6%*	*8%*	*9%*	*6%*	*9%*	*6%*	*7%*	*11%*	*1%*	*5%*	*8%*	*6%*	*7%*	*5%*	*5%*	*9%*	*7%*	*8%*	*8%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 229

Q31 When accessing online or on-demand TV or video content have you ever noticed being asked for your age before accessing content (e.g. by ticking a box to indicate you are over 16 or 18)?
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**2102**	328	1662	112	258	70	270	58	67	852	360
Base	**2102**	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	**1150**	221	878	70	170	53	180	42	47	483	196
Yes	**1150**	201	894	55	164	37	171	30	49	479	206
	55%	*66%bc*	*53%*	*52%*	*67%*	*63%*	*67%*	*61%*	*75%*	*56%*	*59%*
No	**806**	81	698	27	65	16	67	14	12	324	132
	38%	*27%*	*41%ac*	*25%*	*27%*	*28%*	*26%*	*29%*	*18%*	*38%*	*37%*
Don't Know	**146**	21	100	24	16	5	17	5	4	54	15
	7%	*7%*	*6%*	*23%ab*	*7%*	*9%*	*7%*	*9%*	*6%*	*6%*	*4%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base

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Absolutes/col percents

Table 230

Q32a Thinking about all the content we have been talking about, what level of regulation do you think there should be when people watch these services on TV set-top box for on-demand content with a subscription service?
So, on a scale of 1 to 5, where 5 is they should be highly regulated, and 1 is they should not be regulated at all, do you think these on-line and on-demand TV and video services e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand>> should be regulated on TV set-top box for on-demand content with a subscription service?
Base: All using device

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	1039	521	518	195	245	206	173	115	105	440	379	220	195	196	62	68	245	183	53	37	297	366	176	200	663	376
Base	1006	538	469	191	199	191	215*	120*	91*	389	407	211	169	230*	74**	65*	220	177	46**	26**	266	367	175	199	633	374
Effective Base	582	277	315	154	145	137	87	49	57	299	207	102	159	100	26	35	148	116	27	29	188	171	112	129	344	241
1 - Should not be regulated at all	49	43	6	11	10	3	15	5	5	21	18	10	18	16	3	5	3	2	2	-	13	15	9	12	28	21
	5%	8%b	1%	6%	5%	1%	7%	4%	6%	5%	4%	5%	11%	7%	4%	8%	1%	1%	4%	-	5%	4%	5%	6%	4%	6%
2	81	54	26	22	15	9	13	9	13	37	22	22	20	17	6	11	17	5	3	2	19	38	7	18	56	24
	8%	10%b	6%	11%ej	8%	5%	6%	7%	14%ej	9%	5%	10%	12%	7%	8%	18%	8%	3%	6%	6%	7%	10%	4%	9%	9%	7%
3	433	243	190	85	90	72	97	57	31	175	170	88	71	105	45	22	104	65	11	10	98	170	79	86	268	165
	43%	45%	41%	45%	45%	38%	45%	47%	34%	45%	42%	42%	42%	46%	61%	34%	47%	37%	25%	37%	37%	46%	45%	43%	42%	44%
4	284	106	179	59	56	72	51	25	21	116	123	46	36	48	12	10	79	75	14	11	91	102	47	45	193	92
	28%	20%	38%a	31%	28%	37%ghk	24%	21%	23%	30%	30%	22%	22%	21%	16%	15%	36%	42%	30%	42%	34%wy	28%	27%	23%	30%	25%
5 - Should be highly regulated	160	92	68	14	27	35	39	24	21	41	74	45	24	44	8	17	17	31	16	4	46	42	34	38	88	72
	16%	17%	14%	7%	13%	18%ci	18%c	20%c	23%ci	10%	18%ci	21%ci	14%	19%	11%	26%	8%	17%g	35%	16%	17%	11%	19%	19%	14%	19%d
Net: should be regulated	444	198	246	73	83	107	90	49	42	156	197	91	60	92	20	27	96	105	30	15	137	143	80	83	281	163
	44%	37%	53%a	38%	42%	56%cdfl	42%	41%	46%	40%	48%	43%	36%	40%	27%	41%	44%	60%g	65%	57%	52%u	39%	46%	42%	44%	44%
Net: should not be regulated	129	97	32	32	25	12	28	13	18	58	40	32	38	33	9	16	20	7	4	2	31	53	16	30	84	45
	13%	18%b	7%	17%ej	13%	6%	13%	11%	20%ej	15%e	10%	15%e	22%	15%	12%	25%	9%	4%	10%	6%	12%	14%	9%	15%	13%	12%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 230

Q32a Thinking about all the content we have been talking about, what level of regulation do you think there should be when people watch these services on TV set-top box for on-demand content with a subscription service?
So, on a scale of 1 to 5, where 5 is they should be highly regulated, and 1 is they should not be regulated at all, do you think these on-line and on-demand TV and video services e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand>> should be regulated on TV set-top box for on-demand content with a subscription service?
Base: All using device

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	1039	660	375	674	334	20	52	115	105	73	110	58	92	140	120	865	83	27	64	272	183	410
Base	1006	650	352	649	328	22**	39*	103*	80*	76*	99*	104*	114*	129*	74*	817	71*	21**	97*	222	174	421
Effective Base	582	364	215	369	195	11	41	80	66	44	65	34	56	99	96	505	48	14	33	185	109	228
1 - Should not be regulated at all	49	28	18	39	8	-	1	8	4	5	2	3	7	6	7	44	2	1	2	13	7	24
	5%	4%	5%	6%	3%	-	2%	8%	5%	7%	2%	3%	6%	5%	10%	5%	3%	4%	2%	6%	4%	6%
2	81	39	41	48	28	4	2	7	4	6	6	8	11	11	9	64	7	1	8	13	13	38
	8%	6%	12%a	7%	8%	18%	6%	7%	5%	8%	6%	7%	9%	8%	12%	8%	10%	6%	8%	6%	7%	9%
3	433	282	150	275	144	11	19	40	38	29	42	51	48	50	28	345	35	8	45	97	71	177
	43%	43%	43%	42%	44%	50%	49%	38%	48%	38%	42%	49%	42%	38%	38%	42%	50%	39%	46%	44%	41%	42%
4	284	203	80	185	90	7	10	32	27	21	32	17	29	50	20	237	19	8	19	69	53	115
	28%	31%b	23%	29%	27%	30%	25%	31%	34%	28%	33%	16%	25%	38%ik	27%	29%	28%	38%	20%	31%	30%	27%
5 - Should be highly regulated	160	98	62	101	58	*	7	16	6	14	16	25	19	13	10	127	7	3	23	29	31	67
	16%	15%	18%	16%	18%	2%	17%	16%	8%	19%	17%	24%h	17%	10%	13%	16%	10%	14%	24%	13%	18%	16%
Net: should be regulated	444	301	143	287	148	7	17	48	33	35	48	42	48	63	29	364	26	11	43	98	84	182
	44%	46%	40%	44%	45%	32%	43%	47%	42%	47%	49%	41%	42%	48%	40%	45%	37%	51%	44%	44%	48%	43%
Net: should not be regulated	129	67	59	88	36	4	3	15	8	11	8	11	18	17	16	108	9	2	9	27	20	62
	13%	10%	17%a	14%	11%	18%	8%	15%	10%	15%	9%	10%	16%	13%	22%dhj	13%	13%	10%	10%	12%	11%	15%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 230

Q32a Thinking about all the content we have been talking about, what level of regulation do you think there should be when people watch these services on TV set-top box for on-demand content with a subscription service?
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Base: All using device

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**1039**	1039	806	770	480	590	928	431	313	175	713	1039	516	378	195	996	43	940	890	996
Base	**1006**	1006	763	743	432	529	886	398	252	152	642	1006	471	316	169	941	65**	842	821	941
Effective Base	**582**	582	461	439	325	344	572	255	261	129	424	582	311	278	144	581	19	636	520	581
1 - Should not be regulated at all	**49**	49	47	30	21	34	39	16	13	9	36	49	22	14	11	44	4	41	42	44
	5%	*5%*	*6%*	*4%*	*5%*	*6%*	*4%*	*4%*	*5%*	*6%*	*6%*	*5%*	*5%*	*5%*	*7%*	*5%*	*7%*	*5%*	*5%*	*5%*
2	**81**	81	54	56	34	41	69	30	23	11	50	81	37	23	14	75	5	71	66	75
	8%	*8%*	*7%*	*8%*	*8%*	*8%*	*8%*	*8%*	*9%*	*8%*	*8%*	*8%*	*8%*	*7%*	*8%*	*8%*	*8%*	*8%*	*8%*	*8%*
3	**433**	433	333	322	183	233	380	171	91	55	275	433	201	115	63	393	40	341	348	393
	43%	*43%*	*44%*	*43%*	*42%*	*44%h*	*43%*	*43%*	*36%*	*36%*	*43%*	*43%*	*43%*	*36%*	*38%*	*42%*	*62%*	*40%*	*42%*	*42%*
4	**284**	284	219	234	141	148	254	131	95	51	189	284	152	119	53	277	7	251	237	277
	28%	*28%*	*29%*	*32%*	*33%*	*28%*	*29%*	*33%*	*38%el*	*33%*	*29%*	*28%*	*32%*	*38%jk*	*31%*	*29%*	*11%*	*30%*	*29%*	*29%*
5 - Should be highly regulated	**160**	160	111	100	53	73	143	49	31	26	91	160	58	44	27	152	8	138	127	152
	16%	*16%*	*15%*	*13%*	*12%*	*14%*	*16%*	*12%*	*12%*	*17%*	*14%*	*16%*	*12%*	*14%*	*16%*	*16%*	*12%*	*16%*	*16%*	*16%*
Net: should be regulated	**444**	444	330	334	194	221	397	181	126	76	280	444	211	163	80	429	15	389	365	429
	44%	*44%*	*43%*	*45%*	*45%*	*42%*	*45%*	*45%*	*50%el*	*50%*	*44%*	*44%*	*45%*	*52%jk*	*47%*	*46%*	*24%*	*46%*	*44%*	*46%*
Net: should not be regulated	**129**	129	101	87	55	75	108	47	35	20	87	129	59	38	25	120	9	112	108	120
	13%	*13%*	*13%*	*12%*	*13%*	*14%*	*12%*	*12%*	*14%*	*13%*	*13%*	*13%*	*12%*	*12%*	*15%*	*13%*	*14%*	*13%*	*13%*	*13%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 230

Q32a Thinking about all the content we have been talking about, what level of regulation do you think there should be when people watch these services on TV set-top box for on-demand content with a subscription service?
So, on a scale of 1 to 5, where 5 is they should be highly regulated, and 1 is they should not be regulated at all, do you think these on-line and on-demand TV and video services e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand>> should be regulated on TV set-top box for on-demand content with a subscription service?
Base: All using device

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	1039	621	163	113	813	357	682	243	164	28	139	552	342	894	29	36	604	343	947	938
Base	1006	563	197*	114*	769	405	601	256	188*	38**	153*	496	353	849	29**	37**	611	309	920	908
Effective Base	582	414	73	74	462	202	389	163	91	13	80	316	187	499	21	27	320	208	521	521
1 - Should not be regulated at all	49	29	11	1	46	13	36	9	7	1	9	22	17	39	4	4	25	18	43	43
	5%	5%	6%	*	6%c	3%	6%	3%	4%	3%	6%	4%	5%	5%	12%	10%	4%	6%	5%	5%
2	81	48	20	7	69	16	65	11	7	1	12	51	17	68	4	6	41	34	75	72
	8%	9%	10%	6%	9%	4%	11%a	4%	4%	2%	8%	10%d	5%	8%	15%	16%	7%	11%	8%	8%
3	433	209	87	42	318	167	266	96	74	22	72	187	172	359	12	13	265	134	399	389
	43%	37%	44%	37%	41%	41%	44%	38%	39%	58%j	47%	38%	49%k	42%	40%	34%	43%	43%	43%	43%
4	284	174	48	45	210	136	148	87	68	12	29	153	101	254	9	12	185	73	258	256
	28%	31%	24%	39%bd	27%	34%f	25%	34%	36%	31%	19%	31%d	29%	30%d	30%	32%	30%	24%	28%	28%
5 - Should be highly regulated	160	104	30	20	126	73	87	53	31	2	30	83	46	129	1	3	95	50	145	148
	16%	18%	15%	18%	16%	18%	14%	21%	17%	6%	20%	17%	13%	15%	3%	8%	16%	16%	16%	16%
Net: should be regulated	444	277	78	65	336	209	235	140	100	14	60	236	147	383	10	15	280	123	403	404
	44%	49%	40%	57%bd	44%	52%f	39%	55%	53%	37%	39%	48%	42%	45%	33%	40%	46%	40%	44%	45%
Net: should not be regulated	129	77	31	7	115	29	101	20	14	2	21	73	34	107	8	9	66	52	118	115
	13%	14%	16%	6%	15%c	7%	17%a	8%	8%	5%	14%	15%	10%	13%	27%	25%	11%	17%a	13%	13%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 230

Q32a Thinking about all the content we have been talking about, what level of regulation do you think there should be when people watch these services on TV set-top box for on-demand content with a subscription service?
So, on a scale of 1 to 5, where 5 is they should be highly regulated, and 1 is they should not be regulated at all, do you think these on-line and on-demand TV and video services e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand>> should be regulated on TV set-top box for on-demand content with a subscription service?
Base: All using device

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	1039	176	817	46	133	43	141	35	33	435	183
Base	1006	150	817	39*	118*	32*	125*	25*	28*	431	168
Effective Base	582	126	440	33	92	38	98	30	30	246	119
1 - Should not be regulated at all	49	4	45	-	3	*	3	*	-	2	40
	5%	2%	6%	-	3%	1%	3%	2%	-	*	24%h
2	81	8	73	*	5	2	6	1	3	3	61
	8%	5%	9%	1%	5%	7%	5%	5%	9%	1%	36%h
3	433	52	359	22	36	16	39	13	8	68	58
	43%	35%	44%	56%a	30%	51%d	31%	51%f	29%	16%	34%h
4	284	51	222	11	44	7	43	8	10	220	5
	28%	34%	27%	29%	37%	23%	35%	31%	36%	51%i	3%
5 - Should be highly regulated	160	36	118	6	30	6	33	3	7	138	4
	16%	24%b	14%	15%	25%	18%	26%	12%	26%	32%i	2%
Net: should be regulated	444	87	340	17	74	13	76	11	18	358	10
	44%	58%b	42%	44%	62%e	41%	61%	42%	62%	83%i	6%
Net: should not be regulated	129	11	118	*	9	3	10	2	3	5	101
	13%	7%	14%ac	1%	7%	8%	8%	7%	9%	1%	60%h

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base

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Absolutes/col percents

Table 231

Q32a Thinking about all the content we have been talking about, what level of regulation do you think there should be when people watch these services on TV set-top box without a subscription service?
So, on a scale of 1 to 5, where 5 is they should be highly regulated, and 1 is they should not be regulated at all, do you think these on-line and on-demand TV and video services e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand>> should be regulated on TV set-top box without a subscription service?
Base: All using device

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**634**	305	329	120	148	124	95	71	76	268	219	147	116	106	36	47	152	113	35	29	213	201	101	119	414	220
Base	**606**	296	310	115	128*	133*	97*	51*	82*	243	230	133*	108*	115*	23*	49**	135	115*	28**	33**	178	175	127*	127*	353	253
Effective Base	**370**	179	191	107	90	61	57	51	37	193	116	76	79	58	31	25	115	58	23	13	147	118	56	69	262	124
1 - Should not be regulated at all	**38**	28	10	4	6	5	14	2	6	10	20	8	8	12	2	5	2	8	-	*	14	6	8	9	20	18
	6%	***9%b***	*3%*	*4%*	*4%*	*4%*	***15%cdef***	*4%*	*7%*	*4%*	*9%*	*6%*	*7%*	*10%*	*9%*	*11%*	*1%*	*7%*	*-*	*1%*	*8%*	*4%*	*7%*	*7%*	*6%*	*7%*
2	**60**	38	22	17	5	6	14	5	13	22	20	18	9	13	4	12	13	7	1	1	22	16	11	11	38	22
	10%	*13%*	*7%*	***15%de***	*4%*	*4%*	***15%de***	*10%*	***16%d***	*9%*	*9%*	***13%d***	*8%*	*11%*	*18%*	*24%*	*10%*	*6%*	*3%*	*2%*	*12%*	*9%*	*8%*	*9%*	*11%*	*9%*
3	**257**	120	136	50	62	68	29	18	31	111	96	49	55	46	7	12	56	51	11	19	63	76	59	58	139	117
	42%	*41%*	*44%*	*43%*	***48%f***	***51%f***	*30%*	*35%*	*38%*	***46%f***	*42%*	*37%*	*51%*	*40%*	*31%*	*25%*	*42%*	*44%*	*39%*	*57%*	*36%*	*43%*	*47%*	*46%*	*39%*	*46%*
4	**170**	72	99	33	37	33	27	20	20	70	60	40	24	30	8	10	46	30	12	10	57	57	31	25	114	56
	28%	*24%*	*32%*	*29%*	*29%*	*25%*	*28%*	*39%*	*25%*	*29%*	*26%*	*30%*	*22%*	*26%*	*34%*	*20%*	*34%*	*26%*	*43%*	*32%*	*32%*	*32%*	*25%*	*20%*	***32%wy***	*22%*
5 - Should be highly regulated	**82**	38	43	11	19	21	13	6	12	30	34	18	12	15	2	9	17	19	4	2	21	20	17	23	42	40
	13%	*13%*	*14%*	*10%*	*14%*	*16%*	*13%*	*12%*	*15%*	*12%*	*15%*	*14%*	*11%*	*13%*	*8%*	*19%*	*13%*	*17%*	*15%*	*8%*	*12%*	*12%*	*13%*	*18%*	*12%*	*16%*
Net: should be regulated	**252**	110	142	44	56	54	40	26	32	100	94	58	36	45	10	19	64	49	16	13	79	77	48	48	156	96
	42%	*37%*	*46%*	*38%*	*44%*	*41%*	*41%*	*51%*	*39%*	*41%*	*41%*	*44%*	*34%*	*39%*	*42%*	*39%*	*47%*	*43%*	*58%*	*39%*	*44%*	*44%*	*38%*	*38%*	*44%*	*38%*
Net: should not be regulated	**98**	66	32	21	11	11	29	7	19	32	40	26	17	25	6	17	15	15	1	1	35	23	19	21	58	40
	16%	***22%b***	*10%*	***19%d***	*8%*	*8%*	***30%cdef***	*14%*	***23%de***	*13%*	*17%*	***19%d***	*16%*	*22%*	*27%*	*35%*	*11%*	*13%*	*3%*	*4%*	*20%*	*13%*	*15%*	*16%*	*16%*	*16%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 231

Q32a Thinking about all the content we have been talking about, what level of regulation do you think there should be when people watch these services on TV set-top box without a subscription service?
So, on a scale of 1 to 5, where 5 is they should be highly regulated, and 1 is they should not be regulated at all, do you think these on-line and on-demand TV and video services e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand>> should be regulated on TV set-top box without a subscription service?
Base: All using device

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**634**	368	264	421	192	7	25	70	62	43	62	40	80	93	78	553	32	13	36	157	105	291
Base	**606**	341	262	386	201	5**	19**	61*	50*	49**	58*	60**	106*	71*	48*	522	26**	11**	48**	130	108*	285
Effective Base	**370**	224	147	234	121	6	23	52	41	20	35	28	45	84	55	320	20	9	24	113	52	169
1 - Should not be regulated at all	**38**	23	14	29	8	-	2	*	2	5	2	2	14	5	2	33	2	-	3	4	6	23
	6%	*7%*	*5%*	*7%*	*4%*	-	*10%*	*1%*	*4%*	*9%*	*3%*	*3%*	13%g	*7%*	*4%*	*6%*	*8%*	-	*5%*	*3%*	*6%*	*8%*
2	**60**	25	35	40	19	-	2	4	2	16	3	1	10	8	3	49	1	1	9	8	19	22
	10%	*7%*	*13%*	*10%*	*9%*	-	*11%*	*6%*	*5%*	*32%*	*5%*	*2%*	*10%*	*11%*	*7%*	*9%*	*4%*	*6%*	*19%*	*6%*	17%a	*8%*
3	**257**	147	108	151	94	4	8	23	29	14	27	31	40	22	19	214	16	4	23	60	41	113
	42%	*43%*	*41%*	*39%*	*47%*	*67%*	*42%*	*38%*	57%m	*28%*	*47%*	*52%*	*38%*	*31%*	*40%*	*41%*	*61%*	*38%*	*48%*	*46%*	*38%*	*40%*
4	**170**	101	70	114	52	1	6	23	14	10	18	21	21	25	16	154	5	3	9	43	27	83
	28%	*29%*	*27%*	*29%*	*26%*	*23%*	*31%*	*38%*	*29%*	*19%*	*31%*	*35%*	*20%*	*36%*	*33%*	*29%*	*18%*	*32%*	*18%*	*33%*	*25%*	*29%*
5 - Should be highly regulated	**82**	46	36	52	29	1	1	11	3	6	8	5	20	11	8	72	2	2	5	14	14	44
	13%	*13%*	*14%*	*14%*	*14%*	*10%*	*6%*	*17%*	*5%*	*12%*	*14%*	*8%*	*19%*	*15%*	*17%*	*14%*	*9%*	*24%*	*10%*	*11%*	*13%*	*15%*
Net: should be regulated	**252**	146	106	166	81	2	7	34	17	16	26	26	42	36	24	226	7	6	13	57	42	127
	42%	*43%*	*40%*	*43%*	*40%*	*33%*	*37%*	55%h	*34%*	*31%*	*45%*	*43%*	*39%*	*51%*	*49%*	*43%*	*27%*	*56%*	*28%*	*44%*	*39%*	*45%*
Net: should not be regulated	**98**	48	49	69	27	-	4	4	4	20	5	3	24	13	5	82	3	1	12	13	25	45
	16%	*14%*	*19%*	*18%*	*13%*	-	*21%*	*7%*	*9%*	*41%*	*8%*	*5%*	23%g	*18%*	*11%*	*16%*	*12%*	*6%*	*24%*	*10%*	23%a	*16%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Absolutes/col percents

Table 231

Q32a Thinking about all the content we have been talking about, what level of regulation do you think there should be when people watch these services on TV set-top box without a subscription service?
So, on a scale of 1 to 5, where 5 is they should be highly regulated, and 1 is they should not be regulated at all, do you think these on-line and on-demand TV and video services e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand>> should be regulated on TV set-top box without a subscription service?
Base: All using device

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**634**	634	515	465	293	422	180	281	214	570	490	195	334	255	634	603	31	548	564	603
Base	**606**	606	481	441	270	384	155	267	186	548	449	169	320	226	606	565	41**	463	531	565
Effective Base	**370**	370	302	278	179	259	133	177	164	336	292	144	203	160	370	365	14	411	335	365
1 - Should not be regulated at all	**38**	38	32	25	17	27	8	13	10	35	31	9	15	12	38	36	1	29	35	36
	6%	*6%*	*7%*	*6%*	*6%*	*7%*	*5%*	*5%*	*5%*	*6%*	*7%*	*5%*	*5%*	*5%*	*6%*	*6%*	*3%*	*6%*	*7%*	*6%*
2	**60**	60	44	38	18	36	11	19	14	53	40	14	21	16	60	59	1	48	54	59
	10%	*10%*	*9%*	*9%*	*7%*	*9%*	*7%*	*7%*	*8%*	*10%*	*9%*	*9%*	*7%*	*7%*	*10%*	*10%*	*2%*	*10%*	*10%*	*10%*
3	**257**	257	203	190	114	151	54	115	76	224	187	61	145	95	257	230	27	184	216	230
	42%	*42%*	*42%*	*43%*	*42%*	*39%*	*34%*	*43%*	*41%*	*41%*	*42%*	*36%*	*45%*	*42%*	*42%*	*41%*	*65%*	*40%*	*41%*	*41%*
4	**170**	170	137	131	81	117	55	86	59	161	131	56	95	73	170	162	9	136	152	162
	28%	*28%*	*28%*	*30%*	*30%*	*31%*	*36%*	*32%*	*32%*	*29%*	*29%*	*33%*	*30%*	*32%*	*28%*	*29%*	*21%*	*29%*	*29%*	*29%*
5 - Should be highly regulated	**82**	82	65	59	39	52	27	35	27	75	60	29	44	30	82	78	3	65	75	78
	13%	*13%*	*14%*	*13%*	*15%*	*14%*	*18%*	*13%*	*14%*	*14%*	*13%*	*17%*	*14%*	*13%*	*13%*	*14%*	*8%*	*14%*	*14%*	*14%*
Net: should be regulated	**252**	252	202	189	121	169	83	121	86	236	192	85	139	103	252	240	12	201	226	240
	42%	*42%*	*42%*	*43%*	*45%*	*44%*	*53%*	*45%*	*46%*	*43%*	*43%*	*50%*	*43%*	*46%*	*42%*	*42%*	*30%*	*44%*	*43%*	*42%*
Net: should not be regulated	**98**	98	76	62	35	63	19	32	24	88	71	23	36	28	98	96	2	77	89	96
	16%	*16%*	*16%*	*14%*	*13%*	*16%*	*12%*	*12%*	*13%*	*16%*	*16%*	*14%*	*11%*	*12%*	*16%*	*17%*	*5%*	*17%*	*17%*	*17%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 231

Q32a Thinking about all the content we have been talking about, what level of regulation do you think there should be when people watch these services on TV set-top box without a subscription service?
So, on a scale of 1 to 5, where 5 is they should be highly regulated, and 1 is they should not be regulated at all, do you think these on-line and on-demand TV and video services e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand>> should be regulated on TV set-top box without a subscription service?
Base: All using device

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	634	382	110	60	512	191	443	132	80	19	98	355	179	534	260	282	215	64	279	235
Base	606	342	119*	53*	495	213	393	158*	81*	19**	105*	321	176	497	262	281	200	59*	259	202
Effective Base	370	252	59	52	290	114	260	74	51	18	59	194	118	311	139	153	124	48	170	176
1 - Should not be regulated at all	38	21	9	1	34	8	30	6	*	1	11	17	10	26	20	20	11	4	15	10
	6%	6%	7%	3%	7%	4%	8%	4%	1%	6%	11%	5%	5%	5%	8%	7%	5%	8%	6%	5%
2	60	39	14	4	54	11	49	7	4	3	20	29	11	40	22	23	20	8	29	16
	10%	11%	12%	8%	11%	5%	13%e	4%	6%	15%	19%klm	9%	6%	8%	8%	8%	10%	14%	11%	8%
3	257	122	59	14	215	99	158	79	33	5	36	133	88	221	126	135	76	16	92	71
	42%	36%	50%ac	26%	43%c	46%	40%	50%	41%	24%	34%	41%	50%	44%	48%qrs	48%qrs	38%	28%	36%	35%
4	170	104	27	26	126	59	112	40	25	4	20	103	44	147	68	76	59	21	81	68
	28%	30%	22%	48%abd	26%	28%	28%	25%	32%	21%	19%	32%	25%	30%	26%	27%	30%	36%	31%	34%
5 - Should be highly regulated	82	56	11	9	65	37	44	26	17	6	18	40	24	64	25	26	34	9	42	37
	13%	16%	9%	16%	13%	17%	11%	17%	21%	33%	17%	12%	14%	13%	10%	9%	17%	15%	16%	18%no
Net: should be regulated	252	160	37	34	192	96	156	66	42	10	38	143	68	211	94	102	93	30	123	105
	42%	47%b	32%	64%abd	39%	45%	40%	42%	53%	54%	36%	45%	39%	42%	36%	36%	46%	51%	47%no	52%no
Net: should not be regulated	98	60	22	6	88	18	79	13	5	4	31	46	20	66	43	43	31	13	44	26
	16%	18%	19%	10%	18%	9%	20%e	8%	6%	21%	30%klm	14%	12%	13%	16%	15%	15%	22%	17%	13%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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So, on a scale of 1 to 5, where 5 is they should be highly regulated, and 1 is they should not be regulated at all, do you think these on-line and on-demand TV and video services e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand>> should be regulated on TV set-top box without a subscription service?
Base: All using device

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**634**	113	483	38	93	20	95	18	29	259	110
Base	**606**	97*	472	37**	80*	17**	81*	16**	27*	248	98*
Effective Base	**370**	91	268	24	74	17	76	15	24	158	70
1 - Should not be regulated at all	**38**	4	33	-	1	3	1	3	-	1	27
	6%	*4%*	*7%*	-	*1%*	*19%*	*1%*	*20%*	-	*	27%h
2	**60**	7	52	2	7	-	7	-	4	3	39
	10%	*7%*	*11%*	*4%*	*9%*	-	*9%*	-	*13%*	*1%*	40%h
3	**257**	38	198	21	28	10	29	9	10	59	18
	42%	*39%*	*42%*	*58%*	*35%*	*57%*	*35%*	*57%*	*35%*	*24%*	*18%*
4	**170**	34	126	11	30	4	30	4	9	114	13
	28%	*34%*	*27%*	*30%*	*37%*	*21%*	*37%*	*23%*	*33%*	46%i	*13%*
5 - Should be highly regulated	**82**	15	64	3	14	1	15	-	5	71	1
	13%	*15%*	*14%*	*7%*	*18%*	*3%*	*18%*	-	*20%*	29%i	*1%*
Net: should be regulated	**252**	48	190	14	44	4	45	4	14	185	14
	42%	*50%*	*40%*	*38%*	*55%*	*25%*	*55%*	*23%*	*53%*	74%i	*15%*
Net: should not be regulated	**98**	11	85	2	8	3	8	3	4	4	66
	16%	*12%*	*18%*	*4%*	*10%*	*19%*	*10%*	*20%*	*13%*	*2%*	67%h

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 232

Q32a Thinking about all the content we have been talking about, what level of regulation do you think there should be when people watch these services on Smart TV?
So, on a scale of 1 to 5, where 5 is they should be highly regulated, and 1 is they should not be regulated at all, do you think these on-line and on-demand TV and video services e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand>> should be regulated on Smart TV?
Base: All using device

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	346	185	161	77	91	71	46	37	24	168	117	61	74	67	21	23	94	50	16	1	128	118	54	46	246	100
Base	308	168	141	75*	74*	60*	49**	28*	23**	149	109*	51*	65*	64*	17**	22**	84*	44*	11**	***	108*	101*	53*	46*	209	99*
Effective Base	253	133	121	66	75	56	29	31	11	140	81	36	67	48	17	11	74	34	14	1	97	92	38	31	189	68
1 - Should not be regulated at all	20	16	5	3	5	3	5	3	2	7	8	5	6	5	3	2	1	3	*	-	7	6	2	6	13	7
	7%	9%b	3%	3%	6%	5%	10%	11%	10%	5%	7%	11%	9%	8%	16%	11%	2%	6%	4%	-	7%	6%	3%	12%	6%	7%
2	26	20	6	10	2	3	4	3	3	12	7	7	7	7	3	3	5	-	1	*	10	9	4	3	19	7
	8%	12%b	4%	13%d	2%	5%	8%	13%d	15%	8%	6%	14%d	11%	11%	18%	13%	5%	-	4%	100%	10%	8%	8%	6%	9%	7%
3	126	56	70	34	32	26	15	12	8	66	41	19	21	22	5	8	44	19	7	-	41	49	19	17	90	36
	41%	33%	50%d	45%	43%	44%	30%	42%	33%	44%	38%	38%	33%	34%	31%	34%	53%	43%	59%	-	38%	48%	36%	36%	43%	36%
4	97	46	50	22	28	19	17	8	3	50	36	11	23	16	5	3	27	20	4	-	36	32	17	12	68	29
	31%	28%	36%	30%	37%	31%	35%	30%	12%	34%	33%	22%	36%	25%	28%	13%	32%	44%	33%	-	33%	31%	31%	27%	32%	29%
5 - Should be highly regulated	40	30	10	6	8	9	8	1	7	15	17	8	8	14	1	7	7	3	-	-	13	6	12	9	19	21
	13%	18%b	7%	8%	11%	15%	17%	4%	29%	10%	16%	16%	12%	22%	7%	30%	8%	7%	-	-	12%	6%	22%ux	19%u	9%	21%ux
Net: should be regulated	136	76	60	29	36	28	25	9	9	65	53	19	31	30	6	9	34	23	4	-	49	38	28	21	87	50
	44%	45%	43%	38%	49%	46%	52%	34%	42%	43%	49%	37%	47%	47%	35%	42%	40%	51%	33%	-	46%	37%	53%	46%	42%	50%
Net: should not be regulated	46	36	10	13	6	6	9	7	6	19	15	12	13	12	6	5	6	3	1	*	17	15	6	8	32	14
	15%	21%b	7%	17%	9%	10%	18%	24%d	25%	13%	14%	24%d	20%	19%	34%	23%	7%	6%	9%	100%	16%	14%	11%	18%	15%	14%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Absolutes/col percents

Table 232

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Base: All using device

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**346**	243	102	233	101	5	15	31	32	24	38	23	26	60	49	298	23	8	17	78	62	158
Base	**308**	218	90*	202	94*	5**	9**	25**	29**	23**	34**	34**	31**	49*	32**	266	18**	5**	19**	64*	57*	146
Effective Base	**253**	191	64	170	74	4	14	28	23	13	23	21	22	55	30	214	20	7	15	62	36	120
1 - Should not be regulated at all	**20**	14	6	13	8	-	1	1	2	-	1	4	3	2	2	16	1	-	3	4	1	12
	7%	*6%*	*7%*	*6%*	*8%*	-	*8%*	*4%*	*7%*	-	*3%*	*11%*	*10%*	*5%*	*7%*	*6%*	*7%*	-	*14%*	*6%*	*2%*	*8%*
2	**26**	19	7	19	5	*	2	1	4	1	1	1	3	5	2	21	1	-	3	7	2	12
	8%	*9%*	*7%*	*10%*	*6%*	*9%*	*19%*	*6%*	*13%*	*5%*	*3%*	*3%*	*11%*	*11%*	*7%*	*8%*	*7%*	-	*16%*	*11%*	*4%*	*8%*
3	**126**	88	38	76	43	4	5	6	14	6	9	17	18	19	11	104	9	2	11	25	14	65
	41%	*40%*	*43%*	*37%*	*46%*	*78%*	*52%*	*23%*	*50%*	*25%*	*25%*	*50%*	*56%*	*39%*	*35%*	*39%*	*51%*	*37%*	*57%*	*39%*	*25%*	*44%su*
4	**97**	74	23	68	25	1	1	12	8	8	14	10	6	17	12	88	4	2	2	21	23	45
	31%	*34%*	*25%*	*34%*	*27%*	*14%*	*14%*	*47%*	*26%*	*36%*	*43%*	*28%*	*19%*	*34%*	*38%*	*33%*	*23%*	*47%*	*12%*	*33%*	*40%*	*31%*
5 - Should be highly regulated	**40**	24	16	27	13	-	1	5	1	8	9	2	1	5	4	37	2	1	-	7	17	13
	13%	*11%*	*18%*	*13%*	*14%*	-	*7%*	*21%*	*4%*	*34%*	*27%*	*7%*	*4%*	*11%*	*12%*	*14%*	*11%*	*17%*	-	*11%*	*30%su*	*9%*
Net: should be regulated	**136**	98	39	94	38	1	2	17	9	16	23	12	7	22	16	125	6	3	2	28	39	58
	44%	*45%*	*43%*	*47%*	*40%*	*14%*	*21%*	*68%*	*30%*	*70%*	*70%*	*35%*	*23%*	*45%*	*51%*	*47%*	*34%*	*63%*	*12%*	*44%*	*70%su*	*39%*
Net: should not be regulated	**46**	33	13	32	13	*	2	2	6	1	2	5	6	8	5	37	3	-	6	11	3	24
	15%	*15%*	*14%*	*16%*	*14%*	*9%*	*27%*	*9%*	*20%*	*5%*	*5%*	*15%*	*21%*	*16%*	*14%*	*14%*	*14%*	-	*31%*	*17%*	*5%*	*16%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Base: All using device

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**346**	249	279	346	180	227	170	195	174	114	267	175	224	194	120	339	7	326	325	339
Base	**308**	221	243	308	160	196	151	181	151	102*	230	155	203	169	107	301	7**	282	289	301
Effective Base	**253**	185	201	253	138	178	122	155	146	95	197	126	176	148	100	251	4	251	239	251
1 - Should not be regulated at all	**20**	15	20	20	11	17	6	12	4	10	20	6	13	7	12	20	-	20	19	20
	7%	*7%*	*8%*	*7%*	*7%*	*9%h*	*4%*	*6%*	*3%*	*10%h*	*9%*	*4%*	*7%*	*4%*	*11%klm*	*7%*	*-*	*7%*	*7%*	*7%*
2	**26**	16	19	26	9	15	8	9	10	6	19	10	14	13	7	24	2	24	22	24
	8%	*7%*	*8%*	*8%*	*6%*	*8%*	*6%*	*5%*	*7%*	*5%*	*8%*	*6%*	*7%*	*7%*	*6%*	*8%*	*28%*	*8%*	*8%*	*8%*
3	**126**	89	91	126	56	75	55	75	62	39	87	56	81	66	41	122	4	111	116	122
	41%	*40%*	*38%*	*41%*	*35%*	*38%*	*36%*	*41%*	*41%*	*38%*	*38%*	*36%*	*40%*	*39%*	*38%*	*40%*	*60%*	*39%*	*40%*	*40%*
4	**97**	71	81	97	60	67	52	64	56	36	75	54	70	58	37	97	-	95	95	97
	31%	*32%*	*33%*	*31%*	*37%*	*34%*	*35%*	*35%*	*37%*	*36%*	*33%*	*35%*	*34%*	*34%*	*35%*	*32%*	*-*	*34%*	*33%*	*32%*
5 - Should be highly regulated	**40**	31	31	40	24	22	30	22	18	11	29	30	26	26	11	39	1	32	37	39
	13%	*14%*	*13%*	*13%*	*15%*	*11%*	*20%e*	*12%*	*12%*	*10%*	*13%*	*19%*	*13%*	*15%*	*10%*	*13%*	*12%*	*11%*	*13%*	*13%*
Net: should be regulated	**136**	102	112	136	83	89	82	86	74	47	105	84	96	83	47	136	1	127	132	136
	44%	*46%*	*46%*	*44%*	*52%*	*45%*	*55%*	*47%*	*49%*	*46%*	*45%*	*54%*	*47%*	*49%*	*45%*	*45%*	*12%*	*45%*	*46%*	*45%*
Net: should not be regulated	**46**	31	39	46	21	32	14	21	14	16	39	15	27	20	19	44	2	44	42	44
	15%	*14%*	*16%*	*15%*	*13%*	*16%*	*9%*	*11%*	*9%*	*15%*	*17%*	*10%*	*13%*	*12%*	*17%*	*15%*	*28%*	*16%*	*14%*	*15%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
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Base: All using device

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	346	253	37	45	266	136	210	103	54	12	40	177	127	304	78	87	178	51	229	208
Base	308	226	37**	37*	243	137	171	106*	55*	12**	41**	145	121*	266	67*	75*	156	51*	207	190
Effective Base	253	188	24	40	187	108	146	79	41	11	22	142	98	238	58	65	135	33	165	148
1 - Should not be regulated at all	20	15	1	1	18	2	19	-	2	2	9	5	6	11	7	7	10	2	12	8
	7%	7%	3%	1%	7%	1%	11%e	-	3%	13%	22%	4%	5%	4%	11%	10%	6%	5%	6%	4%
2	26	16	5	2	22	10	16	6	3	1	2	10	13	22	9	9	12	3	15	10
	8%	7%	14%	6%	9%	7%	9%	6%	6%	9%	6%	7%	10%	8%	13%	12%	8%	5%	7%	5%
3	126	84	20	9	103	54	72	45	17	5	9	67	49	116	36	42	56	14	71	68
	41%	37%	53%	24%	42%c	40%	42%	42%	31%	41%	22%	46%	41%	44%	54%pqrs	56%pqrs	36%	28%	34%	36%
4	97	71	11	17	70	53	44	40	21	4	8	45	44	89	12	14	54	21	76	69
	31%	31%	30%	45%	29%	38%d	26%	38%	39%	32%	20%	31%	36%	33%	19%	18%	35%no	42%no	37%no	36%no
5 - Should be highly regulated	40	40	-	9	30	19	20	14	11	1	12	18	10	28	2	3	23	10	34	35
	13%	18%	-	24%	12%	14%	12%	13%	21%	4%	29%	12%	8%	10%	4%	5%	15%no	20%no	16%no	19%no
Net: should be regulated	136	111	11	26	101	72	64	55	33	5	20	63	53	116	15	17	77	32	109	104
	44%	49%	30%	68%ad	41%	52%d	38%	52%	60%	37%	49%	43%	44%	44%	22%	23%	50%no	62%no	53%no	55%no
Net: should not be regulated	46	32	6	3	39	11	35	6	5	3	12	15	18	34	16	16	22	5	27	18
	15%	14%	17%	8%	16%	8%	20%e	6%	9%	22%	28%	11%	15%	13%	24%rs	22%s	14%	10%	13%	10%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 232

Q32a Thinking about all the content we have been talking about, what level of regulation do you think there should be when people watch these services on Smart TV?
So, on a scale of 1 to 5, where 5 is they should be highly regulated, and 1 is they should not be regulated at all, do you think these on-line and on-demand TV and video services e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand>> should be regulated on Smart TV?
Base: All using device

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**346**	91	240	15	78	13	79	12	24	153	57
Base	**308**	79*	216	14**	68*	11**	69*	10**	25*	142	45*
Effective Base	**253**	81	164	13	70	11	71	10	22	103	50
1 - Should not be regulated at all	**20**	1	19	-	1	-	1	-	-	1	16
	7%	*1%*	*9%b*	-	*1%*	-	*1%*	-	-	*1%*	*37%h*
2	**26**	4	21	1	4	-	4	-	4	5	15
	8%	*5%*	*10%*	*6%*	*6%*	-	*6%*	-	*15%*	*3%*	*33%h*
3	**126**	25	94	7	19	6	19	5	10	26	10
	41%	*32%*	*43%*	*55%*	*28%*	*54%*	*28%*	*53%*	*39%*	*18%*	*22%*
4	**97**	34	58	4	29	5	29	5	7	72	3
	31%	*43%b*	*27%*	*31%*	*43%*	*46%*	*43%*	*47%*	*28%*	*51%i*	*8%*
5 - Should be highly regulated	**40**	15	24	1	15	-	15	-	4	38	1
	13%	*19%*	*11%*	*8%*	*21%*	-	*21%*	-	*18%*	*27%i*	*1%*
Net: should be regulated	**136**	49	82	5	44	5	44	5	11	110	4
	44%	*62%b*	*38%*	*39%*	*64%*	*46%*	*64%*	*47%*	*46%*	*77%i*	*9%*
Net: should not be regulated	**46**	5	40	1	5	-	5	-	4	6	31
	15%	*7%*	*19%b*	*6%*	*8%*	-	*8%*	-	*15%*	*4%*	*69%h*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 233

Q32a Thinking about all the content we have been talking about, what level of regulation do you think there should be when people watch these services on Smartphone?
So, on a scale of 1 to 5, where 5 is they should be highly regulated, and 1 is they should not be regulated at all, do you think these on-line and on-demand TV and video services e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand>> should be regulated on Smartphone?
Base: All using device

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	964	463	501	278	282	202	111	50	41	560	313	91	238	165	30	30	322	148	20	11	262	369	157	176	631	333
Base	940	455	486	281	241	213	131*	38*	37**	522	344	75*	226	186*	22**	22**	296	158*	16**	15**	232	356	176*	176	588	353
Effective Base	555	262	294	226	158	109	48	39	20	380	153	53	164	79	26	18	216	75	14	6	176	187	90	118	351	205
1 - Should not be regulated at all	57	42	15	18	18	8	6	4	2	36	15	6	25	12	4	2	11	3	*	-	16	25	7	10	40	16
	6%	9%b	3%	7%	7%	4%	5%	12%	5%	7%	4%	8%	11%	6%	18%	8%	4%	2%	3%	-	7%	7%	4%	6%	7%	5%
2	83	48	35	34	28	9	7	4	1	62	16	5	32	13	3	*	30	3	1	1	18	38	14	12	57	26
	9%	10%	7%	12%ej	12%ej	4%	5%	10%	3%	12%ej	5%	7%	14%	7%	13%	1%	10%q	2%	7%	5%	8%	11%	8%	7%	10%	7%
3	393	189	205	120	91	101	54	10	18	210	155	28	80	93	7	10	130	62	3	8	88	138	88	80	225	168
	42%	42%	42%	43%	38%	47%q	42%	26%	49%	40%	45%q	38%	35%	50%l	30%	45%	44%	39%	21%	54%	38%	39%	50%x	45%	38%	48%x
4	255	102	152	70	62	67	38	10	8	131	105	18	51	41	6	5	81	64	4	4	70	109	37	39	179	75
	27%	23%	31%a	25%	26%	31%	29%	26%	22%	25%	31%	24%	22%	22%	28%	22%	27%	41%p	23%	23%	30%y	31%y	21%	22%	31%y	21%
5 - Should be highly regulated	152	74	78	39	43	28	25	10	8	82	53	18	39	28	2	5	43	25	7	3	40	46	31	36	86	67
	16%	16%	16%	14%	18%	13%	19%	26%	21%	16%	15%	24%	17%	15%	11%	24%	14%	16%	46%	18%	17%	13%	17%	20%	15%	19%
Net: should be regulated	407	176	231	108	105	95	63	20	16	213	158	36	90	69	9	10	124	90	11	6	110	155	68	74	265	142
	43%	39%	48%a	39%	43%	45%	48%	52%	43%	41%	46%	48%	40%	37%	39%	45%	42%	57%p	69%	41%	48%	44%	38%	42%	45%	40%
Net: should not be regulated	140	90	50	52	46	18	13	8	3	98	31	11	56	25	7	2	42	6	2	1	34	63	21	22	97	43
	15%	20%b	10%	19%ej	19%ej	8%	10%	22%ej	7%	19%ej	9%	15%	25%m	13%	30%	10%	14%q	4%	10%	5%	15%	18%	12%	12%	17%	12%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Absolutes/col percents

Table 233

Q32a Thinking about all the content we have been talking about, what level of regulation do you think there should be when people watch these services on Smartphone?
So, on a scale of 1 to 5, where 5 is they should be highly regulated, and 1 is they should not be regulated at all, do you think these on-line and on-demand TV and video services e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand>> should be regulated on Smartphone?
Base: All using device

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	964	631	327	566	368	13	46	103	99	69	101	50	94	136	136	834	56	23	51	248	170	416
Base	940	602	332	535	378	12**	43**	91*	82*	76*	86*	81*	128*	128*	86*	801	47*	16**	76**	216	162*	423
Effective Base	555	356	195	316	217	11	27	83	64	34	66	38	55	97	90	501	34	17	25	171	93	247
1 - Should not be regulated at all	57	34	20	35	20	1	5	4	7	5	4	6	6	7	3	47	3	1	5	16	10	21
	6%	6%	6%	7%	5%	7%	12%	5%	8%	7%	5%	7%	5%	5%	4%	6%	7%	7%	7%	7%	6%	5%
2	83	59	24	38	40	4	4	6	6	3	5	18	10	14	9	74	3	1	6	16	7	50
	9%	10%	7%	7%	11%	31%	10%	7%	7%	4%	5%	22%ghij	7%	11%	10%	9%	6%	4%	8%	7%	5%	12%
3	393	243	148	226	151	6	21	31	39	33	40	31	48	46	33	322	27	3	42	92	73	158
	42%	40%	45%	42%	40%	53%	50%	35%	48%	44%	46%	38%	37%	36%	38%	40%	56%	16%	55%	43%	45%	37%
4	255	170	83	151	101	*	11	35	20	15	17	22	48	37	21	225	9	4	16	66	32	128
	27%	28%	25%	28%	27%	4%	25%	38%j	24%	20%	19%	27%	37%j	29%	24%	28%	20%	24%	21%	30%	20%	30%
5 - Should be highly regulated	152	97	56	85	67	1	1	14	11	19	21	5	17	24	21	133	5	8	7	26	40	66
	16%	16%	17%	16%	18%	5%	3%	16%	13%	25%k	25%k	6%	13%	19%	24%k	17%	11%	48%	9%	12%	25%s	16%
Net: should be regulated	407	267	139	236	167	1	12	49	31	35	38	27	64	61	42	358	14	12	23	92	72	194
	43%	44%	42%	44%	44%	8%	28%	54%hk	37%	45%	44%	33%	50%	48%	48%	45%	31%	73%	30%	43%	45%	46%
Net: should not be regulated	140	92	45	73	60	5	9	10	12	8	9	24	15	21	12	120	6	2	11	32	17	72
	15%	15%	13%	14%	16%	38%	22%	11%	15%	11%	10%	29%gl	12%	16%	14%	15%	13%	12%	15%	15%	11%	17%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Absolutes/col percents

Table 233

Q32a Thinking about all the content we have been talking about, what level of regulation do you think there should be when people watch these services on Smartphone?
So, on a scale of 1 to 5, where 5 is they should be highly regulated, and 1 is they should not be regulated at all, do you think these on-line and on-demand TV and video services e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand>> should be regulated on Smartphone?
Base: All using device

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**964**	751	806	964	545	724	482	786	413	308	792	516	964	464	334	949	15	881	928	949
Base	**940**	715	775	940	513	684	431	772	360	298	759	471	940	414	320	921	20**	784	901	921
Effective Base	**555**	430	464	555	328	422	330	458	316	184	454	311	555	309	203	559	5	636	545	559
1 - Should not be regulated at all	**57**	42	52	57	33	48	27	46	23	17	52	31	57	30	19	57	-	56	57	57
	6%	*6%*	*7%*	*6%*	*6%*	*7%*	*6%*	*6%*	*6%*	*6%*	*7%*	*6%*	*6%*	*7%*	*6%*	*6%*	*-*	*7%*	*6%*	*6%*
2	**83**	61	68	83	47	63	43	68	31	23	68	48	83	34	26	83	*	71	83	83
	9%	*9%*	*9%*	*9%*	*9%*	*9%*	*10%*	*9%*	*9%*	*8%*	*9%*	*10%*	*9%*	*8%*	*8%*	*9%*	*2%*	*9%*	*9%*	*9%*
3	**393**	304	332	393	209	288	169	318	141	124	322	191	393	158	135	379	15	307	368	379
	42%	*42%*	*43%*	*42%*	*41%*	*42%*	*39%*	*41%*	*39%*	*42%*	*42%*	*41%*	*42%*	*38%*	*42%*	*41%*	*76%*	*39%*	*41%*	*41%*
4	**255**	198	201	255	142	178	123	216	105	88	198	130	255	119	91	252	3	217	244	252
	27%	*28%*	*26%*	*27%*	*28%*	*26%*	*28%*	*28%*	*29%*	*29%*	*26%*	*28%*	*27%*	*29%*	*29%*	*27%*	*14%*	*28%*	*27%*	*27%*
5 - Should be highly regulated	**152**	110	122	152	82	107	68	124	61	46	119	71	152	73	49	151	2	133	149	151
	16%	*15%*	*16%*	*16%*	*16%*	*16%*	*16%*	*16%*	*17%*	*15%*	*16%*	*15%*	*16%*	*18%*	*15%*	*16%*	*8%*	*17%*	*17%*	*16%*
Net: should be regulated	**407**	308	323	407	224	285	191	340	166	133	317	201	407	191	141	403	5	350	393	403
	43%	*43%*	*42%*	*43%*	*44%*	*42%*	*44%*	*44%*	*46%*	*45%*	*42%*	*43%*	*43%*	*46%*	*44%*	*44%*	*23%*	*45%*	*44%*	*44%*
Net: should not be regulated	**140**	104	120	140	80	111	70	114	54	40	120	78	140	64	45	140	*	128	140	140
	15%	*14%*	*16%*	*15%*	*16%*	*16%*	*16%*	*15%*	*15%*	*13%*	*16%*	*17%*	*15%*	*15%*	*14%*	*15%*	*2%*	*16%*	*15%*	*15%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
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Base: All using device

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	**964**	673	103	99	788	344	620	260	131	26	117	487	356	843	216	242	435	174	609	586
Base	**940**	612	128*	97*	760	393	547	289	144*	32**	120*	443	372	815	226	249	430	147	577	549
Effective Base	**555**	457	43	81	445	185	396	153	61	16	68	284	204	485	125	144	228	138	343	343
1 - Should not be regulated at all	**57**	42	9	-	54	9	48	5	6	2	19	21	18	38	15	15	21	13	34	36
	6%	7%c	*7%*	-	7%c	*2%*	9%e	*2%*	*4%*	*5%*	16%klm	*5%*	*5%*	*5%*	*7%*	*6%*	*5%*	*9%*	*6%*	*7%*
2	**83**	58	13	3	78	23	60	18	5	2	14	42	26	68	21	24	32	17	49	49
	9%	*9%*	*10%*	*3%*	10%c	*6%*	11%e	*6%*	*3%*	*7%*	*11%*	*10%*	*7%*	*8%*	*9%*	*10%*	*7%*	*11%*	*8%*	*9%*
3	**393**	224	62	31	308	163	230	119	59	18	38	193	163	356	103	112	176	58	234	215
	42%	*37%*	*48%*	*32%*	*41%*	*42%*	*42%*	*41%*	*41%*	*57%*	*31%*	*43%*	*44%*	*44%*	*46%*	*45%*	*41%*	*39%*	*41%*	*39%*
4	**255**	177	34	42	201	107	148	73	48	7	29	122	105	226	56	63	123	38	161	150
	27%	*29%*	*27%*	43%ad	*26%*	*27%*	*27%*	*25%*	*34%*	*22%*	*24%*	*27%*	*28%*	*28%*	*25%*	*25%*	*29%*	*26%*	*28%*	*27%*
5 - Should be highly regulated	**152**	112	9	21	118	91	62	74	25	3	21	66	61	127	30	34	78	21	99	100
	16%	*18%*	*7%*	22%b	*16%*	23%d	*11%*	*26%*	*17%*	*9%*	*18%*	*15%*	*16%*	*16%*	*14%*	*14%*	*18%*	*14%*	*17%*	*18%*
Net: should be regulated	**407**	289	43	63	319	197	210	147	74	10	50	188	165	353	86	97	201	59	260	250
	43%	*47%*	*34%*	65%abd	*42%*	50%d	*38%*	*51%*	*51%*	*31%*	*42%*	*42%*	*44%*	*43%*	*38%*	*39%*	*47%*	*40%*	*45%*	*46%*
Net: should not be regulated	**140**	99	23	3	132	32	107	23	11	4	33	63	44	106	36	39	53	30	83	85
	15%	16%c	18%c	*3%*	17%c	*8%*	20%e	*8%*	*8%*	*12%*	27%klm	*14%*	*12%*	*13%*	*16%*	*16%*	*12%*	20%p	*14%*	*15%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 233

Q32a Thinking about all the content we have been talking about, what level of regulation do you think there should be when people watch these services on Smartphone?
So, on a scale of 1 to 5, where 5 is they should be highly regulated, and 1 is they should not be regulated at all, do you think these on-line and on-demand TV and video services e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand>> should be regulated on Smartphone?
Base: All using device

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**964**	212	690	62	170	42	178	34	43	392	151
Base	**940**	188	695	58*	150	37*	157	31**	40*	385	136
Effective Base	**555**	166	370	44	136	30	143	23	38	234	102
1 - Should not be regulated at all	**57**	12	44	-	5	7	6	7	-	6	41
	6%	*7%*	*6%*	-	*3%*	20%d	*4%*	*21%*	-	*2%*	30%h
2	**83**	7	74	2	6	1	7	1	1	10	46
	9%	*4%*	11%e	*3%*	*4%*	*4%*	*4%*	*2%*	*2%*	*2%*	34%h
3	**393**	77	290	27	62	15	65	12	14	88	36
	42%	*41%*	*42%*	*46%*	*41%*	*39%*	*41%*	*39%*	*36%*	*23%*	*27%*
4	**255**	53	182	20	46	7	46	7	13	163	10
	27%	*28%*	*26%*	*34%*	*30%*	*20%*	*29%*	*23%*	*32%*	42%g	*7%*
5 - Should be highly regulated	**152**	39	104	10	32	7	34	5	12	118	3
	16%	*21%*	*15%*	*17%*	*21%*	*18%*	*22%*	*15%*	*29%*	31%g	*2%*
Net: should be regulated	**407**	92	286	30	78	14	80	12	24	281	12
	43%	*49%*	*41%*	*51%*	*52%*	*38%*	*51%*	*38%*	*61%*	73%g	*9%*
Net: should not be regulated	**140**	20	119	2	11	9	12	7	1	16	87
	15%	*10%*	17%c	*3%*	*7%*	23%d	*8%*	*23%*	*2%*	*4%*	64%h

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 234

Q32a Thinking about all the content we have been talking about, what level of regulation do you think there should be when people watch these services on PC/Mac/laptop?
So, on a scale of 1 to 5, where 5 is they should be highly regulated, and 1 is they should not be regulated at all, do you think these on-line and on-demand TV and video services e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand>> should be regulated on PC/Mac/laptop?
Base: All using device

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	1555	757	798	328	379	306	252	157	133	707	558	290	300	288	86	83	407	270	71	50	424	587	233	311	1011	544
Base	1470	754	715	320	317	314	273	125*	119*	638	587	245	277	326	77*	74*	360	261	49*	46**	354	551	250	314	905	565
Effective Base	879	397	499	263	216	158	137	69	69	475	295	138	202	143	32	43	273	161	52	26	291	314	120	183	586	301
1 - Should not be regulated at all	102	80	22	21	23	17	22	11	8	44	39	19	32	32	8	8	12	8	2	-	23	35	11	33	58	44
	7%	11%b	3%	6%	7%	5%	8%	9%	7%	7%	7%	8%	11%	10%	11%	11%	3%	3%	5%	-	7%	6%	4%	10%	6%	8%
2	156	104	53	41	30	28	29	15	13	71	57	28	37	43	13	11	34	14	2	2	52	51	32	22	103	54
	11%	14%b	7%	13%	9%	9%	11%	12%	11%	11%	10%	11%	13%	13%	17%	15%	10%	6%	4%	4%	15%uwy	9%	13%	7%	11%	9%
3	587	286	300	143	127	117	101	55	44	270	218	99	105	122	34	26	165	96	22	18	135	226	100	126	361	226
	40%	38%	42%	45%	40%	37%	37%	44%	37%	42%	37%	41%	38%	37%	44%	35%	46%	37%	44%	40%	38%	41%	40%	40%	40%	40%
4	397	183	215	78	82	102	80	33	23	159	182	56	65	84	19	14	95	98	14	9	94	158	65	80	252	145
	27%	24%	30%	24%	26%	32%	29%	26%	19%	25%	31%	23%	23%	26%	25%	20%	26%	37%q	28%	19%	27%	29%	26%	25%	28%	26%
5 - Should be highly regulated	227	102	126	38	55	51	41	11	31	93	92	42	39	46	2	14	55	45	9	17	49	81	43	54	131	97
	15%	13%	18%	12%	17%	16%	15%	9%	26%cgij	15%	16%	17%	14%	14%	3%	19%n	15%	17%	18%	37%	14%	15%	17%	17%	14%	17%
Net: should be regulated	624	284	340	116	137	153	121	44	54	253	274	98	104	131	21	28	149	143	22	26	144	239	108	134	383	242
	42%	38%	48%a	36%	43%	49%ci	44%	35%	45%	40%	47%c	40%	37%	40%	28%	39%	41%	55%q	46%	56%	41%	43%	43%	43%	42%	43%
Net: should not be regulated	258	184	75	62	53	44	52	26	21	115	96	47	69	74	21	20	46	22	5	2	75	86	42	55	161	97
	18%	24%b	10%	19%	17%	14%	19%	21%	18%	18%	16%	19%	25%	23%	28%	26%	13%	8%	9%	4%	21%	16%	17%	17%	18%	17%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 234

Q32a Thinking about all the content we have been talking about, what level of regulation do you think there should be when people watch these services on PC/Mac/laptop?
So, on a scale of 1 to 5, where 5 is they should be highly regulated, and 1 is they should not be regulated at all, do you think these on-line and on-demand TV and video services e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand>> should be regulated on PC/Mac/laptop?
Base: All using device

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	1555	935	614	946	567	22	69	169	158	112	148	85	147	232	198	1318	103	36	98	396	260	662
Base	1470	899	565	873	565	15**	60*	151	119	113*	127*	138*	186*	204	125	1225	77*	24**	143*	331	240	654
Effective Base	879	509	370	518	333	18	37	114	101	63	90	52	93	164	127	771	64	28	52	248	151	381
1 - Should not be regulated at all	102	59	41	62	38	*	5	9	11	9	4	9	11	19	9	85	10	1	7	25	13	47
	7%	7%	7%	7%	7%	2%	9%	6%	9%	8%	3%	6%	6%	9%	7%	7%	12%	2%	5%	8%	5%	7%
2	156	88	67	85	65	4	9	16	11	4	4	28	20	23	15	130	5	2	19	37	8	86
	11%	10%	12%	10%	11%	29%	15%j	11%j	9%	3%	3%	20%ij	11%j	11%j	12%ij	11%	7%	10%	13%	11%t	3%	13%t
3	587	357	228	348	226	7	27	57	43	54	66	47	71	65	44	473	37	5	72	127	120	226
	40%	40%	40%	40%	40%	47%	44%	38%	36%	48%m	52%ghkmn	34%	38%	32%	35%	39%	48%	23%	50%	38%	50%su	35%
4	397	258	138	249	142	1	13	49	37	26	30	42	53	58	35	343	19	8	27	99	56	189
	27%	29%	24%	28%	25%	8%	22%	33%	31%	23%	23%	30%	28%	29%	28%	28%	24%	35%	19%	30%	23%	29%
5 - Should be highly regulated	227	136	91	131	94	2	6	20	17	20	24	13	32	39	23	195	7	7	19	43	44	107
	15%	15%	16%	15%	17%	14%	10%	13%	14%	18%	19%	10%	17%	19%	18%	16%	9%	30%	13%	13%	18%	16%
Net: should be regulated	624	395	229	379	237	3	19	69	54	46	54	56	85	97	58	538	25	15	46	142	100	296
	42%	44%	41%	43%	42%	22%	32%	46%	45%	41%	42%	40%	46%	48%	46%	44%	33%	65%	32%	43%	42%	45%
Net: should not be regulated	258	147	108	146	102	5	15	25	22	13	8	36	30	42	24	214	15	3	26	62	21	132
	18%	16%	19%	17%	18%	31%	24%j	16%j	19%j	12%	6%	26%ij	16%j	21%ij	19%ij	17%	19%	12%	18%	19%u	9%	20%u

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 234

Q32a Thinking about all the content we have been talking about, what level of regulation do you think there should be when people watch these services on PC/Mac/laptop?
So, on a scale of 1 to 5, where 5 is they should be highly regulated, and 1 is they should not be regulated at all, do you think these on-line and on-demand TV and video services e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand>> should be regulated on PC/Mac/laptop?
Base: All using device

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**1555**	1179	1555	1178	706	1287	644	644	444	448	1555	713	792	542	490	1520	35	1414	1436	1520
Base	**1470**	1080	1470	1120	636	1212	576	623	376	417	1470	642	759	464	449	1431	38**	1247	1350	1431
Effective Base	**879**	683	879	682	438	730	420	370	330	263	879	424	454	357	292	873	13	920	810	873
1 - Should not be regulated at all	**102**	77	102	73	43	91	36	37	27	32	102	44	47	36	35	98	4	93	95	98
	7%	*7%*	*7%*	*7%*	*7%*	*7%*	*6%*	*6%*	*7%*	*8%*	*7%*	*7%*	*6%*	*8%*	*8%*	*7%*	*11%*	*7%*	*7%*	*7%*
2	**156**	108	156	113	54	141	61	54	41	46	156	67	66	47	52	154	2	141	148	154
	11%	*10%*	*11%*	*10%*	*8%*	*12%*	*11%*	*9%*	*11%*	*11%*	*11%*	*10%*	*9%*	*10%*	*11%*	*11%*	*6%*	*11%*	*11%*	*11%*
3	**587**	419	587	453	258	472	216	253	138	152	587	241	314	169	164	568	19	472	530	568
	40%	*39%*	*40%*	*40%*	*41%*	*39%*	*37%*	*41%*	*37%*	*37%*	*40%*	*38%*	*41%*	*36%*	*37%*	*40%*	*50%*	*38%*	*39%*	*40%*
4	**397**	301	397	305	182	328	157	179	115	123	397	178	216	141	131	390	8	356	369	390
	27%	*28%*	*27%*	*27%*	*29%*	*27%*	*27%*	*29%*	*30%*	*29%*	*27%*	*28%*	*28%*	*30%*	*29%*	*27%*	*20%*	*29%*	*27%*	*27%*
5 - Should be highly regulated	**227**	175	227	175	99	181	106	100	55	64	227	112	116	72	68	222	5	186	209	222
	15%	*16%*	*15%*	*16%*	*16%*	*15%*	*18%*	*16%*	*15%*	*15%*	*15%*	*17%*	*15%*	*15%*	*15%*	*16%*	*13%*	*15%*	*15%*	*16%*
Net: should be regulated	**624**	476	624	480	281	508	263	279	169	187	624	290	332	212	199	612	13	542	578	612
	42%	*44%*	*42%*	*43%*	*44%*	*42%*	*46%*	*45%*	*45%*	*45%*	*42%*	*45%*	*44%*	*46%*	*44%*	*43%*	*33%*	*43%*	*43%*	*43%*
Net: should not be regulated	**258**	185	258	186	97	231	97	91	69	78	258	111	113	83	86	252	6	234	243	252
	18%	*17%*	*18%*	*17%*	*15%*	*19%*	*17%*	*15%*	*18%*	*19%*	*18%*	*17%*	*15%*	*18%*	*19%*	*18%*	*17%*	*19%*	*18%*	*18%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 234

Q32a Thinking about all the content we have been talking about, what level of regulation do you think there should be when people watch these services on PC/Mac/laptop?
So, on a scale of 1 to 5, where 5 is they should be highly regulated, and 1 is they should not be regulated at all, do you think these on-line and on-demand TV and video services e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand>> should be regulated on PC/Mac/laptop?
Base: All using device

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	1555	923	267	131	1276	441	1114	305	187	35	271	813	463	1276	426	458	651	273	924	853
Base	1470	828	287	123*	1195	502	967	342	206*	42**	295	706	461	1167	398	425	630	233	863	779
Effective Base	879	603	123	91	715	241	663	176	95	24	158	447	273	719	240	262	342	188	514	494
1 - Should not be regulated at all	102	69	16	2	94	13	89	8	7	2	37	43	21	64	35	35	39	15	54	46
	7%	*8%c*	*6%*	*1%*	*8%c*	*3%*	*9%e*	*2%*	*3%*	*4%*	*13%klm*	*6%*	*5%*	*6%*	*9%*	*8%*	*6%*	*7%*	*6%*	*6%*
2	156	82	46	7	135	36	120	27	9	4	39	72	44	116	42	45	61	24	85	77
	11%	*10%*	*16%c*	*6%*	*11%*	*7%*	*12%e*	*8%*	*4%*	*10%*	*13%*	*10%*	*10%*	*10%*	*11%*	*10%*	*10%*	*11%*	*10%*	*10%*
3	587	285	122	40	462	203	384	127	92	19	108	274	202	476	162	175	246	96	342	300
	40%	*34%*	*42%*	*33%*	*39%*	*40%*	*40%*	*37%*	*45%*	*44%*	*37%*	*39%*	*44%*	*41%*	*41%*	*41%*	*39%*	*41%*	*40%*	*38%*
4	397	241	67	57	308	141	256	96	56	12	70	209	118	327	100	109	180	63	243	226
	27%	*29%*	*23%*	*46%abd*	*26%*	*28%*	*26%*	*28%*	*27%*	*29%*	*24%*	*30%*	*26%*	*28%*	*25%*	*26%*	*28%*	*27%*	*28%*	*29%*
5 - Should be highly regulated	227	152	36	17	196	109	118	84	42	5	41	107	75	182	59	62	105	33	138	131
	15%	*18%*	*13%*	*14%*	*16%*	*22%d*	*12%*	*24%*	*21%*	*13%*	*14%*	*15%*	*16%*	*16%*	*15%*	*14%*	*17%*	*14%*	*16%*	*17%*
Net: should be regulated	624	392	103	74	503	250	374	180	98	18	110	316	193	510	159	171	285	96	381	357
	42%	*47%b*	*36%*	*60%abd*	*42%*	*50%d*	*39%*	*53%*	*48%*	*42%*	*37%*	*45%*	*42%*	*44%*	*40%*	*40%*	*45%*	*41%*	*44%*	*46%*
Net: should not be regulated	258	151	62	9	229	49	209	35	16	6	76	115	65	181	77	79	100	40	140	123
	18%	*18%c*	*22%c*	*7%*	*19%c*	*10%*	*22%e*	*10%*	*8%*	*14%*	*26%klm*	*16%*	*14%*	*15%*	*19%*	*19%*	*16%*	*17%*	*16%*	*16%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Absolutes/col percents

Table 234

Q32a Thinking about all the content we have been talking about, what level of regulation do you think there should be when people watch these services on PC/Mac/laptop?
So, on a scale of 1 to 5, where 5 is they should be highly regulated, and 1 is they should not be regulated at all, do you think these on-line and on-demand TV and video services e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand>> should be regulated on PC/Mac/laptop?
Base: All using device

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**1555**	247	1234	74	186	61	199	48	53	622	285
Base	**1470**	220	1180	70*	168	52*	179	41*	53*	581	260
Effective Base	**879**	177	667	50	131	46	143	34	36	384	160
1 - Should not be regulated at all	**102**	6	94	1	4	3	4	3	1	4	80
	7%	*3%*	*8%b*	*2%*	*2%*	*5%*	*2%*	*7%*	*1%*	*1%*	*31%h*
2	**156**	31	125	1	24	7	25	6	12	9	105
	11%	*14%c*	*11%c*	*1%*	*15%*	*13%*	*14%*	*14%*	*23%*	*2%*	*40%h*
3	**587**	74	481	33	52	21	56	18	16	100	56
	40%	*33%*	*41%*	*47%*	*31%*	*41%*	*31%*	*43%*	*31%*	*17%*	*22%*
4	**397**	69	302	26	57	11	58	10	16	275	17
	27%	*31%*	*26%*	*37%*	*34%*	*22%*	*33%*	*26%*	*30%*	*47%d*	*7%*
5 - Should be highly regulated	**227**	40	178	9	30	10	36	4	8	192	2
	15%	*18%*	*15%*	*13%*	*18%*	*19%*	*20%*	*10%*	*15%*	*33%d*	*1%*
Net: should be regulated	**624**	109	480	36	87	21	94	15	24	467	19
	42%	*49%b*	*41%*	*51%*	*52%*	*41%*	*53%*	*36%*	*45%*	*80%d*	*7%*
Net: should not be regulated	**258**	37	219	2	28	9	29	8	13	13	184
	18%	*17%c*	*19%c*	*3%*	*17%*	*18%*	*16%*	*21%*	*24%*	*2%*	*71%h*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base

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Absolutes/col percents

Table 235

Q32a Thinking about all the content we have been talking about, what level of regulation do you think there should be when people watch these services on Tablet computer?
So, on a scale of 1 to 5, where 5 is they should be highly regulated, and 1 is they should not be regulated at all, do you think these on-line and on-demand TV and video services e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand>> should be regulated on Tablet computer?
Base: All using device

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**704**	344	360	156	198	152	87	56	55	354	239	111	154	112	40	38	200	127	16	17	219	264	109	112	483	221
Base	**636**	313	322	156	157	148*	88*	43*	44*	313	236	87*	144*	111*	27*	31**	169	124*	16**	12**	184	227	110*	115*	411	225
Effective Base	**440**	215	226	126	116	85	54	39	30	242	138	68	97	73	34	19	150	67	10	14	144	182	59	68	326	126
1 - Should not be regulated at all	**38**	27	11	11	6	5	9	5	2	17	14	7	11	10	4	2	6	4	*	-	13	12	3	10	25	13
	6%	***9%b***	*3%*	*7%*	*4%*	*4%*	*10%*	*11%*	*5%*	*5%*	*6%*	*8%*	*8%*	*9%*	*16%*	*6%*	*4%*	*4%*	*3%*	-	*7%*	*5%*	*3%*	*9%*	*6%*	*6%*
2	**63**	44	19	23	17	6	8	5	4	40	13	9	26	9	5	4	14	5	-	-	18	21	7	17	39	24
	10%	*14%b*	*6%*	*15%ej*	*11%*	*4%*	*9%*	*12%*	*10%*	*13%ej*	*6%*	*11%*	*18%*	*8%*	*19%*	*14%*	*8%*	*4%*	-	-	*10%*	*9%*	*6%*	*15%*	*9%*	*11%*
3	**235**	109	125	57	57	66	25	17	12	115	92	29	51	43	8	8	64	49	9	4	67	80	41	46	148	87
	37%	*35%*	*39%*	*37%*	*36%*	*45%*	*29%*	*39%*	*27%*	*37%*	*39%*	*33%*	*35%*	*38%*	*31%*	*25%*	*38%*	*39%*	*52%*	*33%*	*36%*	*35%*	*37%*	*40%*	*36%*	*39%*
4	**189**	86	103	45	46	52	27	7	11	91	79	19	41	31	6	7	50	48	1	4	50	76	36	27	126	63
	30%	*27%*	*32%*	*29%*	*30%*	*35%g*	*31%*	*17%*	*26%*	*29%*	*34%*	*22%*	*29%*	*28%*	*24%*	*23%*	*29%*	*39%*	*6%*	*33%*	*27%*	*34%*	*32%*	*24%*	*31%*	*28%*
5 - Should be highly regulated	**111**	47	64	21	30	19	19	9	14	51	37	23	16	19	3	10	35	18	6	4	37	37	24	15	73	38
	18%	*15%*	*20%*	*13%*	*19%*	*13%*	*21%*	*21%*	*33%cefj*	*16%*	*16%*	*27%cefj*	*11%*	*17%*	*10%*	*32%*	*21%*	*15%*	*39%*	*34%*	*20%*	*16%*	*21%*	*13%*	*18%*	*17%*
Net: should be regulated	**300**	133	167	65	77	71	46	16	26	142	117	42	57	50	9	17	85	67	7	8	86	113	59	42	199	101
	47%	*43%*	*52%*	*42%*	*49%*	*48%*	*52%*	*38%*	*59%*	*45%*	*49%*	*48%*	*39%*	*45%*	*34%*	*55%*	*50%*	*53%*	*45%*	*67%*	*47%*	*50%*	*54%*	*36%*	*49%*	*45%*
Net: should not be regulated	**101**	71	30	34	23	11	17	10	6	57	28	16	37	18	9	6	20	9	*	-	31	33	10	27	64	37
	16%	*23%b*	*9%*	*22%ej*	*15%*	*7%*	*19%e*	*23%e*	*15%*	*18%e*	*12%*	*19%e*	*25%*	*16%*	*35%m*	*20%*	*12%*	*7%*	*3%*	-	*17%*	*15%*	*9%*	*23%w*	*16%*	*16%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 235

Q32a Thinking about all the content we have been talking about, what level of regulation do you think there should be when people watch these services on Tablet computer?
So, on a scale of 1 to 5, where 5 is they should be highly regulated, and 1 is they should not be regulated at all, do you think these on-line and on-demand TV and video services e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand>> should be regulated on Tablet computer?
Base: All using device

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	704	455	245	448	232	9	36	81	64	44	70	37	65	116	99	612	36	15	41	181	114	317
Base	636	406	225	391	223	9**	29**	66*	54*	45**	53*	64**	79*	94	60*	545	27**	13**	51**	149	98*	297
Effective Base	440	308	134	290	140	4	23	68	46	22	60	24	40	105	74	388	24	7	27	136	69	192
1 - Should not be regulated at all	38	19	17	27	9	*	2	3	4	4	1	4	3	6	5	33	2	1	2	9	6	18
	6%	5%	8%	7%	4%	3%	8%	4%	7%	9%	3%	7%	4%	6%	8%	6%	8%	9%	3%	6%	6%	6%
2	63	32	29	34	28	-	3	2	3	1	4	14	7	13	7	55	5	*	3	9	4	41
	10%	8%	13%	9%	12%	-	10%	4%	6%	2%	7%	21%	9%	14%g	12%	10%	17%	3%	6%	6%	5%	14%st
3	235	148	85	137	89	3	14	26	24	8	26	23	28	23	19	191	10	2	31	64	34	93
	37%	37%	38%	35%	40%	36%	48%	39%m	45%m	18%	49%m	36%	35%	25%	33%	35%	36%	19%	61%	43%u	35%	31%
4	189	134	54	122	63	*	5	21	17	15	13	20	21	39	17	169	8	3	10	43	28	97
	30%	33%	24%	31%	28%	4%	18%	32%	31%	33%	25%	31%	27%	41%j	28%	31%	29%	20%	19%	29%	28%	33%
5 - Should be highly regulated	111	72	40	71	35	5	4	14	6	17	9	3	19	13	11	97	2	6	5	24	26	47
	18%	18%	18%	18%	16%	57%	15%	21%	11%	38%	17%	5%	25%	14%	19%	18%	9%	49%	10%	16%	27%u	16%
Net: should be regulated	300	206	94	193	98	6	10	35	22	32	22	23	41	52	28	266	10	9	15	68	54	144
	47%	51%	42%	49%	44%	62%	33%	53%	42%	70%	42%	36%	52%	55%	47%	49%	38%	69%	30%	45%	55%	49%
Net: should not be regulated	101	51	46	61	36	*	5	5	7	5	5	18	11	19	12	87	7	2	5	18	10	60
	16%	13%	21%w	16%	16%	3%	19%	8%	14%	11%	9%	28%	13%	20%g	20%g	16%	26%	12%	9%	12%	10%	20%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 235

Q32a Thinking about all the content we have been talking about, what level of regulation do you think there should be when people watch these services on Tablet computer?
So, on a scale of 1 to 5, where 5 is they should be highly regulated, and 1 is they should not be regulated at all, do you think these on-line and on-demand TV and video services e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand>> should be regulated on Tablet computer?
Base: All using device

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**704**	563	555	607	409	457	358	381	575	242	542	378	464	704	255	694	10	653	672	694
Base	**636**	482	478	547	356	389	297	342	512	216	464	316	414	636	226	621	14**	555	597	621
Effective Base	**440**	382	361	388	268	308	271	267	402	150	357	278	309	440	160	456	3	492	442	456
1 - Should not be regulated at all	**38**	28	33	31	22	27	16	17	26	12	33	17	22	38	15	36	1	34	36	36
	6%	*6%*	*7%*	*6%*	*6%*	*7%*	*5%*	*5%*	*5%*	*5%*	*7%*	*6%*	*5%*	*6%*	*7%*	*6%*	*10%*	*6%*	*6%*	*6%*
2	**63**	45	40	46	41	37	30	28	54	23	40	30	34	63	23	63	*	51	60	63
	10%	*9%*	*8%*	*8%*	*11%*	*9%*	*10%*	*8%*	*11%*	*11%*	*9%*	*10%*	*8%*	*10%*	*10%*	*10%*	*2%*	*9%*	*10%*	*10%*
3	**235**	172	168	206	129	144	102	132	195	82	166	106	155	235	85	223	11	202	218	223
	37%	*36%*	*35%*	*38%*	*36%*	*37%*	*34%*	*39%*	*38%*	*38%*	*36%*	*34%*	*37%*	*37%*	*38%*	*36%*	*78%*	*36%*	*37%*	*36%*
4	**189**	158	156	169	108	128	99	111	156	64	151	106	132	189	66	189	-	174	181	189
	30%	*33%*	*33%*	*31%*	*30%*	*33%*	*33%*	*32%*	*30%*	*29%*	*33%*	*33%*	*32%*	*30%*	*29%*	*30%*	-	*31%*	*30%*	*30%*
5 - Should be highly regulated	**111**	79	81	96	56	54	50	54	81	36	73	56	71	111	37	110	1	93	101	110
	18%	*16%*	*17%*	*18%*	*16%*	*14%*	*17%*	*16%*	*16%*	*17%*	*16%*	*18%*	*17%*	*18%*	*16%*	*18%*	*10%*	*17%*	*17%*	*18%*
Net: should be regulated	**300**	237	236	265	164	182	149	165	237	99	224	162	203	300	103	299	1	268	282	299
	47%	*49%*	*49%*	*48%*	*46%*	*47%*	*50%*	*48%*	*46%*	*46%*	*48%*	*51%*	*49%*	*47%*	*46%*	*48%*	*10%*	*48%*	*47%*	*48%*
Net: should not be regulated	**101**	73	74	76	63	64	46	45	80	35	73	48	56	101	38	99	2	85	97	99
	16%	*15%*	*15%*	*14%*	*18%*	*16%*	*16%*	*13%*	*16%*	*16%*	*16%*	*15%*	*13%*	*16%*	*17%*	*16%*	*12%*	*15%*	*16%*	*16%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 235

Q32a Thinking about all the content we have been talking about, what level of regulation do you think there should be when people watch these services on Tablet computer?
So, on a scale of 1 to 5, where 5 is they should be highly regulated, and 1 is they should not be regulated at all, do you think these on-line and on-demand TV and video services e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand>> should be regulated on Tablet computer?
Base: All using device

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	**704**	507	67	72	569	264	440	198	108	19	70	387	245	632	153	172	340	108	448	422
Base	**636**	422	72*	69*	495	268	368	204	102*	19**	79*	318	237	555	143*	160	300	96*	396	367
Effective Base	**440**	392	41	55	372	178	263	125	96	17	35	247	173	419	87	101	210	80	289	292
1 - Should not be regulated at all	**38**	26	4	2	31	6	31	3	5	3	6	16	16	32	8	8	17	7	24	19
	6%	*6%*	*6%*	*4%*	*6%*	*2%*	*9%e*	*2%*	*5%*	*13%*	*8%*	*5%*	*7%*	*6%*	*6%*	*5%*	*6%*	*7%*	*6%*	*5%*
2	**63**	39	10	5	48	13	50	11	4	1	10	33	20	53	22	24	27	9	36	30
	10%	*9%*	*14%*	*8%*	*10%*	*5%*	*13%e*	*6%*	*4%*	*6%*	*13%*	*10%*	*8%*	*9%*	*15%e*	*15%*	*9%*	*10%*	*9%*	*8%*
3	**235**	141	28	14	188	100	135	80	32	6	29	114	91	206	53	58	94	42	136	127
	37%	*33%*	*39%*	*21%*	*38%c*	*37%*	*37%*	*39%*	*31%*	*28%*	*36%*	*36%*	*39%*	*37%*	*37%*	*36%*	*31%*	*43%*	*34%*	*35%*
4	**189**	131	20	36	137	88	101	65	38	4	20	99	70	169	38	44	96	27	123	118
	30%	*31%*	*28%*	*53%abd*	*28%*	*33%*	*27%*	*32%*	*37%*	*21%*	*25%*	*31%*	*30%*	*30%*	*27%*	*27%*	*32%*	*28%*	*31%*	*32%*
5 - Should be highly regulated	**111**	85	9	11	91	60	51	44	23	6	14	56	40	96	22	26	66	11	77	74
	18%	*20%*	*13%*	*15%*	*18%*	*22%d*	*14%*	*22%*	*23%*	*31%*	*18%*	*18%*	*17%*	*17%*	*16%*	*16%*	*22%*	*12%*	*19%*	*20%*
Net: should be regulated	**300**	217	29	47	228	148	152	109	61	10	34	155	110	265	60	70	162	38	200	192
	47%	*51%*	*41%*	*68%abd*	*46%*	*55%d*	*41%*	*53%*	*60%*	*52%*	*43%*	*49%*	*47%*	*48%*	*42%*	*44%*	*54%q*	*40%*	*51%*	*52%*
Net: should not be regulated	**101**	65	14	8	79	20	81	15	9	4	16	49	35	84	30	32	44	16	60	49
	16%	*15%*	*20%*	*12%*	*16%*	*7%*	*22%e*	*7%*	*8%*	*19%*	*20%*	*15%*	*15%*	*15%*	*21%*	*20%*	*15%*	*17%*	*15%*	*13%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 235

Q32a Thinking about all the content we have been talking about, what level of regulation do you think there should be when people watch these services on Tablet computer?
So, on a scale of 1 to 5, where 5 is they should be highly regulated, and 1 is they should not be regulated at all, do you think these on-line and on-demand TV and video services e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand>> should be regulated on Tablet computer?
Base: All using device

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**704**	159	506	39	132	27	140	19	28	335	111
Base	**636**	150	455	31*	124*	26**	131	19**	33*	307	107*
Effective Base	**440**	113	300	32	94	19	101	12	18	224	57
1 - Should not be regulated at all	**38**	3	35	-	2	1	2	1	-	3	27
	6%	*2%*	*8%gh*	*-*	*2%*	*4%*	*1%*	*5%*	*-*	*1%*	*25%gh*
2	**63**	9	53	2	8	1	9	-	1	6	39
	10%	*6%*	*12%*	*6%*	*6%*	*3%*	*7%*	*-*	*4%*	*2%*	*37%gh*
3	**235**	64	157	14	50	14	52	11	14	64	29
	37%	*42%*	*34%*	*47%*	*40%*	*52%*	*40%*	*59%*	*41%*	*21%*	*27%*
4	**189**	48	134	8	41	7	43	5	11	137	10
	30%	*32%*	*29%*	*25%*	*33%*	*26%*	*33%*	*26%*	*35%*	*44%gi*	*9%*
5 - Should be highly regulated	**111**	28	77	7	24	4	26	2	7	98	2
	18%	*18%*	*17%*	*22%*	*19%*	*15%*	*20%*	*11%*	*20%*	*32%gi*	*2%*
Net: should be regulated	**300**	75	211	14	65	11	68	7	18	234	12
	47%	*50%*	*46%*	*47%*	*52%*	*41%*	*52%*	*36%*	*55%*	*76%gi*	*11%*
Net: should not be regulated	**101**	11	87	2	10	2	11	1	1	9	66
	16%	*8%*	*19%gh*	*6%*	*8%*	*6%*	*8%*	*5%*	*4%*	*3%*	*62%gh*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 236

Q32a Thinking about all the content we have been talking about, what level of regulation do you think there should be when people watch these services on eBook reader?
So, on a scale of 1 to 5, where 5 is they should be highly regulated, and 1 is they should not be regulated at all, do you think these on-line and on-demand TV and video services e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand>> should be regulated on eBook reader?
Base: All using device

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	201	88	113	40	47	36	28	20	30	87	64	50	36	23	11	18	51	41	9	12	75	71	35	20	146	55
Base	187	81*	106*	42*	32*	45**	25**	14**	29**	75*	70**	42**	31*	25**	7**	17**	43*	45**	6**	12**	63*	56*	41**	26**	119	67**
Effective Base	108	50	58	34	41	13	20	17	15	71	27	28	31	11	9	8	40	16	8	7	54	46	13	14	100	25
1 - Should not be regulated at all	12	8	3	1	2	1	2	2	3	3	4	5	1	3	1	3	2	1	1	-	6	2	3	1	9	3
	6%	10%	3%	3%	6%	3%	9%	17%	9%	4%	5%	12%	5%	11%	19%	16%	4%	2%	15%	-	10%	4%	6%	2%	7%	5%
2	15	9	6	3	2	3	2	1	4	5	4	5	1	2	1	4	4	2	-	-	5	6	5	-	10	5
	8%	11%	6%	8%	6%	6%	6%	9%	15%	7%	6%	13%	3%	9%	17%	25%	10%	4%	-	-	8%	10%	11%	-	9%	7%
3	74	22	52	17	9	25	11	3	9	26	36	12	11	6	1	3	15	29	1	6	21	18	15	19	40	34
	39%	27%	49%a	40%	28%	56%	43%	20%	32%	35%	51%	28%	34%	26%	18%	18%	35%	66%	23%	53%	34%	33%	36%	73%	33%	50%
4	55	20	35	16	14	7	9	4	4	30	16	9	12	4	2	2	18	12	2	2	25	19	8	2	45	10
	29%	24%	33%	37%	44%	15%	37%	33%	15%	40%	23%	21%	37%	16%	29%	12%	42%	27%	37%	19%	40%	35%	20%	6%	38%	14%
5 - Should be highly regulated	32	22	9	5	5	9	1	3	8	11	10	11	7	10	1	5	4	*	2	3	5	11	11	5	16	16
	17%	28%b	9%	13%	16%	20%	4%	21%	29%	14%	14%	26%	21%	38%	17%	29%	9%	1%	25%	28%	8%	19%	27%	19%	13%	24%
Net: should be regulated	86	42	44	21	19	16	10	7	12	40	26	20	18	14	3	7	22	13	4	6	31	30	19	7	61	26
	46%	52%	42%	50%	60%	36%	41%	53%	43%	54%	38%	47%	58%	54%	46%	41%	51%	28%	62%	47%	48%	53%	47%	25%	51%	38%
Net: should not be regulated	27	17	10	5	4	4	4	4	7	9	8	10	2	5	3	7	6	3	1	-	11	8	7	1	19	8
	14%	21%	9%	11%	13%	9%	15%	26%	24%	12%	11%	25%	8%	20%	36%	41%	14%	6%	15%	-	18%	14%	17%	2%	16%	11%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 236

Q32a Thinking about all the content we have been talking about, what level of regulation do you think there should be when people watch these services on eBook reader?
So, on a scale of 1 to 5, where 5 is they should be highly regulated, and 1 is they should not be regulated at all, do you think these on-line and on-demand TV and video services e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand>> should be regulated on eBook reader?
Base: All using device

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**201**	131	70	153	45	2	15	22	21	9	24	8	13	26	31	169	17	5	10	58	33	78
Base	**187**	121*	66*	141*	43**	2**	11**	19**	16**	7**	19**	12**	26**	22**	18**	150*	16**	3**	18**	46*	26**	78*
Effective Base	**108**	69	38	77	29	1	14	18	14	9	20	7	6	24	27	94	9	5	6	46	29	36
1 - Should not be regulated at all	**12**	7	5	11	1	-	1	1	1	1	-	1	2	1	1	10	2	-	-	4	1	6
	6%	*6%*	*8%*	*8%*	*3%*	-	*11%*	*5%*	*8%*	*7%*	-	*8%*	*10%*	*7%*	*4%*	*6%*	*13%*	-	-	*8%*	*2%*	*7%*
2	**15**	8	7	13	2	-	1	2	1	1	*	-	-	3	2	10	2	1	2	4	1	5
	8%	*7%*	*11%*	*9%*	*5%*	-	*12%*	*9%*	*6%*	*9%*	*2%*	-	-	*14%*	*11%*	*7%*	*12%*	*39%*	*10%*	*9%*	*4%*	*7%*
3	**74**	47	26	49	23	1	5	8	4	2	10	9	15	7	6	65	6	-	2	17	12	36
	39%	*39%*	*40%*	*35%*	*54%*	*79%*	*47%*	*40%*	*24%*	*25%*	*54%*	*75%*	*56%*	*31%*	*34%*	*43%*	*39%*	-	*13%*	*36%*	*45%*	*47%*
4	**55**	38	17	43	11	*	2	7	9	4	5	1	3	7	6	45	6	-	4	19	9	17
	29%	*31%*	*25%*	*30%*	*25%*	*21%*	*20%*	*37%*	*60%*	*49%*	*29%*	*13%*	*10%*	*33%*	*33%*	*30%*	*36%*	-	*21%*	*41%*	*35%*	*22%*
5 - Should be highly regulated	**32**	21	11	26	6	-	1	2	*	1	3	1	7	3	3	20	-	2	10	3	4	14
	17%	*17%*	*16%*	*18%*	*13%*	-	*9%*	*8%*	*2%*	*10%*	*15%*	*5%*	*25%*	*15%*	*18%*	*13%*	-	*61%*	*56%*	*6%*	*14%*	*17%*
Net: should be regulated	**86**	59	27	69	16	*	3	9	10	4	8	2	9	10	9	65	6	2	14	22	13	31
	46%	*49%*	*41%*	*49%*	*38%*	*21%*	*29%*	*45%*	*62%*	*59%*	*45%*	*17%*	*35%*	*48%*	*51%*	*43%*	*36%*	*61%*	*77%*	*47%*	*49%*	*39%*
Net: should not be regulated	**27**	15	12	23	3	-	3	3	2	1	*	1	2	5	3	20	4	1	2	8	2	11
	14%	*12%*	*18%*	*17%*	*8%*	-	*24%*	*15%*	*14%*	*17%*	*2%*	*8%*	*10%*	*21%*	*15%*	*13%*	*25%*	*39%*	*10%*	*17%*	*6%*	*14%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 236

Q32a Thinking about all the content we have been talking about, what level of regulation do you think there should be when people watch these services on eBook reader?
So, on a scale of 1 to 5, where 5 is they should be highly regulated, and 1 is they should not be regulated at all, do you think these on-line and on-demand TV and video services e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand>> should be regulated on eBook reader?
Base: All using device

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**201**	176	167	201	118	158	122	121	122	79	166	126	139	134	83	194	7	177	188	194
Base	**187**	163*	152*	187	106*	145*	107*	114*	99*	79*	152*	110*	126*	113*	82*	173	14**	151	167	173
Effective Base	**108**	92	85	108	65	79	73	67	100	37	85	75	78	77	39	119	3	117	114	119
1 - Should not be regulated at all	**12**	10	11	12	5	10	6	6	6	6	11	7	8	7	6	12	-	12	12	12
	6%	*6%*	*7%*	*6%*	*5%*	*7%*	*6%*	*5%*	*6%*	*7%*	*7%*	*6%*	*7%*	*7%*	*7%*	*7%*	-	*8%*	*7%*	*7%*
2	**15**	13	13	15	9	9	6	7	8	10	13	6	8	8	10	14	1	13	14	14
	8%	*8%*	*9%*	*8%*	*8%*	*6%*	*6%*	*6%*	*8%*	*13%*	*9%*	*6%*	*6%*	*7%*	*12%*	*8%*	*5%*	*9%*	*9%*	*8%*
3	**74**	62	60	74	46	60	33	49	34	33	60	34	52	44	33	62	12	53	61	62
	39%	*38%*	*40%*	*39%*	*44%*	*41%*	*31%*	*43%*	*35%*	*41%*	*40%*	*31%*	*41%*	*38%*	*40%*	*36%*	*85%*	*35%*	*37%*	*36%*
4	**55**	49	39	55	34	39	39	37	36	17	39	40	42	39	19	55	-	48	50	55
	29%	*30%*	*26%*	*29%*	*32%*	*27%*	*36%*	*32%*	*37%*	*22%*	*26%*	*36%*	*33%*	*34%*	*23%*	*32%*	-	*32%*	*30%*	*32%*
5 - Should be highly regulated	**32**	29	28	32	11	28	24	15	14	14	28	24	16	15	14	30	1	25	29	30
	17%	*18%*	*19%*	*17%*	*11%*	*19%*	*22%*	*13%*	*14%*	*17%*	*18%*	*21%*	*13%*	*13%*	*18%*	*18%*	*10%*	*16%*	*17%*	*18%*
Net: should be regulated	**86**	77	68	86	46	67	62	52	50	31	68	63	58	54	33	85	1	73	79	85
	46%	*47%*	*45%*	*46%*	*43%*	*46%*	*58%*	*46%*	*51%*	*39%*	*45%*	*57%*	*46%*	*48%*	*41%*	*49%*	*10%*	*48%*	*48%*	*49%*
Net: should not be regulated	**27**	23	24	27	14	19	12	13	14	16	24	13	16	16	16	26	1	25	26	26
	14%	*14%*	*16%*	*14%*	*13%*	*13%*	*11%*	*11%*	*14%*	*20%*	*16%*	*12%*	*13%*	*14%*	*19%*	*15%*	*5%*	*17%*	*16%*	*15%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 236

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Base: All using device

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	**201**	139	23	29	162	77	124	55	27	8	22	108	71	179	42	47	99	41	140	130
Base	**187**	117*	28**	28**	147*	85*	101*	64**	24**	8**	20**	100*	67*	167*	36**	41*	100*	31*	131*	109*
Effective Base	**108**	95	11	23	80	40	73	26	24	7	13	46	59	95	29	34	47	36	71	90
1 - Should not be regulated at all	**12**	9	2	1	11	4	7	1	1	2	1	7	4	10	1	1	4	4	9	8
	6%	*8%*	*6%*	*4%*	*7%*	*5%*	*7%*	*1%*	*6%*	*29%*	*7%*	*7%*	*5%*	*6%*	*3%*	*3%*	*4%*	*14%*	*7%*	*8%*
2	**15**	10	2	1	13	3	12	3	1	-	4	6	5	11	4	5	6	2	9	7
	8%	*8%*	*8%*	*3%*	*9%*	*4%*	*12%*	*5%*	*6%*	-	*21%*	*6%*	*8%*	*6%*	*10%*	*11%*	*6%*	*8%*	*7%*	*6%*
3	**74**	44	7	5	62	34	40	27	8	1	10	38	26	64	17	18	42	13	55	38
	39%	*38%*	*25%*	*16%*	*42%*	*40%*	*39%*	*43%*	*33%*	*10%*	*49%*	*38%*	*39%*	*38%*	*48%*	*44%*	*42%*	*42%*	*42%*	*35%*
4	**55**	35	7	14	38	27	28	19	11	2	2	26	26	52	11	13	30	9	39	36
	29%	*30%*	*24%*	*48%*	*26%*	*31%*	*27%*	*30%*	*46%*	*29%*	*12%*	*26%*	*39%*	*31%*	*29%*	*31%*	*30%*	*29%*	*29%*	*33%*
5 - Should be highly regulated	**32**	19	10	8	24	17	14	14	2	2	2	24	6	30	4	5	18	2	21	20
	17%	*16%*	*37%*	*29%*	*16%*	*20%*	*14%*	*21%*	*9%*	*32%*	*10%*	*23%*	*9%*	*18%*	*10%*	*12%*	*18%*	*8%*	*16%*	*18%*
Net: should be regulated	**86**	54	17	22	62	44	42	33	13	5	4	50	32	82	14	18	48	11	59	56
	46%	*46%*	*61%*	*76%*	*42%*	*52%*	*42%*	*51%*	*55%*	*61%*	*22%*	*50%*	*48%*	*49%*	*39%*	*43%*	*48%*	*37%*	*45%*	*51%*
Net: should not be regulated	**27**	19	4	2	24	7	19	4	3	2	6	12	9	21	5	6	11	7	18	15
	14%	*16%*	*14%*	*7%*	*16%*	*9%*	*19%*	*6%*	*12%*	*29%*	*28%*	*12%*	*13%*	*13%*	*13%*	*14%*	*11%*	*22%*	*13%*	*14%*

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Absolutes/col percents

Table 236

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Base: All using device

		Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
	Total	Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**201**	57	137	7	49	8	47	10	13	100	28
Base	**187**	51*	131*	5**	44*	7**	44*	7**	12*	99*	20**
Effective Base	**108**	45	66	6	38	7	37	9	10	55	23
1 - Should not be regulated at all	**12**	3	9	-	2	*	2	*	1	2	6
	6%	*5%*	*7%*	-	*5%*	*7%*	*5%*	*7%*	*10%*	*2%*	*30%*
2	**15**	4	11	1	3	1	3	1	-	2	4
	8%	*8%*	*8%*	*12%*	*7%*	*14%*	*7%*	*13%*	-	*3%*	*22%*
3	**74**	15	57	2	13	2	14	1	3	23	7
	39%	*30%*	*43%*	*36%*	*30%*	*28%*	*32%*	*19%*	*24%*	*23%*	*37%*
4	**55**	18	35	2	15	3	14	3	3	42	1
	29%	*35%*	*26%*	*52%*	*34%*	*38%*	*33%*	*44%*	*25%*	*43%*	*7%*
5 - Should be highly regulated	**32**	11	20	-	11	1	10	1	5	29	1
	17%	*23%*	*15%*	-	*24%*	*13%*	*24%*	*17%*	*41%*	*30%*	*4%*
Net: should be regulated	**86**	29	55	2	26	3	25	4	8	72	2
	46%	*57%*	*42%*	*52%*	*58%*	*51%*	*57%*	*61%*	*66%*	*73%*	*12%*
Net: should not be regulated	**27**	7	20	1	5	1	5	1	1	4	10
	14%	*13%*	*15%*	*12%*	*12%*	*21%*	*12%*	*20%*	*10%*	*4%*	*52%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 237

Q32a Thinking about all the content we have been talking about, what level of regulation do you think there should be when people watch these services on Games console?
So, on a scale of 1 to 5, where 5 is they should be highly regulated, and 1 is they should not be regulated at all, do you think these on-line and on-demand TV and video services e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand>> should be regulated on Games console?
Base: All using device

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**577**	319	258	180	192	114	61	18	12	372	175	30	196	105	10	8	176	70	8	4	147	202	106	122	349	228
Base	**536**	306	231	181	147	126*	63*	11**	8**	328	189*	19**	174	119*	7**	6**	154	70*	4**	2**	122	177	114*	123*	299	237
Effective Base	**360**	214	147	149	114	58	39	16	11	262	95	27	155	61	9	7	110	34	7	4	126	111	63	78	224	141
1 - Should not be regulated at all	**29**	22	7	12	9	3	3	1	1	21	6	2	14	6	1	1	7	-	*	-	6	9	5	8	15	14
	5%	*7%*	*3%*	*6%*	*6%*	*2%*	*5%*	*11%*	*11%*	*6%*	*3%*	*11%*	*8%*	*5%*	*11%*	*15%*	*4%*	-	*11%*	-	*5%*	*5%*	*5%*	*7%*	*5%*	*6%*
2	**51**	34	17	28	13	3	3	2	1	41	6	3	27	5	1	*	14	1	1	*	9	22	10	10	30	20
	9%	*11%*	*7%*	16%ej	*9%*	*3%*	*5%*	*17%*	*12%*	13%ej	*3%*	*15%*	16%m	*4%*	*17%*	*9%*	*9%*	*2%*	*18%*	*21%*	*7%*	*12%*	*9%*	*8%*	*10%*	*9%*
3	**184**	100	84	71	49	38	21	3	2	120	59	5	65	32	1	2	55	27	1	*	35	55	47	46	91	93
	34%	*33%*	*36%*	*39%*	*33%*	*30%*	*33%*	*23%*	*30%*	*36%*	*31%*	*26%*	*37%*	*27%*	*18%*	*34%*	*36%*	*39%*	*31%*	*21%*	*29%*	*31%*	*41%*	*38%*	*30%*	*39%*
4	**168**	83	85	48	47	47	22	3	1	95	69	4	39	42	2	-	56	27	1	1	42	63	32	32	105	64
	31%	*27%*	*37%*	*26%*	*32%*	*38%*	*35%*	*30%*	*11%*	*29%*	*37%*	*22%*	*23%*	*35%*	*30%*	-	*36%*	*39%*	*29%*	*38%*	*34%*	*36%*	*28%*	*26%*	*35%*	*27%*
5 - Should be highly regulated	**105**	67	38	22	30	35	14	2	3	52	48	5	29	35	2	2	23	14	1	*	31	28	20	27	58	47
	20%	*22%*	*16%*	*12%*	*20%*	28%ci	*21%*	*19%*	*36%*	*16%*	26%ci	*26%*	*16%*	29%l	*24%*	*42%*	*15%*	*20%*	*12%*	*20%*	*25%*	*16%*	*18%*	*22%*	*20%*	*20%*
Net: should be regulated	**274**	150	123	70	77	82	36	5	4	147	118	9	68	77	4	2	79	41	2	1	73	90	52	58	163	110
	51%	*49%*	*53%*	*39%*	52%c	65%ci	57%c	*49%*	*47%*	*45%*	62%ci	*48%*	*39%*	64%l	*54%*	*42%*	*51%*	*59%*	*41%*	*58%*	59%y	*51%*	*45%*	*47%*	*55%*	*47%*
Net: should not be regulated	**79**	55	24	40	22	6	6	3	2	62	12	5	41	11	2	1	21	1	1	*	14	31	16	18	45	34
	15%	18%b	*10%*	22%ej	15%ej	*5%*	*10%*	*28%*	*23%*	19%ej	*7%*	*26%*	24%m	*9%*	*28%*	*24%*	*13%*	*2%*	*28%*	*21%*	*12%*	*18%*	*14%*	*15%*	*15%*	*14%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 237

Q32a Thinking about all the content we have been talking about, what level of regulation do you think there should be when people watch these services on Games console?
So, on a scale of 1 to 5, where 5 is they should be highly regulated, and 1 is they should not be regulated at all, do you think these on-line and on-demand TV and video services e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand>> should be regulated on Games console?
Base: All using device

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	577	386	187	329	230	9	27	65	51	37	65	28	59	92	92	516	31	12	18	143	102	271
Base	536	355	177	295	227	6**	23**	55*	37*	37**	60*	42**	87*	79*	58*	479	25**	8**	24**	115	98*	267
Effective Base	360	235	122	209	139	8	18	56	43	19	42	22	33	81	65	320	22	11	12	115	60	160
1 - Should not be regulated at all	29	15	12	17	10	1	-	2	1	5	3	3	4	4	3	26	2	-	1	4	8	14
	5%	4%	7%	6%	4%	9%	-	4%	3%	15%	5%	6%	4%	5%	6%	5%	6%	-	4%	3%	9%	5%
2	51	29	21	28	21	1	4	3	3	-	4	6	12	9	6	47	3	-	1	9	4	33
	9%	8%	12%	9%	9%	11%	15%	6%	8%	-	7%	15%	13%	12%	10%	10%	10%	-	5%	8%	4%	13%
3	184	118	64	104	72	4	9	19	18	8	25	10	27	22	20	158	8	2	16	46	33	79
	34%	33%	36%	35%	32%	61%	38%	35%	50%m	21%	41%	22%	31%	28%	35%	33%	32%	21%	66%	40%	34%	30%
4	168	122	47	96	70	1	7	22	9	12	15	18	26	33	14	155	7	2	4	38	27	91
	31%	34%	26%	32%	31%	10%	32%	39%	23%	33%	24%	43%	29%	41%hn	24%	32%	26%	31%	17%	33%	28%	34%
5 - Should be highly regulated	105	72	33	50	54	1	4	9	6	11	14	5	19	11	14	93	6	4	2	18	25	49
	20%	20%	19%	17%	24%	9%	15%	16%	16%	31%	23%	13%	22%	13%	25%	19%	25%	48%	9%	16%	26%	19%
Net: should be regulated	274	193	80	146	124	1	11	31	14	24	28	24	45	43	28	248	13	6	6	56	52	140
	51%	54%	45%	50%	55%	19%	47%	55%	39%	64%	47%	56%	51%	55%	49%	52%	51%	79%	26%	48%	54%	53%
Net: should not be regulated	79	43	33	45	31	1	4	6	4	5	7	9	16	14	9	73	4	-	2	13	12	48
	15%	12%	19%	15%	14%	20%	15%	10%	11%	15%	11%	21%	18%	17%	16%	15%	17%	-	8%	11%	13%	18%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 237

Q32a Thinking about all the content we have been talking about, what level of regulation do you think there should be when people watch these services on Games console?
So, on a scale of 1 to 5, where 5 is they should be highly regulated, and 1 is they should not be regulated at all, do you think these on-line and on-demand TV and video services e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand>> should be regulated on Games console?
Base: All using device

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**577**	471	494	513	577	450	322	383	286	206	490	331	435	323	221	570	7	547	561	570
Base	**536**	432	451	480	536	413	282	365	250	200	448	290	414	285	212	523	13**	481	514	523
Effective Base	**360**	293	313	316	360	282	228	230	231	119	310	236	262	224	129	375	3	410	370	375
1 - Should not be regulated at all	**29**	22	26	25	29	24	16	20	13	13	26	16	22	15	14	29	-	28	29	29
	5%	*5%*	*6%*	*5%*	*5%*	*6%*	*6%*	*6%*	*5%*	*6%*	*6%*	*5%*	*5%*	*5%*	*6%*	*5%*	-	*6%*	*6%*	*5%*
2	**51**	42	42	43	51	40	26	31	22	20	42	29	37	22	23	50	1	47	49	50
	9%	*10%*	*9%*	*9%*	*9%*	*10%*	*9%*	*9%*	*9%*	*10%*	*9%*	*10%*	*9%*	*8%*	*11%*	*10%*	*6%*	*10%*	*10%*	*10%*
3	**184**	137	155	163	184	140	83	125	87	68	154	85	141	105	73	172	12	164	168	172
	34%	*32%*	*34%*	*34%*	*34%*	*34%*	*29%*	*34%*	*35%*	*34%*	*34%*	*29%*	*34%*	*37%*	*34%*	*33%*	*88%*	*34%*	*33%*	*33%*
4	**168**	140	140	155	168	127	99	114	84	49	138	102	133	91	51	168	1	153	165	168
	31%	*32%*	*31%*	*32%*	*31%*	*31%*	*35%*	*31%*	*33%*	*24%*	*31%*	*35%*	*32%*	*32%*	*24%*	*32%*	*6%*	*32%*	*32%*	*32%*
5 - Should be highly regulated	**105**	91	88	94	105	82	58	74	46	50	88	58	82	52	51	105	-	89	103	105
	20%	*21%*	*20%*	*20%*	*20%*	*20%*	*21%*	*20%*	*18%*	*25%*	*20%*	*20%*	*20%*	*18%*	*24%*	*20%*	-	*19%*	*20%*	*20%*
Net: should be regulated	**274**	231	229	249	274	210	157	188	129	99	226	160	215	143	103	273	1	242	268	273
	51%	*53%*	*51%*	*52%*	*51%*	*51%*	*56%*	*52%*	*52%*	*49%*	*51%*	*55%*	*52%*	*50%*	*48%*	*52%*	*6%*	*50%*	*52%*	*52%*
Net: should not be regulated	**79**	65	68	68	79	64	42	51	34	33	68	45	58	37	37	78	1	75	77	78
	15%	*15%*	*15%*	*14%*	*15%*	*16%*	*15%*	*14%*	*14%*	*17%*	*15%*	*15%*	*14%*	*13%*	*17%*	*15%*	*6%*	*16%*	*15%*	*15%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 237

Q32a Thinking about all the content we have been talking about, what level of regulation do you think there should be when people watch these services on Games console?
So, on a scale of 1 to 5, where 5 is they should be highly regulated, and 1 is they should not be regulated at all, do you think these on-line and on-demand TV and video services e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand>> should be regulated on Games console?
Base: All using device

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	577	427	49	71	467	252	325	184	108	21	51	288	235	523	119	135	268	113	381	362
Base	536	376	49**	70*	433	275	261	200	116*	24**	54**	244	234	478	115*	129*	247	100*	347	319
Effective Base	360	301	23	53	279	153	223	113	62	17	26	172	165	337	69	80	162	86	244	260
1 - Should not be regulated at all	29	20	1	-	28	6	23	3	2	3	7	9	13	22	7	7	12	7	19	18
	5%	5%	2%	-	6%	2%	9%e	2%	1%	11%	12%	4%	6%	5%	6%	6%	5%	7%	5%	6%
2	51	39	6	1	47	15	36	10	4	1	8	24	18	42	10	10	22	12	34	31
	9%	10%c	11%	1%	11%c	5%	14%e	5%	3%	5%	14%	10%	8%	9%	8%	7%	9%	12%	10%	10%
3	184	115	14	21	144	94	89	73	32	6	11	81	92	173	45	52	80	32	112	97
	34%	31%	28%	30%	33%	34%	34%	37%	28%	24%	20%	33%	39%	36%	39%	41%	32%	32%	32%	30%
4	168	120	24	37	122	96	73	65	40	8	19	85	65	150	28	31	84	33	117	113
	31%	32%	48%	53%ad	28%	35%	28%	32%	35%	32%	34%	35%	28%	31%	24%	24%	34%	33%	34%	36%
5 - Should be highly regulated	105	81	5	12	92	65	40	48	37	7	10	45	46	91	26	28	49	16	65	61
	20%	22%	11%	16%	21%	24%d	15%	24%	32%	29%	18%	18%	20%	19%	23%	22%	20%	16%	19%	19%
Net: should be regulated	274	202	29	48	214	161	113	113	77	15	29	130	111	241	54	59	133	49	182	174
	51%	54%	59%	69%ad	49%	58%d	43%	56%	67%	61%	53%	53%	48%	51%	47%	46%	54%	49%	53%	55%
Net: should not be regulated	79	60	6	1	75	20	59	14	6	4	15	33	31	64	16	17	34	18	52	48
	15%	16%c	13%	1%	17%c	7%	23%e	7%	5%	16%	27%	14%	13%	13%	14%	13%	14%	19%	15%	15%

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Absolutes/col percents

Table 237

Q32a Thinking about all the content we have been talking about, what level of regulation do you think there should be when people watch these services on Games console?
So, on a scale of 1 to 5, where 5 is they should be highly regulated, and 1 is they should not be regulated at all, do you think these on-line and on-demand TV and video services e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand>> should be regulated on Games console?
Base: All using device

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**577**	138	413	26	109	29	114	24	27	245	97
Base	**536**	119	394	23**	97*	22**	101*	17**	23*	236	76*
Effective Base	**360**	109	242	20	84	27	89	22	24	148	83
1 - Should not be regulated at all	**29**	2	26	1	1	1	1	1	-	1	22
	5%	*2%*	*6%*	*4%*	*1%*	*5%*	*1%*	*6%*	-	*	29%h
2	**51**	8	40	2	6	2	7	1	1	5	27
	9%	*7%*	*10%*	*8%*	*7%*	*9%*	*7%*	*8%*	*6%*	*2%*	35%h
3	**184**	33	144	6	24	9	26	7	7	37	20
	34%	*28%*	*37%*	*27%*	*25%*	*39%*	*25%*	*42%*	*30%*	*16%*	*26%*
4	**168**	46	112	11	38	7	41	5	8	107	6
	31%	*39%*	*28%*	*45%*	*40%*	*33%*	*40%*	*29%*	*34%*	45%i	*7%*
5 - Should be highly regulated	**105**	30	72	4	27	3	27	3	7	85	3
	20%	*25%*	*18%*	*16%*	*27%*	*14%*	*27%*	*15%*	*29%*	36%i	*3%*
Net: should be regulated	**274**	75	184	14	65	10	68	8	15	192	8
	51%	64%b	*47%*	*61%*	*67%*	*47%*	*67%*	*44%*	*64%*	82%i	*11%*
Net: should not be regulated	**79**	11	66	3	7	3	8	3	1	6	49
	15%	*9%*	*17%*	*12%*	*8%*	*14%*	*8%*	*15%*	*6%*	*3%*	64%h

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 238

Q32a Thinking about all the content we have been talking about, what level of regulation do you think there should be when people watch these services on Other internet connected player or box?
So, on a scale of 1 to 5, where 5 is they should be highly regulated, and 1 is they should not be regulated at all, do you think these on-line and on-demand TV and video services e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand>> should be regulated on Other internet connected player or box?
Base: All using device

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**57**	37	20	14	19	9	8	6	1	33	17	7	20	10	6	1	13	7	-	-	16	28	7	6	44	13
Base	**46***	30*	16**	14**	13**	7**	7**	5**	1**	27**	13**	6**	15**	9**	5**	1**	11**	5**	-**	-**	12**	22**	7**	5**	34*	12**
Effective Base	**48**	30	18	13	16	8	7	4	1	29	14	5	17	9	4	1	12	6	-	-	12	25	6	5	37	11
1 - Should not be regulated at all	**4**	3	1	-	1	1	1	1	-	1	2	1	1	2	1	-	1	-	-	-	2	1	1	-	3	1
	8%	*9%*	*5%*	-	*11%*	*8%*	*15%*	*12%*	-	*5%*	*11%*	*11%*	*4%*	*17%*	*12%*	-	*7%*	-	-	-	*18%*	*2%*	*12%*	-	*8%*	*7%*
2	**6**	4	2	1	4	-	*	1	-	5	*	1	3	-	1	-	1	*	-	-	1	4	-	1	5	1
	12%	*13%*	*10%*	*6%*	*30%*	-	*4%*	*11%*	-	*18%*	*2%*	*10%*	*22%*	-	*11%*	-	*12%*	*6%*	-	-	*7%*	*18%*	-	*15%*	*14%*	*6%*
3	**17**	10	7	6	3	3	3	2	-	9	6	2	4	4	2	-	5	2	-	-	4	10	1	2	14	3
	37%	*32%*	*47%*	*46%*	*21%*	*52%*	*41%*	*37%*	-	*34%*	*46%*	*33%*	*27%*	*42%*	*37%*	-	*43%*	*55%*	-	-	*34%*	*46%*	*13%*	*40%*	*42%*	*24%*
4	**11**	9	3	3	3	1	2	2	1	6	3	3	4	2	2	1	1	1	-	-	4	3	2	2	7	4
	24%	*29%*	*16%*	*24%*	*20%*	*16%*	*24%*	*39%*	*100%*	*22%*	*20%*	*45%*	*29%*	*18%*	*39%*	*100%*	*13%*	*24%*	-	-	*34%*	*14%*	*31%*	*37%*	*21%*	*34%*
5 - Should be highly regulated	**8**	5	3	3	2	2	1	-	-	6	3	-	3	2	-	-	3	1	-	-	1	4	3	*	5	3
	18%	*16%*	*22%*	*24%*	*18%*	*24%*	*16%*	-	-	*21%*	*20%*	-	*18%*	*22%*	-	-	*25%*	*15%*	-	-	*7%*	*19%*	*43%*	*8%*	*15%*	*29%*
Net: should be regulated	**19**	13	6	7	5	3	3	2	1	11	5	3	7	4	2	1	4	2	-	-	5	7	5	2	12	7
	43%	*45%*	*38%*	*48%*	*38%*	*40%*	*40%*	*39%*	*100%*	*43%*	*40%*	*45%*	*47%*	*41%*	*39%*	*100%*	*38%*	*39%*	-	-	*41%*	*33%*	*75%*	*45%*	*36%*	*62%*
Net: should not be regulated	**9**	7	2	1	5	1	1	1	-	6	2	1	4	2	1	-	2	*	-	-	3	5	1	1	8	2
	20%	*23%*	*15%*	*6%*	*41%*	*8%*	*19%*	*24%*	-	*23%*	*14%*	*21%*	*26%*	*17%*	*24%*	-	*19%*	*6%*	-	-	*25%*	*21%*	*12%*	*15%*	*23%*	*13%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Absolutes/col percents

Table 238

Q32a Thinking about all the content we have been talking about, what level of regulation do you think there should be when people watch these services on Other internet connected player or box?
So, on a scale of 1 to 5, where 5 is they should be highly regulated, and 1 is they should not be regulated at all, do you think these on-line and on-demand TV and video services e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand>> should be regulated on Other internet connected player or box?
Base: All using device

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	57	40	16	42	14	-	3	8	7	2	8	1	4	9	7	49	1	2	5	18	10	21
Base	46*	33*	12**	34*	11**	-**	2**	6**	4**	2**	7**	2**	4**	7**	4**	38*	1**	1**	5**	13**	10**	16**
Effective Base	48	33	14	35	12	-	3	8	6	2	6	1	4	9	6	41	1	2	5	16	8	18
1 - Should not be regulated at all	4	2	1	3	1	-	-	-	1	1	1	-	-	1	-	3	1	-	-	1	1	1
	8%	*7%*	*10%*	*9%*	*5%*	-	-	-	*23%*	*33%*	*7%*	-	-	*9%*	-	*8%*	*100%*	-	-	*8%*	*14%*	*4%*
2	6	4	2	5	1	-	1	1	1	-	*	-	1	1	1	6	-	-	-	3	*	3
	12%	*11%*	*16%*	*14%*	*7%*	-	*53%*	*9%*	*16%*	-	*4%*	-	*20%*	*17%*	*24%*	*15%*	-	-	-	*20%*	*3%*	*18%*
3	17	14	3	13	4	-	-	3	2	-	2	2	1	2	1	12	-	1	5	5	2	5
	37%	*41%*	*29%*	*38%*	*37%*	-	-	*49%*	*45%*	-	*28%*	*100%*	*20%*	*25%*	*18%*	*31%*	-	*61%*	*84%*	*39%*	*21%*	*30%*
4	11	7	3	8	2	-	-	1	-	2	4	-	1	1	2	10	-	1	1	1	5	4
	24%	*22%*	*26%*	*24%*	*18%*	-	-	*9%*	-	*67%*	*51%*	-	*24%*	*13%*	*58%*	*25%*	-	*39%*	*16%*	*4%*	*55%*	*25%*
5 - Should be highly regulated	8	6	2	5	4	-	1	2	1	-	1	-	1	3	-	8	-	-	-	4	1	4
	18%	*18%*	*20%*	*14%*	*33%*	-	*47%*	*33%*	*16%*	-	*9%*	-	*36%*	*36%*	-	*22%*	-	-	-	*30%*	*7%*	*24%*
Net: should be regulated	19	13	5	13	6	-	1	3	1	2	4	-	2	3	2	18	-	1	1	4	6	8
	43%	*40%*	*45%*	*38%*	*51%*	-	*47%*	*42%*	*16%*	*67%*	*60%*	-	*60%*	*49%*	*58%*	*47%*	-	*39%*	*16%*	*34%*	*62%*	*49%*
Net: should not be regulated	9	6	3	8	1	-	1	1	2	1	1	-	1	2	1	9	1	-	-	4	2	3
	20%	*19%*	*25%*	*23%*	*12%*	-	*53%*	*9%*	*39%*	*33%*	*11%*	-	*20%*	*26%*	*24%*	*22%*	*100%*	-	-	*28%*	*17%*	*22%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Absolutes/col percents

Table 238

Q32a Thinking about all the content we have been talking about, what level of regulation do you think there should be when people watch these services on Other internet connected player or box?
So, on a scale of 1 to 5, where 5 is they should be highly regulated, and 1 is they should not be regulated at all, do you think these on-line and on-demand TV and video services e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand>> should be regulated on Other internet connected player or box?
Base: All using device

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**57**	49	48	49	57	39	26	33	31	28	46	29	43	35	29	57	-	55	57	57
Base	**46***	39*	38*	37*	46*	30*	19**	26**	25**	23**	36*	23**	33*	28*	24**	46*	-**	43*	46*	46*
Effective Base	**48**	41	41	44	48	33	23	29	28	25	40	24	39	32	26	48	-	48	48	48
1 - Should not be regulated at all	**4**	3	3	4	4	1	1	2	-	3	3	1	4	2	3	4	-	4	4	4
	8%	*8%*	*8%*	*10%*	*8%*	*4%*	*8%*	*9%*	*-*	*13%*	*8%*	*6%*	*11%*	*6%*	*12%*	*8%*	*-*	*8%*	*8%*	*8%*
2	**6**	5	5	4	6	5	3	3	3	3	5	3	4	3	3	6	-	6	6	6
	12%	*13%*	*13%*	*12%*	*12%*	*17%*	*18%*	*13%*	*12%*	*14%*	*14%*	*15%*	*13%*	*10%*	*14%*	*12%*	*-*	*13%*	*12%*	*12%*
3	**17**	13	15	15	17	13	4	8	11	8	14	4	12	11	9	17	-	16	17	17
	37%	*34%*	*40%*	*39%*	*37%*	*44%*	*23%*	*33%*	*43%*	*35%*	*41%*	*19%*	*36%*	*41%*	*37%*	*37%*	*-*	*38%*	*37%*	*37%*
4	**11**	10	8	7	11	5	4	5	5	4	6	6	7	5	4	11	-	9	11	11
	24%	*25%*	*20%*	*20%*	*24%*	*16%*	*19%*	*20%*	*19%*	*18%*	*16%*	*28%*	*20%*	*20%*	*18%*	*24%*	*-*	*21%*	*24%*	*24%*
5 - Should be highly regulated	**8**	8	7	7	8	6	6	6	7	5	7	7	7	7	5	8	-	8	8	8
	18%	*21%*	*20%*	*19%*	*18%*	*19%*	*32%*	*24%*	*27%*	*20%*	*21%*	*32%*	*21%*	*24%*	*19%*	*18%*	*-*	*19%*	*18%*	*18%*
Net: should be regulated	**19**	18	15	14	19	11	9	11	11	9	13	14	14	12	9	19	-	17	19	19
	43%	*46%*	*40%*	*39%*	*43%*	*35%*	*51%*	*44%*	*45%*	*38%*	*37%*	*60%*	*41%*	*43%*	*37%*	*43%*	*-*	*41%*	*43%*	*43%*
Net: should not be regulated	**9**	8	8	8	9	6	5	6	3	6	8	5	8	5	6	9	-	9	9	9
	20%	*20%*	*21%*	*22%*	*20%*	*20%*	*26%*	*23%*	*12%*	*27%*	*22%*	*21%*	*23%*	*16%*	*26%*	*20%*	*-*	*22%*	*20%*	*20%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 238

Q32a Thinking about all the content we have been talking about, what level of regulation do you think there should be when people watch these services on Other internet connected player or box?
So, on a scale of 1 to 5, where 5 is they should be highly regulated, and 1 is they should not be regulated at all, do you think these on-line and on-demand TV and video services e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand>> should be regulated on Other internet connected player or box?
Base: All using device

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	57	46	6	6	50	15	42	10	7	1	8	35	13	48	14	16	27	8	35	34
Base	46*	36*	5**	5**	40*	13**	33*	9**	6**	1**	7**	27**	11**	38*	11**	13**	22**	5**	27**	28**
Effective Base	48	39	5	6	42	14	34	10	7	1	7	29	12	41	12	14	23	7	29	29
1 - Should not be regulated at all	4	4	-	-	4	-	4	-	-	-	1	2	-	2	2	2	1	1	2	1
	8%	10%	-	-	9%	-	11%	-	-	-	21%	8%	-	6%	15%	13%	5%	15%	7%	5%
2	6	4	2	-	5	2	3	2	2	-	1	3	1	4	1	2	2	2	4	4
	12%	10%	37%	-	13%	18%	10%	17%	30%	-	8%	10%	13%	11%	9%	14%	9%	35%	14%	15%
3	17	14	-	1	16	4	13	3	1	1	2	11	4	15	3	4	8	-	8	9
	37%	39%	-	24%	39%	32%	39%	32%	22%	100%	36%	40%	35%	38%	30%	33%	37%	-	30%	31%
4	11	7	3	2	9	2	9	2	-	-	2	7	3	9	4	4	6	1	7	7
	24%	19%	49%	32%	23%	14%	29%	19%	-	-	24%	26%	24%	25%	35%	31%	29%	14%	26%	26%
5 - Should be highly regulated	8	8	1	2	6	5	4	3	3	-	1	4	3	7	1	1	4	2	6	6
	18%	21%	13%	44%	15%	36%	11%	32%	48%	-	12%	16%	28%	20%	10%	9%	19%	36%	22%	23%
Net: should be regulated	19	15	3	4	15	6	13	5	3	-	2	11	6	17	5	5	11	3	13	14
	43%	40%	63%	76%	38%	49%	40%	51%	48%	-	35%	42%	52%	45%	45%	40%	48%	50%	49%	49%
Net: should not be regulated	9	7	2	-	9	2	7	2	2	-	2	5	1	6	3	3	3	3	6	5
	20%	20%	37%	-	22%	18%	21%	17%	30%	-	29%	18%	13%	17%	24%	27%	14%	50%	21%	20%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Table 238

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So, on a scale of 1 to 5, where 5 is they should be highly regulated, and 1 is they should not be regulated at all, do you think these on-line and on-demand TV and video services e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand>> should be regulated on Other internet connected player or box?
Base: All using device

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**57**	19	34	4	15	4	15	4	4	23	14
Base	**46***	17**	26**	4**	14**	3**	14**	3**	4*	17**	9**
Effective Base	**48**	17	28	4	13	4	14	3	4	20	12
1 - Should not be regulated at all	**4**	-	4	-	-	-	-	-	-	-	4
	8%	-	*14%*	-	-	-	-	-	-	-	*38%*
2	**6**	2	3	-	2	1	2	-	2	1	4
	12%	*13%*	*13%*	-	*12%*	*21%*	*16%*	-	*42%*	*8%*	*45%*
3	**17**	7	9	1	6	1	6	1	1	2	*
	37%	*40%*	*36%*	*34%*	*41%*	*33%*	*40%*	*36%*	*35%*	*13%*	*3%*
4	**11**	4	6	1	4	-	4	-	-	7	-
	24%	*24%*	*23%*	*36%*	*29%*	-	*28%*	-	-	*38%*	-
5 - Should be highly regulated	**8**	4	3	1	3	1	2	2	1	7	1
	18%	*23%*	*13%*	*30%*	*18%*	*45%*	*16%*	*64%*	*23%*	*41%*	*13%*
Net: should be regulated	**19**	8	9	2	6	1	6	2	1	14	1
	43%	*47%*	*37%*	*66%*	*47%*	*45%*	*44%*	*64%*	*23%*	*79%*	*13%*
Net: should not be regulated	**9**	2	7	-	2	1	2	-	2	1	8
	20%	*13%*	*27%*	-	*12%*	*21%*	*16%*	-	*42%*	*8%*	*84%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 239

Q32b - TV set-top box for on-demand content with a subscription service - As far as you know, do you think regulation applies to the kind of on-line and on-demand TV/Video content (e.g. TV progra clips, video podcasts or anything else you have watched on-line or on-demand) we've been talking about when you view it on each of the following devices?
Base: All using device

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**1039**	521	518	195	245	206	173	115	105	440	379	220	195	196	62	68	245	183	53	37	297	366	176	200	663	376
Base	**1006**	538	469	191	199	191	215*	120*	91*	389	407	211	169	230*	74**	65*	220	177	46**	26**	266	367	175	199	633	374
Effective Base	**582**	277	315	154	145	137	87	49	57	299	207	102	159	100	26	35	148	116	27	29	188	171	112	129	344	241
Yes - is regulated	**564**	323	240	121	99	109	133	68	34	220	242	102	106	153	38	25	114	89	30	8	173	199	94	98	372	192
	56%	60%b	*51%*	63%dhk	*50%*	57%h	62%h	57%h	*37%*	57%h	59%h	*48%*	63%o	67%o	*52%*	*39%*	*52%*	*50%*	*65%*	*31%*	65%uvwy	*54%*	*53%*	*49%*	*59%*	*51%*
No - is not regulated	**65**	41	24	14	17	10	12	7	6	31	21	12	15	17	5	3	15	5	2	2	15	24	14	11	39	25
	6%	*8%*	*5%*	*7%*	*9%*	*5%*	*5%*	*6%*	*6%*	*8%*	*5%*	*6%*	*9%*	*7%*	*7%*	*5%*	*7%*	*3%*	*4%*	*9%*	*6%*	*7%*	*8%*	*5%*	*6%*	*7%*
Don't know	**378**	174	204	56	83	73	71	45	52	138	144	96	47	60	30	36	91	83	14	16	78	144	67	90	222	157
	38%	*32%*	44%c	*29%*	42%c	*38%*	*33%*	*37%*	57%cefgij	*36%*	*35%*	46%c	*28%*	*26%*	*41%*	56%lm	*41%*	*47%*	*31%*	*60%*	*29%*	39%t	*38%*	45%tx	*35%*	42%t

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Table 239

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Base: All using device

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	1039	660	375	674	334	20	52	115	105	73	110	58	92	140	120	865	83	27	64	272	183	410
Base	1006	650	352	649	328	22**	39*	103*	80*	76*	99*	104*	114*	129*	74*	817	71*	21**	97*	222	174	421
Effective Base	582	364	215	369	195	11	41	80	66	44	65	34	56	99	96	505	48	14	33	185	109	228
Yes - is regulated	564	375	186	375	175	8	30	68	49	37	47	47	61	83	45	467	32	10	55	147	85	235
	56%	*58%*	*53%*	*58%*	*53%*	*35%*	*75%ijkl*	*66%jk*	*62%*	*49%*	*48%*	*45%*	*53%*	*64%l*	*61%*	*57%*	*45%*	*47%*	*57%*	*66%tu*	*49%*	*56%*
No - is not regulated	65	44	20	42	23	-	1	8	11	7	10	3	5	4	7	55	5	1	4	20	16	19
	6%	*7%*	*6%*	*6%*	*7%*	-	*2%*	*8%*	*14%lm*	*9%*	*10%*	*3%*	*4%*	*3%*	*10%m*	*7%*	*7%*	*4%*	*4%*	*9%*	*9%*	*5%*
Don't know	378	231	146	232	130	14	9	27	19	32	42	53	49	43	21	295	34	10	39	55	74	167
	38%	*36%*	*41%*	*36%*	*40%*	*65%*	*23%*	*26%*	*24%*	*42%h*	*42%gh*	*52%ghn*	*43%gh*	*33%*	*29%*	*36%*	*48%*	*49%*	*40%*	*25%*	*42%s*	*40%s*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 239

Q32b - TV set-top box for on-demand content with a subscription service - As far as you know, do you think regulation applies to the kind of on-line and on-demand TV/Video content (e.g. TV progra clips, video podcasts or anything else you have watched on-line or on-demand) we've been talking about when you view it on each of the following devices?
Base: All using device

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	1039	1039	806	770	480	590	928	431	313	175	713	1039	516	378	195	996	43	940	890	996
Base	1006	1006	763	743	432	529	886	398	252	152	642	1006	471	316	169	941	65**	842	821	941
Effective Base	582	582	461	439	325	344	572	255	261	129	424	582	311	278	144	581	19	636	520	581
Yes - is regulated	564	564	448	427	247	348	495	249	167	94	401	564	299	194	103	550	14	503	494	550
	56%	*56%*	*59%*	*57%*	*57%*	66%l	*56%*	*63%*	66%l	*62%*	62%k	*56%*	64%k	*61%*	*61%*	*58%*	*21%*	*60%*	*60%*	*58%*
No - is not regulated	65	65	48	52	33	42	59	38	23	15	46	65	44	25	15	62	2	55	59	62
	6%	*6%*	*6%*	*7%*	*8%*	*8%*	*7%*	*9%*	*9%*	*10%*	*7%*	*6%*	*9%*	*8%*	*9%*	*7%*	*3%*	*7%*	*7%*	*7%*
Don't know	378	378	268	264	152	138	332	112	62	43	195	378	128	97	50	329	49	284	269	329
	38%	*38%*	*35%*	*36%*	*35%*	*26%*	37%eghi	*28%*	*25%*	*28%*	*30%*	38%lm	*27%*	*31%*	*30%*	*35%*	*75%*	*34%*	*33%*	*35%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 239

Q32b - TV set-top box for on-demand content with a subscription service - As far as you know, do you think regulation applies to the kind of on-line and on-demand TV/Video content (e.g. TV progra clips, video podcasts or anything else you have watched on-line or on-demand) we've been talking about when you view it on each of the following devices?
Base: All using device

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	**1039**	621	163	113	813	357	682	243	164	28	139	552	342	894	29	36	604	343	947	938
Base	**1006**	563	197*	114*	769	405	601	256	188*	38**	153*	496	353	849	29**	37**	611	309	920	908
Effective Base	**582**	414	73	74	462	202	389	163	91	13	80	316	187	499	21	27	320	208	521	521
Yes - is regulated	**564**	342	107	63	458	232	332	142	111	21	70	289	202	491	12	17	346	179	525	525
	56%	*61%*	*54%*	*55%*	*60%*	*57%*	*55%*	*56%*	*59%*	*54%*	*46%*	58%	*57%*	58%	*41%*	*47%*	*57%*	*58%*	*57%*	*58%*
No - is not regulated	**65**	45	9	15	37	27	37	17	12	2	12	30	23	52	8	10	41	10	50	47
	6%	8%d	*5%*	13%bd	*5%*	*7%*	*6%*	*7%*	*6%*	*6%*	*8%*	*6%*	*6%*	*6%*	*29%*	*29%*	*7%*	*3%*	*5%*	*5%*
Don't know	**378**	176	81	36	274	146	232	97	65	15	71	178	128	306	9	9	224	120	345	336
	38%	*31%*	*41%*	*32%*	*36%*	*36%*	*39%*	*38%*	*34%*	*40%*	*46%*	*36%*	*36%*	*36%*	*31%*	*25%*	*37%*	*39%*	*37%*	*37%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Absolutes/col percents

Table 239

Q32b - TV set-top box for on-demand content with a subscription service - As far as you know, do you think regulation applies to the kind of on-line and on-demand TV/Video content (e.g. TV progra clips, video podcasts or anything else you have watched on-line or on-demand) we've been talking about when you view it on each of the following devices?
Base: All using device

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**1039**	176	817	46	133	43	141	35	33	435	183
Base	**1006**	150	817	39*	118*	32*	125*	25*	28*	431	168
Effective Base	**582**	126	440	33	92	38	98	30	30	246	119
Yes - is regulated	**564**	97	454	13	82	15	87	10	20	261	102
	56%	65%c	56%c	*33%*	69%e	*47%*	70%g	*38%*	*71%*	*61%*	*60%*
No - is not regulated	**65**	25	35	5	21	4	20	5	8	23	11
	6%	16%b	*4%*	12%b	*18%*	*12%*	*16%*	*18%*	*27%*	*5%*	*7%*
Don't know	**378**	28	328	22	15	13	17	11	1	147	56
	38%	*19%*	40%a	55%a	*13%*	41%d	*14%*	44%f	*2%*	*34%*	*33%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base

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Absolutes/col percents

Table 240

Q32b - TV set-top box without a subscription service - As far as you know, do you think regulation applies to the kind of on-line and on-demand TV/Video content (e.g. TV programmes, film, video clips, video podcasts or anything else you have watched on-line or on-demand) we've been talking about when you view it on each of the following devices?
Base: All using device

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**634**	305	329	120	148	124	95	71	76	268	219	147	116	106	36	47	152	113	35	29	213	201	101	119	414	220
Base	**606**	296	310	115	128*	133*	97*	51*	82*	243	230	133*	108*	115*	23*	49**	135	115*	28**	33**	178	175	127*	127*	353	253
Effective Base	**370**	179	191	107	90	61	57	51	37	193	116	76	79	58	31	25	115	58	23	13	147	118	56	69	262	124
Yes - is regulated	**325**	170	155	69	71	85	52	25	22	140	138	47	67	79	13	11	74	59	11	11	94	100	65	66	194	130
	54%	*57%*	*50%*	60%hk	56%hk	64%hk	54%hk	48%h	*27%*	58%hk	60%hk	*35%*	*61%*	*68%*	*58%*	*23%*	*55%*	*51%*	*41%*	*33%*	*53%*	*57%*	*51%*	*52%*	*55%*	*51%*
No - is not regulated	**62**	35	27	18	14	15	4	5	6	32	19	11	20	9	2	4	12	11	3	2	17	20	8	17	37	24
	10%	*12%*	*9%*	16%l	*11%*	*11%*	*4%*	*9%*	*8%*	*13%*	*8%*	*8%*	*19%*	*7%*	*9%*	*8%*	*9%*	*9%*	*9%*	*7%*	*10%*	*12%*	*6%*	*13%*	*11%*	*10%*
Don't know	**220**	92	128	28	43	33	41	22	54	71	74	75	22	28	8	34	49	45	14	20	67	54	54	44	121	99
	36%	*31%*	41%ik	*24%*	*34%*	*25%*	42%ce	42%ce	66%cdefgij	*29%*	*32%*	57%cdeij	*20%*	*25%*	*33%*	*69%*	*36%*	*40%*	*50%*	*60%*	*38%*	*31%*	*43%*	*35%*	*34%*	*39%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Absolutes/col percents

Table 240

Q32b - TV set-top box without a subscription service - As far as you know, do you think regulation applies to the kind of on-line and on-demand TV/Video content (e.g. TV programmes, film, video clips, video podcasts or anything else you have watched on-line or on-demand) we've been talking about when you view it on each of the following devices?
Base: All using device

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**634**	368	264	421	192	7	25	70	62	43	62	40	80	93	78	553	32	13	36	157	105	291
Base	**606**	341	262	386	201	5**	19**	61*	50*	49**	58*	60**	106*	71*	48*	522	26**	11**	48**	130	108*	285
Effective Base	**370**	224	147	234	121	6	23	52	41	20	35	28	45	84	55	320	20	9	24	113	52	169
Yes - is regulated	**325**	205	118	205	113	2	9	32	24	25	32	34	63	38	32	289	10	6	20	65	57	166
	54%	60%b	*45%*	*53%*	*56%*	*29%*	*50%*	*52%*	*49%*	*50%*	*55%*	*56%*	*59%*	*54%*	*66%*	*55%*	*40%*	*52%*	*42%*	*51%*	*53%*	*58%*
No - is not regulated	**62**	40	22	36	23	1	2	12	5	5	6	4	4	8	7	51	2	2	6	18	10	22
	10%	*12%*	*8%*	*9%*	*11%*	*10%*	*8%*	20%j	*10%*	*10%*	*9%*	*6%*	*4%*	*11%*	14%j	*10%*	*9%*	*22%*	*12%*	*14%*	*10%*	*8%*
Don't know	**220**	97	122	146	66	3	8	17	21	20	20	23	39	24	10	182	13	3	22	46	40	96
	36%	*28%*	47%a	*38%*	*33%*	*61%*	*42%*	*28%*	42%n	*40%*	*35%*	*38%*	*37%*	*34%*	*20%*	*35%*	*51%*	*25%*	*46%*	*35%*	*38%*	*34%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Absolutes/col percents

Table 240

Q32b - TV set-top box without a subscription service - As far as you know, do you think regulation applies to the kind of on-line and on-demand TV/Video content (e.g. TV programmes, film, video clips, video podcasts or anything else you have watched on-line or on-demand) we've been talking about when you view it on each of the following devices?
Base: All using device

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**634**	634	515	465	293	422	180	281	214	570	490	195	334	255	634	603	31	548	564	603
Base	**606**	606	481	441	270	384	155	267	186	548	449	169	320	226	606	565	41**	463	531	565
Effective Base	**370**	370	302	278	179	259	133	177	164	336	292	144	203	160	370	365	14	411	335	365
Yes - is regulated	**325**	325	272	246	160	222	96	157	105	303	256	102	180	130	325	295	30	258	284	295
	54%	*54%*	*56%*	*56%*	*59%*	*58%*	*62%*	*59%*	*57%*	*55%*	*57%*	*61%*	*56%*	*57%*	*54%*	*52%*	*72%*	*56%*	*54%*	*52%*
No - is not regulated	**62**	62	51	51	35	48	17	40	30	57	51	17	45	32	62	61	1	56	55	61
	10%	*10%*	*11%*	*11%*	*13%*	*12%*	*11%*	*15%*	*16%*	*10%*	*11%*	*10%*	*14%*	*14%*	*10%*	*11%*	*3%*	*12%*	*10%*	*11%*
Don't know	**220**	220	159	144	75	114	42	71	51	188	142	49	94	65	220	209	11	148	192	209
	36%	*36%d*	*33%*	*33%*	*28%*	*30%*	*27%*	*26%*	*27%*	*34%*	*32%*	*29%*	*30%*	*29%*	*36%*	*37%*	*25%*	*32%*	*36%*	*37%*

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 240

Q32b - TV set-top box without a subscription service - As far as you know, do you think regulation applies to the kind of on-line and on-demand TV/Video content (e.g. TV programmes, film, video clips, video podcasts or anything else you have watched on-line or on-demand) we've been talking about when you view it on each of the following devices?
Base: All using device

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	634	382	110	60	512	191	443	132	80	19	98	355	179	534	260	282	215	64	279	235
Base	606	342	119*	53*	495	213	393	158*	81*	19**	105*	321	176	497	262	281	200	59*	259	202
Effective Base	370	252	59	52	290	114	260	74	51	18	59	194	118	311	139	153	124	48	170	176
Yes - is regulated	325	200	55	26	270	124	200	94	48	14	59	169	93	262	138	147	114	35	150	117
	54%	*58%*	*47%*	*49%*	*55%*	*58%*	*51%*	*60%*	*59%*	*71%*	*56%*	*53%*	*53%*	*53%*	*53%*	*52%*	*57%*	*60%*	*58%*	*58%*
No - is not regulated	62	35	11	15	40	25	37	18	11	2	5	35	22	57	23	25	19	8	27	26
	10%	*10%*	*9%*	*28%abd*	*8%*	*12%*	*9%*	*11%*	*13%*	*8%*	*5%*	*11%*	*12%*	*11%*	*9%*	*9%*	*10%*	*13%*	*10%*	*13%*
Don't know	220	107	52	13	185	64	156	46	23	4	41	117	61	179	101	108	66	16	82	59
	36%	*31%*	*44%c*	*24%*	*37%*	*30%*	*40%*	*29%*	*28%*	*20%*	*39%*	*36%*	*35%*	*36%*	*39%*	*39%*	*33%*	*27%*	*32%*	*29%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Absolutes/col percents

Table 240

Q32b - TV set-top box without a subscription service - As far as you know, do you think regulation applies to the kind of on-line and on-demand TV/Video content (e.g. TV programmes, film, video clips, video podcasts or anything else you have watched on-line or on-demand) we've been talking about when you view it on each of the following devices?
Base: All using device

		Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
	Total	Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	634	113	483	38	93	20	95	18	29	259	110
Base	606	97*	472	37**	80*	17**	81*	16**	27*	248	98*
Effective Base	370	91	268	24	74	17	76	15	24	158	70
Yes - is regulated	325	59	253	13	51	7	52	6	20	138	56
	54%	*60%*	*53%*	*37%*	*64%*	*42%*	*64%*	*39%*	*74%*	*55%*	*57%*
No - is not regulated	62	23	34	5	19	4	19	5	6	25	7
	10%	*24%b*	*7%*	*13%*	*24%*	*24%*	*23%*	*29%*	*21%*	*10%*	*7%*
Don't know	220	16	186	19	10	6	11	5	1	86	35
	36%	*16%*	*39%a*	*51%*	*12%*	*34%*	*13%*	*32%*	*4%*	*35%*	*36%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 241

Q32b - Smart TV - As far as you know, do you think regulation applies to the kind of on-line and on-demand TV/Video content (e.g. TV programmes, film, video clips, video podcasts or anything else you have watched on-line or on-demand) we've been talking about when you view it on each of the following devices?
Base: All using device

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**346**	185	161	77	91	71	46	37	24	168	117	61	74	67	21	23	94	50	16	1	128	118	54	46	246	100
Base	**308**	168	141	75*	74*	60*	49**	28*	23**	149	109*	51*	65*	64*	17**	22**	84*	44*	11**	***	108*	101*	53*	46*	209	99*
Effective Base	**253**	133	121	66	75	56	29	31	11	140	81	36	67	48	17	11	74	34	14	1	97	92	38	31	189	68
Yes - is regulated	**132**	85	47	35	34	27	17	12	7	69	44	19	41	30	8	6	28	14	5	*	42	44	27	19	86	46
	43%	51%b	*34%*	*46%*	*46%*	*45%*	*36%*	*44%*	*29%*	*46%*	*41%*	*37%*	*63%*	*47%*	*46%*	*28%*	*34%*	*31%*	*41%*	*100%*	*39%*	*43%*	*51%*	*41%*	*41%*	*46%*
No - is not regulated	**57**	30	27	13	11	16	10	4	3	24	26	7	10	13	4	3	14	13	*	-	23	22	5	8	45	12
	19%	*18%*	*19%*	*17%*	*15%*	*26%*	*21%*	*15%*	*14%*	*16%*	*24%*	*15%*	*16%*	*20%*	*22%*	*15%*	*16%*	*29%*	*4%*	-	*21%*	*21%*	*9%*	*16%*	*21%*	*12%*
Don't know	**119**	53	66	28	28	18	21	11	13	56	39	24	14	21	5	13	42	18	6	-	43	36	21	20	78	41
	39%	*32%*	47%a	*37%*	*38%*	*29%*	*43%*	*41%*	*56%*	*38%*	*36%*	*48%*	*22%*	*33%*	*32%*	*57%*	*50%*	*40%*	*55%*	-	*40%*	*35%*	*40%*	*42%*	*37%*	*41%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 241

Q32b - Smart TV - As far as you know, do you think regulation applies to the kind of on-line and on-demand TV/Video content (e.g. TV programmes, film, video clips, video podcasts or anything else you have watched on-line or on-demand) we've been talking about when you view it on each of the following devices?
Base: All using device

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**346**	243	102	233	101	5	15	31	32	24	38	23	26	60	49	298	23	8	17	78	62	158
Base	**308**	218	90*	202	94*	5**	9**	25**	29**	23**	34**	34**	31**	49*	32**	266	18**	5**	19**	64*	57*	146
Effective Base	**253**	191	64	170	74	4	14	28	23	13	23	21	22	55	30	214	20	7	15	62	36	120
Yes - is regulated	**132**	95	37	84	43	-	6	16	13	10	14	11	14	23	14	121	4	2	5	35	25	62
	43%	*43%*	*41%*	*42%*	*46%*	-	*62%*	*63%*	*45%*	*45%*	*43%*	*33%*	*43%*	*47%*	*44%*	*46%*	*22%*	*41%*	*24%*	*55%*	*43%*	*42%*
No - is not regulated	**57**	44	13	39	17	*	1	2	3	3	4	8	6	9	11	45	4	1	6	5	7	33
	19%	*20%*	*14%*	*20%*	*18%*	*9%*	*10%*	*7%*	*9%*	*13%*	*11%*	*23%*	*18%*	*18%*	*36%*	*17%*	*24%*	*29%*	*31%*	*8%*	*12%*	*23%*
Don't know	**119**	79	40	78	34	5	3	8	13	10	16	15	12	17	7	100	10	1	9	23	25	51
	39%	*36%*	*45%*	*39%*	*36%*	*91%*	*28%*	*30%*	*45%*	*43%*	*46%*	*44%*	*39%*	*36%*	*21%*	*37%*	*53%*	*30%*	*45%*	*37%*	*45%*	*35%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Absolutes/col percents

Table 241

Q32b - Smart TV - As far as you know, do you think regulation applies to the kind of on-line and on-demand TV/Video content (e.g. TV programmes, film, video clips, video podcasts or anything else you have watched on-line or on-demand) we've been talking about when you view it on each of the following devices?
Base: All using device

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**346**	249	279	346	180	227	170	195	174	114	267	175	224	194	120	339	7	326	325	339
Base	**308**	221	243	308	160	196	151	181	151	102*	230	155	203	169	107	301	7**	282	289	301
Effective Base	**253**	185	201	253	138	178	122	155	146	95	197	126	176	148	100	251	4	251	239	251
Yes - is regulated	**132**	100	113	132	74	103	68	87	80	54	110	69	95	84	56	131	1	129	125	131
	43%	*45%*	*47%*	*43%*	*46%*	*52%*	*45%*	*48%*	*53%*	*53%*	*48%*	*45%*	*47%*	*50%*	*52%*	*44%*	*12%*	*46%*	*43%*	*44%*
No - is not regulated	**57**	37	43	57	26	32	27	31	24	14	39	28	37	28	14	57	*	55	55	57
	19%	*17%*	*18%*	*19%*	*16%*	*16%*	*18%*	*17%*	*16%*	*14%*	*17%*	*18%*	*18%*	*17%*	*13%*	*19%*	*6%*	*19%*	*19%*	*19%*
Don't know	**119**	84	86	119	60	61	56	64	47	34	81	58	71	57	37	113	6	99	109	113
	39%	*38%*	*36%*	*39%*	*38%*	*31%*	*37%*	*35%*	*31%*	*33%*	*35%*	*37%*	*35%*	*34%*	*35%*	*38%*	*82%*	*35%*	*38%*	*38%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 241

Q32b - Smart TV - As far as you know, do you think regulation applies to the kind of on-line and on-demand TV/Video content (e.g. TV programmes, film, video clips, video podcasts or anything else you have watched on-line or on-demand) we've been talking about when you view it on each of the following devices?
Base: All using device

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	**346**	253	37	45	266	136	210	103	54	12	40	177	127	304	78	87	178	51	229	208
Base	**308**	226	37**	37*	243	137	171	106*	55*	12**	41**	145	121*	266	67*	75*	156	51*	207	190
Effective Base	**253**	188	24	40	187	108	146	79	41	11	22	142	98	238	58	65	135	33	165	148
Yes - is regulated	**132**	103	14	21	105	59	72	47	20	7	18	58	55	113	28	31	65	23	88	82
	43%	*46%*	*39%*	*56%*	*43%*	*43%*	*42%*	*44%*	*37%*	*56%*	*44%*	*40%*	*45%*	*43%*	*42%*	*41%*	*42%*	*45%*	*42%*	*43%*
No - is not regulated	**57**	40	7	10	39	32	26	22	19	4	7	21	29	50	10	13	29	12	40	40
	19%	*18%*	*18%*	*27%*	*16%*	*23%*	*15%*	*21%*	*35%*	*30%*	*18%*	*14%*	*24%*	*19%*	*15%*	*17%*	*18%*	*23%*	*19%*	*21%*
Don't know	**119**	83	16	6	98	46	73	37	15	2	16	66	37	103	29	32	62	17	79	67
	39%	*37%a*	*42%*	*17%*	*40%a*	*34%*	*43%*	*35%*	*27%*	*13%*	*38%*	*46%j*	*30%*	*39%*	*43%*	*42%*	*40%*	*33%*	*38%*	*36%*

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Absolutes/col percents

Table 241

Q32b - Smart TV - As far as you know, do you think regulation applies to the kind of on-line and on-demand TV/Video content (e.g. TV programmes, film, video clips, video podcasts or anything else you have watched on-line or on-demand) we've been talking about when you view it on each of the following devices?
Base: All using device

		Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
	Total	Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**346**	91	240	15	78	13	79	12	24	153	57
Base	**308**	79*	216	14**	68*	11**	69*	10**	25*	142	45*
Effective Base	**253**	81	164	13	70	11	71	10	22	103	50
Yes - is regulated	**132**	46	80	5	42	4	42	4	16	65	23
	43%	*59%b*	*37%*	*37%*	*62%*	*36%*	*62%*	*38%*	*65%*	*46%*	*51%*
No - is not regulated	**57**	15	39	4	13	2	13	1	5	30	10
	19%	*19%*	*18%*	*28%*	*19%*	*14%*	*19%*	*13%*	*22%*	*21%*	*22%*
Don't know	**119**	18	97	5	12	5	13	5	3	46	12
	39%	*23%*	*45%a*	*35%*	*18%*	*50%*	*19%*	*48%*	*13%*	*32%*	*27%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 242

Q32b - Smartphone - As far as you know, do you think regulation applies to the kind of on-line and on-demand TV/Video content (e.g. TV programmes, film, video clips, video podcasts or anything else you have watched on-line or on-demand) we've been talking about when you view it on each of the following devices?
Base: All using device

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**964**	463	501	278	282	202	111	50	41	560	313	91	238	165	30	30	322	148	20	11	262	369	157	176	631	333
Base	**940**	455	486	281	241	213	131*	38*	37**	522	344	75*	226	186*	22**	22**	296	158*	16**	15**	232	356	176*	176	588	353
Effective Base	**555**	262	294	226	158	109	48	39	20	380	153	53	164	79	26	18	216	75	14	6	176	187	90	118	351	205
Yes - is regulated	**305**	175	130	121	81	45	44	7	7	202	89	14	106	58	4	6	95	31	3	1	73	131	51	50	204	101
	32%	38%b	*27%*	43%egjk	34%e	*21%*	*34%*	*18%*	*20%*	39%egjk	*26%*	*19%*	47%m	*31%*	*20%*	*28%*	32%q	*19%*	*16%*	*9%*	*32%*	*37%*	*29%*	*28%*	*35%*	*29%*
No - is not regulated	**239**	129	109	69	59	55	32	15	9	128	86	24	56	53	12	7	72	33	3	1	67	98	36	38	164	74
	25%	*28%*	*23%*	*25%*	*25%*	*26%*	*24%*	40%cdi	*24%*	*25%*	*25%*	*32%*	*25%*	*29%*	*56%*	*34%*	*24%*	*21%*	*19%*	*10%*	*29%*	*28%*	*20%*	*22%*	*28%*	*21%*
Don't know	**397**	151	246	91	101	114	55	15	21	192	169	36	63	75	5	8	129	94	10	13	92	127	90	88	219	178
	42%	*33%*	51%a	*32%*	*42%*	53%cl	*42%*	*41%*	*56%*	*37%*	49%cl	48%c	*28%*	*40%*	*24%*	*37%*	*43%*	60%p	*65%*	*81%*	*40%*	*36%*	51%ux	50%ux	*37%*	50%ux

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Q32b - Smartphone - As far as you know, do you think regulation applies to the kind of on-line and on-demand TV/Video content (e.g. TV programmes, film, video clips, video podcasts or anything else you have watched on-line or on-demand) we've been talking about when you view it on each of the following devices?
Base: All using device

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**964**	631	327	566	368	13	46	103	99	69	101	50	94	136	136	834	56	23	51	248	170	416
Base	**940**	602	332	535	378	12**	43**	91*	82*	76*	86*	81*	128*	128*	86*	801	47*	16**	76**	216	162*	423
Effective Base	**555**	356	195	316	217	11	27	83	64	34	66	38	55	97	90	501	34	17	25	171	93	247
Yes - is regulated	**305**	198	104	175	125	3	17	31	23	26	27	23	30	43	37	257	12	3	33	70	53	133
	32%	*33%*	*31%*	*33%*	*33%*	*23%*	*39%*	*34%*	*28%*	*35%*	*31%*	*29%*	*24%*	*33%*	43%hl	*32%*	*25%*	*20%*	*44%*	*33%*	*33%*	*32%*
No - is not regulated	**239**	171	67	142	91	1	13	26	22	20	17	16	25	42	24	204	15	9	10	60	36	107
	25%	28%b	*20%*	*27%*	*24%*	*10%*	*30%*	*28%*	*27%*	*26%*	*19%*	*20%*	*19%*	*33%*	*28%*	*25%*	*32%*	*54%*	*14%*	*28%*	*22%*	*25%*
Don't know	**397**	234	161	218	162	8	13	34	38	30	43	42	73	43	25	340	20	4	32	85	73	182
	42%	*39%*	48%a	*41%*	*43%*	*67%*	*31%*	*38%*	46%n	*39%*	50%mn	51%n	57%gmn	*34%*	*29%*	*42%*	*43%*	*26%*	*42%*	*39%*	*45%*	*43%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Absolutes/col percents

Table 242

Q32b - Smartphone - As far as you know, do you think regulation applies to the kind of on-line and on-demand TV/Video content (e.g. TV programmes, film, video clips, video podcasts or anything else you have watched on-line or on-demand) we've been talking about when you view it on each of the following devices?
Base: All using device

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**964**	751	806	964	545	724	482	786	413	308	792	516	964	464	334	949	15	881	928	949
Base	**940**	715	775	940	513	684	431	772	360	298	759	471	940	414	320	921	20**	784	901	921
Effective Base	**555**	430	464	555	328	422	330	458	316	184	454	311	555	309	203	559	5	636	545	559
Yes - is regulated	**305**	217	257	305	157	245	142	268	142	73	253	160	305	149	80	302	3	269	296	302
	32%	*30%*	*33%*	*32%*	*31%*	*36%l*	*33%l*	*35%l*	*40%l*	*25%*	*33%n*	*34%n*	*32%n*	*36%n*	*25%*	*33%*	*14%*	*34%*	*33%*	*33%*
No - is not regulated	**239**	191	201	239	135	180	116	193	94	84	200	124	239	103	93	237	1	220	231	237
	25%	*27%*	*26%*	*25%*	*26%*	*26%*	*27%*	*25%*	*26%*	*28%*	*26%*	*26%*	*25%*	*25%*	*29%*	*26%*	*7%*	*28%*	*26%*	*26%*
Don't know	**397**	307	318	397	221	260	173	311	124	140	305	186	397	162	147	381	16	294	373	381
	42%	*43%*	*41%*	*42%*	*43%*	*38%*	*40%*	*40%*	*35%*	*47%gh*	*40%*	*39%*	*42%*	*39%*	*46%*	*41%*	*79%*	*38%*	*41%*	*41%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
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Absolutes/col percents

Table 242

Q32b - Smartphone - As far as you know, do you think regulation applies to the kind of on-line and on-demand TV/Video content (e.g. TV programmes, film, video clips, video podcasts or anything else you have watched on-line or on-demand) we've been talking about when you view it on each of the following devices?
Base: All using device

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	964	673	103	99	788	344	620	260	131	26	117	487	356	843	216	242	435	174	609	586
Base	940	612	128*	97*	760	393	547	289	144*	32**	120*	443	372	815	226	249	430	147	577	549
Effective Base	555	457	43	81	445	185	396	153	61	16	68	284	204	485	125	144	228	138	343	343
Yes - is regulated	305	209	37	45	245	118	187	82	42	10	45	140	119	259	59	65	136	54	190	190
	32%	*34%*	*29%*	46%ad	*32%*	*30%*	*34%*	*29%*	*29%*	*31%*	*37%*	*32%*	*32%*	*32%*	*26%*	*26%*	*32%*	*37%*	*33%*	*35%*
No - is not regulated	239	171	27	24	194	98	141	75	43	10	26	106	106	212	55	64	116	34	150	146
	25%	*28%*	*21%*	*25%*	*26%*	*25%*	*26%*	*26%*	*30%*	*31%*	*22%*	*24%*	*29%*	*26%*	*25%*	*26%*	*27%*	*23%*	*26%*	*26%*
Don't know	397	232	64	28	321	178	219	132	59	12	49	197	147	343	112	119	178	58	236	214
	42%	*38%*	50%c	*29%*	42%c	*45%*	*40%*	*46%*	*41%*	*38%*	*41%*	*44%*	*39%*	*42%*	49%s	*48%*	*41%*	*40%*	*41%*	*39%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 242

Q32b - Smartphone - As far as you know, do you think regulation applies to the kind of on-line and on-demand TV/Video content (e.g. TV programmes, film, video clips, video podcasts or anything else you have watched on-line or on-demand) we've been talking about when you view it on each of the following devices?
Base: All using device

		Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
	Total	Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**964**	212	690	62	170	42	178	34	43	392	151
Base	**940**	188	695	58*	150	37*	157	31**	40*	385	136
Effective Base	**555**	166	370	44	136	30	143	23	38	234	102
Yes - is regulated	**305**	84	205	15	71	13	74	10	27	117	49
	32%	45%bc	*30%*	*27%*	*47%*	*36%*	*47%*	*34%*	*67%*	*31%*	*36%*
No - is not regulated	**239**	63	159	17	55	8	55	8	11	110	38
	25%	33%b	*23%*	*30%*	*36%*	*21%*	*35%*	*26%*	*27%*	*29%*	*28%*
Don't know	**397**	41	331	25	25	16	29	12	2	158	49
	42%	*22%*	48%a	44%a	*16%*	43%d	*18%*	*40%*	*5%*	*41%*	*36%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 243

Q32b - PC/Mac/laptop - As far as you know, do you think regulation applies to the kind of on-line and on-demand TV/Video content (e.g. TV programmes, film, video clips, video podcasts or anything else you have watched on-line or on-demand) we've been talking about when you view it on each of the following devices?
Base: All using device

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**1555**	757	798	328	379	306	252	157	133	707	558	290	300	288	86	83	407	270	71	50	424	587	233	311	1011	544
Base	**1470**	754	715	320	317	314	273	125*	119*	638	587	245	277	326	77*	74*	360	261	49*	46**	354	551	250	314	905	565
Effective Base	**879**	397	499	263	216	158	137	69	69	475	295	138	202	143	32	43	273	161	52	26	291	314	120	183	586	301
Yes - is regulated	**510**	282	228	149	116	93	85	38	30	265	178	68	125	114	22	20	140	63	15	10	122	215	67	107	337	174
	35%	*37%*	*32%*	46%defghjk	*37%*	*30%*	*31%*	*30%*	*25%*	42%efhjk	*30%*	*28%*	45%o	*35%*	*29%*	*28%*	39%q	*24%*	*32%*	*22%*	*35%*	39%vy	*27%*	*34%*	37%w	*31%*
No - is not regulated	**323**	195	129	75	65	63	63	38	19	140	126	57	67	86	30	12	73	41	8	7	91	117	54	61	208	115
	22%	26%b	*18%*	*23%*	*20%*	*20%*	*23%*	30%h	*16%*	*22%*	*22%*	*23%*	*24%*	*26%*	39%o	*17%*	*20%*	*16%*	*16%*	*14%*	*26%*	*21%*	*21%*	*19%*	*23%*	*20%*
Don't know	**636**	277	359	96	136	157	126	50	70	233	283	120	85	127	24	41	147	156	25	29	141	219	130	146	360	276
	43%	*37%*	50%a	*30%*	43%c	50%ci	46%ci	*40%*	59%cdgi	*36%*	48%ci	49%ci	*31%*	*39%*	*32%*	56%ln	*41%*	60%p	*52%*	*64%*	*40%*	*40%*	52%tux	*47%*	*40%*	49%tux

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Absolutes/col percents

Table 243

Q32b - PC/Mac/laptop - As far as you know, do you think regulation applies to the kind of on-line and on-demand TV/Video content (e.g. TV programmes, film, video clips, video podcasts or anything else you have watched on-line or on-demand) we've been talking about when you view it on each of the following devices?
Base: All using device

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**1555**	935	614	946	567	22	69	169	158	112	148	85	147	232	198	1318	103	36	98	396	260	662
Base	**1470**	899	565	873	565	15**	60*	151	119	113*	127*	138*	186*	204	125	1225	77*	24**	143*	331	240	654
Effective Base	**879**	509	370	518	333	18	37	114	101	63	90	52	93	164	127	771	64	28	52	248	151	381
Yes - is regulated	**510**	307	200	297	198	5	30	53	37	38	44	42	59	74	55	432	18	5	55	119	82	230
	35%	*34%*	*35%*	*34%*	*35%*	*35%*	*49%*	*35%*	*31%*	*34%*	*35%*	*31%*	*32%*	*36%*	44%h	*35%*	*24%*	*22%*	*39%*	*36%*	*34%*	*35%*
No - is not regulated	**323**	217	106	189	131	2	13	39	34	22	25	33	35	49	26	276	17	10	20	86	47	143
	22%	*24%*	*19%*	*22%*	*23%*	*14%*	*22%*	*25%*	*28%*	*19%*	*20%*	*24%*	*19%*	*24%*	*21%*	*23%*	*23%*	*44%*	*14%*	*26%*	*20%*	*22%*
Don't know	**636**	375	259	388	235	8	18	60	49	53	58	63	92	81	44	518	41	8	69	126	111	281
	43%	*42%*	*46%*	*44%*	*42%*	*51%*	*29%*	*40%*	*41%*	*47%*	*46%*	*45%*	50%fn	*40%*	*35%*	*42%*	*54%*	*34%*	*48%*	*38%*	*46%*	*43%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 243

Q32b - PC/Mac/laptop - As far as you know, do you think regulation applies to the kind of on-line and on-demand TV/Video content (e.g. TV programmes, film, video clips, video podcasts or anything else you have watched on-line or on-demand) we've been talking about when you view it on each of the following devices?
Base: All using device

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**1555**	1179	1555	1178	706	1287	644	644	444	448	1555	713	792	542	490	1520	35	1414	1436	1520
Base	**1470**	1080	1470	1120	636	1212	576	623	376	417	1470	642	759	464	449	1431	38**	1247	1350	1431
Effective Base	**879**	683	879	682	438	730	420	370	330	263	879	424	454	357	292	873	13	920	810	873
Yes - is regulated	**510**	360	510	391	225	453	210	234	140	122	510	234	278	165	132	504	7	457	483	504
	35%	*33%*	*35%*	*35%*	*35%*	*37%i*	*36%*	*38%i*	*37%i*	*29%*	*35%*	*36%*	*37%hi*	*35%*	*29%*	*35%*	*17%*	*37%*	*36%*	*35%*
No - is not regulated	**323**	249	323	271	152	286	145	167	108	112	323	158	201	119	123	317	6	277	308	317
	22%	*23%*	*22%*	*24%*	*24%*	*24%*	*25%*	*27%*	*29%*	*27%*	*22%*	*25%*	*26%*	*26%*	*27%*	*22%*	*16%*	*22%*	*23%*	*22%*
Don't know	**636**	472	636	458	259	473	222	222	128	183	636	250	280	181	195	610	26	513	559	610
	43%	*44%*	*43%*	*41%*	*41%*	*39%*	*38%*	*36%*	*34%*	*44%gh*	*43%i*	*39%*	*37%*	*39%*	*43%*	*43%*	*67%*	*41%*	*41%*	*43%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 243

Q32b - PC/Mac/laptop - As far as you know, do you think regulation applies to the kind of on-line and on-demand TV/Video content (e.g. TV programmes, film, video clips, video podcasts or anything else you have watched on-line or on-demand) we've been talking about when you view it on each of the following devices?
Base: All using device

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	**1555**	923	267	131	1276	441	1114	305	187	35	271	813	463	1276	426	458	651	273	924	853
Base	**1470**	828	287	123*	1195	502	967	342	206*	42**	295	706	461	1167	398	425	630	233	863	779
Effective Base	**879**	603	123	91	715	241	663	176	95	24	158	447	273	719	240	262	342	188	514	494
Yes - is regulated	**510**	314	76	45	433	159	352	106	62	19	88	252	166	418	133	144	219	80	299	280
	35%	38%b	*26%*	*37%*	36%b	*32%*	*36%*	*31%*	*30%*	*44%*	*30%*	*36%*	*36%*	*36%*	*33%*	*34%*	*35%*	*35%*	*35%*	*36%*
No - is not regulated	**323**	207	50	34	258	117	206	72	60	11	75	137	111	248	69	78	145	63	208	193
	22%	*25%*	*17%*	*28%*	*22%*	*23%*	*21%*	*21%*	*29%*	*25%*	*25%*	*19%*	*24%*	*21%*	*17%*	*18%*	*23%*	27%no	24%n	25%no
Don't know	**636**	307	162	44	504	227	409	164	84	13	133	316	184	500	196	204	266	89	355	306
	43%	*37%*	56%acd	*35%*	*42%*	*45%*	*42%*	*48%*	*41%*	*30%*	*45%*	*45%*	*40%*	*43%*	49%qrs	48%qs	*42%*	*38%*	*41%*	*39%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 243

Q32b - PC/Mac/laptop - As far as you know, do you think regulation applies to the kind of on-line and on-demand TV/Video content (e.g. TV programmes, film, video clips, video podcasts or anything else you have watched on-line or on-demand) we've been talking about when you view it on each of the following devices?
Base: All using device

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**1555**	247	1234	74	186	61	199	48	53	622	285
Base	**1470**	220	1180	70*	168	52*	179	41*	53*	581	260
Effective Base	**879**	177	667	50	131	46	143	34	36	384	160
Yes - is regulated	**510**	87	401	22	62	25	72	16	23	197	101
	35%	*40%*	*34%*	*31%*	*37%*	*48%*	*40%*	*39%*	*43%*	*34%*	*39%*
No - is not regulated	**323**	76	235	12	66	10	67	9	26	141	63
	22%	*35%bc*	*20%*	*17%*	*39%e*	*19%*	*37%*	*23%*	*49%*	*24%*	*24%*
Don't know	**636**	56	543	36	39	17	41	15	4	242	96
	43%	*26%*	*46%a*	*51%a*	*23%*	*33%*	*23%*	*38%*	*9%*	*42%*	*37%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base

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Absolutes/col percents

Table 244

Q32b - Tablet computer - As far as you know, do you think regulation applies to the kind of on-line and on-demand TV/Video content (e.g. TV programmes, film, video clips, video podcasts or anything else you have watched on-line or on-demand) we've been talking about when you view it on each of the following devices?
Base: All using device

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**704**	344	360	156	198	152	87	56	55	354	239	111	154	112	40	38	200	127	16	17	219	264	109	112	483	221
Base	**636**	313	322	156	157	148*	88*	43*	44*	313	236	87*	144*	111*	27*	31**	169	124*	16**	12**	184	227	110*	115*	411	225
Effective Base	**440**	215	226	126	116	85	54	39	30	242	138	68	97	73	34	19	150	67	10	14	144	182	59	68	326	126
Yes - is regulated	**207**	127	81	54	65	38	28	15	7	119	66	22	69	44	10	4	50	22	5	3	60	81	31	36	140	67
	33%	40%b	*25%*	*34%*	42%ehjk	*26%*	*32%*	*34%*	*17%*	38%ehj	*28%*	*25%*	*48%*	*39%*	*37%*	*12%*	*30%*	*18%*	*30%*	*28%*	*32%*	*36%*	*28%*	*31%*	*34%*	*30%*
No - is not regulated	**155**	88	67	50	34	33	22	9	7	84	55	16	41	35	8	5	43	21	1	2	43	56	27	29	99	56
	24%	*28%*	*21%*	32%k	*22%*	*22%*	*25%*	*21%*	*16%*	*27%*	*23%*	*18%*	*28%*	*31%*	*29%*	*17%*	*25%*	*17%*	*8%*	*13%*	*23%*	*25%*	*24%*	*25%*	*24%*	*25%*
Don't know	**273**	98	175	53	58	77	38	19	29	110	115	49	34	33	9	22	76	82	10	7	81	90	52	50	171	102
	43%	*31%*	54%a	*34%*	*37%*	52%cdl	*43%*	*45%*	67%cdfl	*35%*	49%cl	56%cdl	*24%*	*30%*	*34%*	*71%*	*45%*	66%p	*63%*	*59%*	*44%*	*40%*	*48%*	*43%*	*42%*	*45%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 244

Q32b - Tablet computer - As far as you know, do you think regulation applies to the kind of on-line and on-demand TV/Video content (e.g. TV programmes, film, video clips, video podcasts or anything else you have watched on-line or on-demand) we've been talking about when you view it on each of the following devices?
Base: All using device

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**704**	455	245	448	232	9	36	81	64	44	70	37	65	116	99	612	36	15	41	181	114	317
Base	**636**	406	225	391	223	9**	29**	66*	54*	45**	53*	64**	79*	94	60*	545	27**	13**	51**	149	98*	297
Effective Base	**440**	308	134	290	140	4	23	68	46	22	60	24	40	105	74	388	24	7	27	136	69	192
Yes - is regulated	**207**	133	72	115	87	*	12	24	17	10	14	28	21	35	20	181	7	3	17	53	24	103
	33%	*33%*	*32%*	*30%*	*39%*	*4%*	*40%*	*37%*	*32%*	*22%*	*27%*	*43%*	*27%*	*37%*	*33%*	*33%*	*24%*	*23%*	*32%*	*36%*	*25%*	*35%*
No - is not regulated	**155**	112	43	98	49	5	9	21	17	6	13	9	14	29	21	138	5	7	5	47	19	72
	24%	*28%*	*19%*	*25%*	*22%*	*52%*	*30%*	*31%*	*32%*	*14%*	*25%*	*14%*	*17%*	*31%*	35%	*25%*	*19%*	*51%*	*10%*	*31%*	*20%*	*24%*
Don't know	**273**	161	111	177	87	4	9	21	19	29	26	27	44	31	19	225	15	3	30	49	55	121
	43%	*40%*	*49%*	*45%*	*39%*	*44%*	*30%*	*32%*	*36%*	*64%*	*48%*	*42%*	56%gmn	*33%*	*32%*	*41%*	*56%*	*26%*	*58%*	*33%*	55%su	*41%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 244

Q32b - Tablet computer - As far as you know, do you think regulation applies to the kind of on-line and on-demand TV/Video content (e.g. TV programmes, film, video clips, video podcasts or anything else you have watched on-line or on-demand) we've been talking about when you view it on each of the following devices?
Base: All using device

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**704**	563	555	607	409	457	358	381	575	242	542	378	464	704	255	694	10	653	672	694
Base	**636**	482	478	547	356	389	297	342	512	216	464	316	414	636	226	621	14**	555	597	621
Effective Base	**440**	382	361	388	268	308	271	267	402	150	357	278	309	440	160	456	3	492	442	456
Yes - is regulated	**207**	140	155	178	116	134	96	122	183	66	151	99	139	207	69	206	1	192	202	206
	33%	*29%*	*32%*	*32%*	*33%*	*34%*	*32%*	*36%*	*36%*	*30%*	*33%*	*31%*	*34%*	*33%*	*30%*	*33%*	*7%*	*35%*	*34%*	*33%*
No - is not regulated	**155**	135	121	145	89	105	87	97	134	57	116	94	115	155	61	153	2	142	145	153
	24%	*28%*	*25%*	*26%*	*25%*	*27%*	*29%*	*29%*	*26%*	*27%*	*25%*	*30%*	*28%*	*24%*	*27%*	*25%*	*12%*	*26%*	*24%*	*25%*
Don't know	**273**	207	203	225	150	150	114	122	195	93	197	123	160	273	97	262	12	221	251	262
	43%	*43%*	*42%*	*41%*	*42%*	*39%*	*38%*	*36%*	*38%*	*43%*	*42%*	*39%*	*39%*	*43%*	*43%*	*42%*	*81%*	*40%*	*42%*	*42%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 244

Q32b - Tablet computer - As far as you know, do you think regulation applies to the kind of on-line and on-demand TV/Video content (e.g. TV programmes, film, video clips, video podcasts or anything else you have watched on-line or on-demand) we've been talking about when you view it on each of the following devices?
Base: All using device

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	704	507	67	72	569	264	440	198	108	19	70	387	245	632	153	172	340	108	448	422
Base	636	422	72*	69*	495	268	368	204	102*	19**	79*	318	237	555	143*	160	300	96*	396	367
Effective Base	440	392	41	55	372	178	263	125	96	17	35	247	173	419	87	101	210	80	289	292
Yes - is regulated	207	136	17	25	157	81	127	60	30	8	35	105	68	173	49	54	88	37	124	120
	33%	32%	24%	36%	32%	30%	34%	29%	30%	43%	43%	33%	29%	31%	35%	34%	29%	38%	31%	33%
No - is not regulated	155	121	13	19	121	67	88	49	28	8	11	66	78	144	26	30	85	23	108	103
	24%	29%	19%	27%	25%	25%	24%	24%	28%	40%	14%	21%	33%jk	26%	18%	19%	28%	23%	27%	28%
Don't know	273	165	41	25	216	120	153	95	43	3	33	147	91	239	68	75	127	37	164	144
	43%	39%	57%acd	37%	44%	45%	42%	47%	43%	17%	42%	46%	39%	43%	47%	47%	42%	39%	41%	39%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Absolutes/col percents

Table 244

Q32b - Tablet computer - As far as you know, do you think regulation applies to the kind of on-line and on-demand TV/Video content (e.g. TV programmes, film, video clips, video podcasts or anything else you have watched on-line or on-demand) we've been talking about when you view it on each of the following devices?
Base: All using device

		Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
	Total	Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**704**	159	506	39	132	27	140	19	28	335	111
Base	**636**	150	455	31*	124*	26**	131	19**	33*	307	107*
Effective Base	**440**	113	300	32	94	19	101	12	18	224	57
Yes - is regulated	**207**	63	140	5	50	12	54	9	16	110	39
	33%	*42%bc*	*31%*	*17%*	*40%*	*47%*	*41%*	*46%*	*48%*	*36%*	*37%*
No - is not regulated	**155**	46	100	9	43	3	44	3	8	74	25
	24%	*31%*	*22%*	*30%*	*35%*	*10%*	*33%*	*13%*	*26%*	*24%*	*23%*
Don't know	**273**	42	215	16	31	11	34	8	9	124	43
	43%	*28%*	*47%a*	*53%a*	*25%*	*42%*	*26%*	*41%*	*26%*	*40%*	*40%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 245

Q32b - eBook reader - As far as you know, do you think regulation applies to the kind of on-line and on-demand TV/Video content (e.g. TV programmes, film, video clips, video podcasts or anything else you have watched on-line or on-demand) we've been talking about when you view it on each of the following devices?
Base: All using device

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**201**	88	113	40	47	36	28	20	30	87	64	50	36	23	11	18	51	41	9	12	75	71	35	20	146	55
Base	**187**	81*	106*	42*	32*	45**	25**	14**	29**	75*	70**	42**	31*	25**	7**	17**	43*	45**	6**	12**	63*	56*	41**	26**	119	67**
Effective Base	**108**	50	58	34	41	13	20	17	15	71	27	28	31	11	9	8	40	16	8	7	54	46	13	14	100	25
Yes - is regulated	**49**	23	26	18	14	6	8	2	2	32	14	3	15	6	1	1	17	8	1	1	27	14	6	2	41	8
	26%	*28%*	*25%*	*42%*	*43%*	*13%*	*32%*	*12%*	*6%*	*43%*	*20%*	*8%*	*49%*	*22%*	*11%*	*5%*	*38%*	*18%*	*14%*	*6%*	*43%*	*25%*	*15%*	*7%*	*34%*	*12%*
No - is not regulated	**40**	20	20	11	9	7	6	5	3	19	13	8	8	7	3	2	11	6	2	1	15	13	6	7	27	13
	21%	*24%*	*19%*	*25%*	*27%*	*16%*	*22%*	*36%*	*10%*	*26%*	*18%*	*19%*	*25%*	*26%*	*37%*	*14%*	*26%*	*14%*	*35%*	*5%*	*23%*	*23%*	*14%*	*26%*	*23%*	*19%*
Don't know	**98**	38	59	14	10	32	11	7	24	24	43	31	8	13	4	14	16	30	3	10	22	29	29	18	51	47
	52%	*48%*	*56%*	*33%*	*30%*	*71%*	*46%*	*51%*	*84%*	*32%*	*62%*	*73%*	*26%*	*52%*	*52%*	*80%*	*36%*	*68%*	*51%*	*89%*	*34%*	*52%*	*71%*	*67%*	*43%*	*70%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Absolutes/col percents

Table 245

Q32b - eBook reader - As far as you know, do you think regulation applies to the kind of on-line and on-demand TV/Video content (e.g. TV programmes, film, video clips, video podcasts or anything else you have watched on-line or on-demand) we've been talking about when you view it on each of the following devices?
Base: All using device

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**201**	131	70	153	45	2	15	22	21	9	24	8	13	26	31	169	17	5	10	58	33	78
Base	**187**	121*	66*	141*	43**	2**	11**	19**	16**	7**	19**	12**	26**	22**	18**	150*	16**	3**	18**	46*	26**	78*
Effective Base	**108**	69	38	77	29	1	14	18	14	9	20	7	6	24	27	94	9	5	6	46	29	36
Yes - is regulated	**49**	36	13	38	9	*	3	7	6	1	8	1	2	4	6	38	5	2	5	16	10	12
	26%	*29%*	*21%*	*27%*	*22%*	*21%*	*26%*	*35%*	*36%*	*20%*	*44%*	*7%*	*9%*	*16%*	*32%*	*25%*	*29%*	*75%*	*26%*	*34%*	*38%*	*16%*
No - is not regulated	**40**	30	10	29	11	-	4	6	3	2	5	-	1	10	5	35	4	-	1	12	6	16
	21%	*24%*	*16%*	*21%*	*26%*	-	*36%*	*31%*	*16%*	*22%*	*26%*	-	*5%*	*46%*	*27%*	*23%*	*22%*	-	*7%*	*27%*	*25%*	*21%*
Don't know	**98**	56	42	74	22	1	4	7	8	4	5	11	23	8	7	77	8	1	12	18	10	49
	52%	*46%*	*64%*	*52%*	*52%*	*79%*	*37%*	*34%*	*48%*	*58%*	*30%*	*93%*	*86%*	*38%*	*41%*	*51%*	*49%*	*25%*	*67%*	*40%*	*38%*	*63%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Absolutes/col percents

Table 245

Q32b - eBook reader - As far as you know, do you think regulation applies to the kind of on-line and on-demand TV/Video content (e.g. TV programmes, film, video clips, video podcasts or anything else you have watched on-line or on-demand) we've been talking about when you view it on each of the following devices?
Base: All using device

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**201**	176	167	201	118	158	122	121	122	79	166	126	139	134	83	194	7	177	188	194
Base	**187**	163*	152*	187	106*	145*	107*	114*	99*	79*	152*	110*	126*	113*	82*	173	14**	151	167	173
Effective Base	**108**	92	85	108	65	79	73	67	100	37	85	75	78	77	39	119	3	117	114	119
Yes - is regulated	**49**	42	36	49	30	35	31	32	32	18	36	31	36	34	18	48	1	44	48	48
	26%	*26%*	*24%*	*26%*	*29%*	*24%*	*29%*	*28%*	*32%*	*22%*	*24%*	*29%*	*28%*	*30%*	*22%*	*28%*	*10%*	*29%*	*29%*	*28%*
No - is not regulated	**40**	36	30	40	24	29	27	27	31	17	30	27	30	33	19	39	1	38	38	39
	21%	*22%*	*20%*	*21%*	*23%*	*20%*	*25%*	*24%*	*32%*	*21%*	*20%*	*25%*	*23%*	*29%*	*23%*	*23%*	*4%*	*25%*	*23%*	*23%*
Don't know	**98**	86	86	98	51	81	49	55	36	45	86	51	61	46	45	86	12	68	81	86
	52%	*53%*	*56%*	*52%*	*48%*	*56%h*	*46%*	*48%*	*36%*	*57%h*	*56%m*	*47%*	*48%*	*41%*	*55%*	*50%*	*86%*	*45%*	*49%*	*50%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
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Absolutes/col percents

Table 245

Q32b - eBook reader - As far as you know, do you think regulation applies to the kind of on-line and on-demand TV/Video content (e.g. TV programmes, film, video clips, video podcasts or anything else you have watched on-line or on-demand) we've been talking about when you view it on each of the following devices?
Base: All using device

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	201	139	23	29	162	77	124	55	27	8	22	108	71	179	42	47	99	41	140	130
Base	187	117*	28**	28**	147*	85*	101*	64**	24**	8**	20**	100*	67*	167*	36**	41*	100*	31*	131*	109*
Effective Base	108	95	11	23	80	40	73	26	24	7	13	46	59	95	29	34	47	36	71	90
Yes - is regulated	49	31	8	17	29	24	25	18	8	3	1	25	23	48	11	12	25	11	36	34
	26%	*27%*	*30%*	*60%*	*20%*	*29%*	*24%*	*29%*	*34%*	*38%*	*6%*	*25%*	*35%*	*29%*	*31%*	*30%*	*25%*	*35%*	*27%*	*31%*
No - is not regulated	40	29	6	10	28	21	19	15	6	3	3	14	22	36	6	8	21	7	28	27
	21%	*25%*	*23%*	*35%*	*19%*	*24%*	*19%*	*24%*	*23%*	*45%*	*18%*	*14%*	*34%*	*22%*	*15%*	*21%*	*21%*	*23%*	*21%*	*25%*
Don't know	98	56	14	2	90	40	58	30	11	1	15	62	21	83	20	21	54	13	68	47
	52%	*48%*	*48%*	*5%*	*61%*	*47%*	*57%*	*47%*	*43%*	*17%*	*76%*	*61%*	*32%*	*50%*	*54%*	*50%*	*54%*	*43%*	*51%*	*44%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Absolutes/col percents

Table 245

Q32b - eBook reader - As far as you know, do you think regulation applies to the kind of on-line and on-demand TV/Video content (e.g. TV programmes, film, video clips, video podcasts or anything else you have watched on-line or on-demand) we've been talking about when you view it on each of the following devices?
Base: All using device

		Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
	Total	Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**201**	57	137	7	49	8	47	10	13	100	28
Base	**187**	51*	131*	5**	44*	7**	44*	7**	12*	99*	20**
Effective Base	**108**	45	66	6	38	7	37	9	10	55	23
Yes - is regulated	**49**	24	24	2	22	2	22	1	7	31	5
	26%	47%b	*18%*	*33%*	*50%*	*26%*	*51%*	*17%*	*58%*	*31%*	*27%*
No - is not regulated	**40**	18	22	-	16	2	16	3	2	21	5
	21%	36%b	*17%*	-	*36%*	*33%*	*36%*	*37%*	*20%*	*22%*	*23%*
Don't know	**98**	9	86	3	6	3	6	3	3	47	10
	52%	*18%*	65%a	*67%*	*14%*	*40%*	*13%*	*46%*	*22%*	*47%*	*50%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 246

Q32b - Games console - As far as you know, do you think regulation applies to the kind of on-line and on-demand TV/Video content (e.g. TV programmes, film, video clips, video podcasts or anything else you have watched on-line or on-demand) we've been talking about when you view it on each of the following devices?
Base: All using device

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**577**	319	258	180	192	114	61	18	12	372	175	30	196	105	10	8	176	70	8	4	147	202	106	122	349	228
Base	**536**	306	231	181	147	126*	63*	11**	8**	328	189*	19**	174	119*	7**	6**	154	70*	4**	2**	122	177	114*	123*	299	237
Effective Base	**360**	214	147	149	114	58	39	16	11	262	95	27	155	61	9	7	110	34	7	4	126	111	63	78	224	141
Yes - is regulated	**203**	132	72	80	63	33	24	3	1	143	57	4	85	44	2	1	58	13	1	-	52	70	40	40	123	81
	38%	43%b	*31%*	44%ej	43%e	*26%*	*38%*	*23%*	*15%*	44%ej	*30%*	*19%*	*49%*	*36%*	*29%*	*20%*	38%q	*19%*	*12%*	-	*43%*	*40%*	*35%*	*33%*	*41%*	*34%*
No - is not regulated	**101**	64	37	32	29	23	12	2	2	61	36	5	36	26	2	1	25	10	1	1	25	29	26	21	54	47
	19%	*21%*	*16%*	*18%*	*20%*	*19%*	*19%*	*21%*	*30%*	*19%*	*19%*	*25%*	*21%*	*21%*	*24%*	*19%*	*16%*	*14%*	*16%*	*59%*	*20%*	*16%*	*23%*	*17%*	*18%*	*20%*
Don't know	**232**	110	122	69	55	69	27	6	4	124	97	11	53	50	3	4	71	47	3	1	45	77	47	62	122	109
	43%	*36%*	53%a	*38%*	*37%*	55%cdi	*43%*	*57%*	*55%*	*38%*	51%cdi	*56%*	*31%*	*42%*	*47%*	*61%*	*46%*	67%p	*72%*	*41%*	*37%*	*44%*	*42%*	*50%*	*41%*	*46%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 246

Q32b - Games console - As far as you know, do you think regulation applies to the kind of on-line and on-demand TV/Video content (e.g. TV programmes, film, video clips, video podcasts or anything else you have watched on-line or on-demand) we've been talking about when you view it on each of the following devices?
Base: All using device

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**577**	386	187	329	230	9	27	65	51	37	65	28	59	92	92	516	31	12	18	143	102	271
Base	**536**	355	177	295	227	6**	23**	55*	37*	37**	60*	42**	87*	79*	58*	479	25**	8**	24**	115	98*	267
Effective Base	**360**	235	122	209	139	8	18	56	43	19	42	22	33	81	65	320	22	11	12	115	60	160
Yes - is regulated	**203**	141	59	107	90	1	14	21	15	11	19	15	25	31	32	182	11	2	9	50	30	102
	38%	*40%*	*34%*	*36%*	*40%*	*21%*	*62%*	*38%*	*40%*	*30%*	*32%*	*34%*	*29%*	*39%*	55%l	*38%*	*42%*	*23%*	*37%*	*43%*	*31%*	*38%*
No - is not regulated	**101**	79	22	54	46	1	4	15	3	3	14	7	18	17	8	91	5	2	4	23	17	50
	19%	22%b	*12%*	*18%*	*20%*	*18%*	*18%*	28%h	*9%*	*9%*	*23%*	*16%*	*21%*	*22%*	*14%*	*19%*	*19%*	*29%*	*16%*	*20%*	*18%*	*19%*
Don't know	**232**	134	96	133	91	4	5	19	19	23	27	21	44	32	18	207	10	4	11	43	50	114
	43%	*38%*	54%a	*45%*	*40%*	*61%*	*20%*	*35%*	51%h	*61%*	*45%*	*50%*	*50%*	*40%*	*31%*	*43%*	*39%*	*47%*	*47%*	*37%*	*51%*	*43%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Absolutes/col percents

Table 246

Q32b - Games console - As far as you know, do you think regulation applies to the kind of on-line and on-demand TV/Video content (e.g. TV programmes, film, video clips, video podcasts or anything else you have watched on-line or on-demand) we've been talking about when you view it on each of the following devices?
Base: All using device

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**577**	471	494	513	577	450	322	383	286	206	490	331	435	323	221	570	7	547	561	570
Base	**536**	432	451	480	536	413	282	365	250	200	448	290	414	285	212	523	13**	481	514	523
Effective Base	**360**	293	313	316	360	282	228	230	231	119	310	236	262	224	129	375	3	410	370	375
Yes - is regulated	**203**	156	180	180	203	166	115	136	103	64	177	115	152	110	68	203	-	197	200	203
	38%	*36%*	*40%*	*37%*	*38%*	*40%*	*41%*	*37%*	*41%*	*32%*	*40%*	*40%*	*37%*	*39%*	*32%*	*39%*	-	*41%*	*39%*	*39%*
No - is not regulated	**101**	87	78	90	101	74	61	72	52	42	78	62	81	56	46	101	-	97	101	101
	19%	*20%*	*17%*	*19%*	*19%*	*18%*	*22%*	*20%*	*21%*	*21%*	*17%*	*22%*	*20%*	*20%*	*21%*	*19%*	-	*20%*	*20%*	*19%*
Don't know	**232**	189	193	210	232	173	106	157	95	94	192	112	181	119	99	218	13	187	213	218
	43%	*44%*	*43%*	*44%*	*43%*	*42%*	*38%*	*43%*	*38%*	*47%*	*43%*	*39%*	*44%*	*42%*	*47%*	*42%*	*100%*	*39%*	*42%*	*42%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 246

Q32b - Games console - As far as you know, do you think regulation applies to the kind of on-line and on-demand TV/Video content (e.g. TV programmes, film, video clips, video podcasts or anything else you have watched on-line or on-demand) we've been talking about when you view it on each of the following devices?
Base: All using device

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	577	427	49	71	467	252	325	184	108	21	51	288	235	523	119	135	268	113	381	362
Base	536	376	49**	70*	433	275	261	200	116*	24**	54**	244	234	478	115*	129*	247	100*	347	319
Effective Base	360	301	23	53	279	153	223	113	62	17	26	172	165	337	69	80	162	86	244	260
Yes - is regulated	203	164	15	32	168	97	107	69	35	12	25	102	76	178	38	41	86	47	133	123
	38%	*44%*	*31%*	*46%*	*39%*	*35%*	*41%*	*35%*	*30%*	*50%*	*45%*	*42%*	*32%*	*37%*	*33%*	*32%*	*35%*	47%d	*38%*	*38%*
No - is not regulated	101	79	5	21	72	59	43	42	29	6	9	38	54	92	15	17	53	21	73	72
	19%	*21%*	*10%*	30%d	*17%*	*21%*	*16%*	*21%*	*25%*	*24%*	*17%*	*16%*	*23%*	*19%*	*13%*	*13%*	*21%*	*21%*	*21%*	*22%*
Don't know	232	133	29	17	193	120	112	89	52	6	20	104	104	207	62	71	108	32	140	125
	43%	*35%*	*60%*	*24%*	45%ac	*44%*	*43%*	*45%*	*45%*	*26%*	*38%*	*43%*	*44%*	*43%*	54%qrs	55%qrs	*44%*	*32%*	*41%*	*39%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Absolutes/col percents

Table 246

Q32b - Games console - As far as you know, do you think regulation applies to the kind of on-line and on-demand TV/Video content (e.g. TV programmes, film, video clips, video podcasts or anything else you have watched on-line or on-demand) we've been talking about when you view it on each of the following devices?
Base: All using device

		Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
	Total	Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	577	138	413	26	109	29	114	24	27	245	97
Base	536	119	394	23**	97*	22**	101*	17**	23*	236	76*
Effective Base	360	109	242	20	84	27	89	22	24	148	83
Yes - is regulated	203	56	141	7	48	8	53	3	12	83	45
	38%	47%b	*36%*	*29%*	*50%*	*37%*	*52%*	*18%*	*51%*	*35%*	59%h
No - is not regulated	101	35	62	4	31	4	30	5	9	59	7
	19%	29%b	*16%*	*17%*	*32%*	*17%*	*29%*	*29%*	*40%*	25%h	*9%*
Don't know	232	28	191	13	18	10	18	9	2	94	24
	43%	*23%*	49%a	*54%*	*18%*	*45%*	*18%*	*53%*	*9%*	*40%*	*31%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
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Absolutes/col percents

Table 247

Q32b - Other internet connected player or box - As far as you know, do you think regulation applies to the kind of on-line and on-demand TV/Video content (e.g. TV programmes, film, video clips, video podcasts or anything else you have watched on-line or on-demand) we've been talking about when you view it on each of the following devices?
Base: All using device

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**57**	37	20	14	19	9	8	6	1	33	17	7	20	10	6	1	13	7	-	-	16	28	7	6	44	13
Base	**46***	30*	16**	14**	13**	7**	7**	5**	1**	27**	13**	6**	15**	9**	5**	1**	11**	5**	-**	-**	12**	22**	7**	5**	34*	12**
Effective Base	**48**	30	18	13	16	8	7	4	1	29	14	5	17	9	4	1	12	6	-	-	12	25	6	5	37	11
Yes - is regulated	**20**	15	4	4	8	2	4	1	-	13	6	1	9	5	1	-	3	1	-	-	4	11	4	1	15	5
	43%	*51%*	*27%*	*33%*	*63%*	*32%*	*52%*	*27%*	-	*48%*	*42%*	*24%*	*62%*	*51%*	*27%*	-	*28%*	*25%*	-	-	*30%*	*52%*	*51%*	*27%*	*44%*	*41%*
No - is not regulated	**8**	5	3	3	2	2	-	1	1	4	2	1	2	2	1	1	2	1	-	-	1	4	1	2	5	3
	17%	*16%*	*18%*	*20%*	*12%*	*33%*	-	*12%*	*100%*	*16%*	*17%*	*21%*	*14%*	*17%*	*12%*	*100%*	*19%*	*15%*	-	-	*9%*	*19%*	*7%*	*43%*	*15%*	*22%*
Don't know	**18**	10	9	6	3	2	3	3	-	10	6	3	4	3	3	-	6	3	-	-	8	6	3	1	14	4
	40%	*32%*	*55%*	*47%*	*24%*	*35%*	*48%*	*61%*	-	*36%*	*41%*	*55%*	*24%*	*32%*	*61%*	-	*52%*	*61%*	-	-	*61%*	*30%*	*41%*	*31%*	*41%*	*37%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
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Base: All using device

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**57**	40	16	42	14	-	3	8	7	2	8	1	4	9	7	49	1	2	5	18	10	21
Base	**46***	33*	12**	34*	11**	-**	2**	6**	4**	2**	7**	2**	4**	7**	4**	38*	1**	1**	5**	13**	10**	16**
Effective Base	**48**	33	14	35	12	-	3	8	6	2	6	1	4	9	6	41	1	2	5	16	8	18
Yes - is regulated	**20**	16	3	15	4	-	1	3	1	2	2	2	1	3	3	17	-	1	2	5	4	8
	43%	*50%*	*29%*	*45%*	*33%*	-	*53%*	*41%*	*20%*	*67%*	*35%*	*100%*	*20%*	*48%*	*71%*	*44%*	-	*61%*	*35%*	*36%*	*43%*	*52%*
No - is not regulated	**8**	5	2	7	1	-	-	2	1	-	2	-	-	1	1	7	1	1	-	3	2	1
	17%	*16%*	*20%*	*21%*	*7%*	-	-	*34%*	*24%*	-	*28%*	-	-	*13%*	*15%*	*17%*	*100%*	*39%*	-	*25%*	*20%*	*9%*
Don't know	**18**	11	6	12	7	-	1	2	2	1	3	-	3	3	1	15	-	-	4	5	4	6
	40%	*34%*	*51%*	*34%*	*61%*	-	*47%*	*25%*	*56%*	*33%*	*38%*	-	*80%*	*39%*	*14%*	*38%*	-	-	*65%*	*40%*	*37%*	*38%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
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Table 247

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Base: All using device

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**57**	49	48	49	57	39	26	33	31	28	46	29	43	35	29	57	-	55	57	57
Base	**46***	39*	38*	37*	46*	30*	19**	26**	25**	23**	36*	23**	33*	28*	24**	46*	-**	43*	46*	46*
Effective Base	**48**	41	41	44	48	33	23	29	28	25	40	24	39	32	26	48	-	48	48	48
Yes - is regulated	**20**	18	15	16	20	15	9	10	11	11	15	9	12	11	12	20	-	20	20	20
	43%	*46%*	*39%*	*42%*	*43%*	*48%*	*48%*	*38%*	*45%*	*48%*	*42%*	*39%*	*36%*	*40%*	*49%*	*43%*	-	*46%*	*43%*	*43%*
No - is not regulated	**8**	7	7	8	8	5	5	6	6	4	7	5	8	6	4	8	-	8	8	8
	17%	*17%*	*17%*	*21%*	*17%*	*16%*	*28%*	*23%*	*24%*	*19%*	*18%*	*23%*	*23%*	*23%*	*19%*	*17%*	-	*18%*	*17%*	*17%*
Don't know	**18**	15	17	14	18	11	4	10	8	8	14	9	14	10	8	18	-	15	18	18
	40%	*37%*	*44%*	*37%*	*40%*	*36%*	*24%*	*40%*	*31%*	*33%*	*39%*	*38%*	*41%*	*37%*	*32%*	*40%*	-	*36%*	*40%*	*40%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
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Table 247

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Base: All using device

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	57	46	6	6	50	15	42	10	7	1	8	35	13	48	14	16	27	8	35	34
Base	46*	36*	5**	5**	40*	13**	33*	9**	6**	1**	7**	27**	11**	38*	11**	13**	22**	5**	27**	28**
Effective Base	48	39	5	6	42	14	34	10	7	1	7	29	12	41	12	14	23	7	29	29
Yes - is regulated	20	14	3	3	17	7	12	5	3	1	4	10	4	15	6	7	10	2	12	12
	43%	*39%*	*56%*	*48%*	*42%*	*58%*	*37%*	*55%*	*59%*	*100%*	*58%*	*39%*	*41%*	*39%*	*51%*	*52%*	*46%*	*35%*	*44%*	*44%*
No - is not regulated	8	6	1	3	5	4	4	3	2	-	1	4	3	7	2	3	4	1	5	6
	17%	*18%*	*27%*	*52%*	*12%*	*28%*	*12%*	*33%*	*29%*	-	*9%*	*15%*	*28%*	*19%*	*16%*	*20%*	*18%*	*22%*	*19%*	*22%*
Don't know	18	16	1	-	18	2	16	1	1	-	2	12	3	16	4	4	8	2	10	9
	40%	*43%*	*17%*	-	*46%*	*14%*	*50%*	*12%*	*13%*	-	*33%*	*46%*	*31%*	*42%*	*32%*	*28%*	*35%*	*43%*	*37%*	*34%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
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Table 247

Q32b - Other internet connected player or box - As far as you know, do you think regulation applies to the kind of on-line and on-demand TV/Video content (e.g. TV programmes, film, video clips, video podcasts or anything else you have watched on-line or on-demand) we've been talking about when you view it on each of the following devices?
Base: All using device

		Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
	Total	Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	57	19	34	4	15	4	15	4	4	23	14
Base	46*	17**	26**	4**	14**	3**	14**	3**	4*	17**	9**
Effective Base	48	17	28	4	13	4	14	3	4	20	12
Yes - is regulated	20	7	11	1	7	*	7	*	1	6	4
	43%	44%	43%	42%	51%	13%	50%	14%	23%	36%	45%
No - is not regulated	8	5	3	-	4	1	3	1	3	6	1
	17%	29%	12%	-	28%	33%	25%	50%	77%	38%	7%
Don't know	18	4	12	2	3	2	4	1	-	5	5
	40%	27%	46%	58%	21%	55%	25%	36%	-	27%	48%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 248
Q32b - Summary - 'Yes' mentions
Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**2102**	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	**2102**	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	**1150**	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
TV set-top box for on-demand content with a subscription service	**564**	323	240	121	99	109	133	68	34	220	242	102	106	153	38	25	114	89	30	8	173	199	94	98	372	192
	27%	***31%b***	*23%*	***30%dh***	*22%*	***26%h***	***33%dhk***	***29%h***	*16%*	***26%h***	***29%h***	*23%*	*29%*	***36%o***	*29%*	*19%*	***24%o***	*22%*	***30%o***	*10%*	***33%vwy***	*27%*	*25%*	*21%*	***29%wy***	*23%*
TV set-top box without a subscription service	**325**	170	155	69	71	85	52	25	22	140	138	47	67	79	13	11	74	59	11	11	94	100	65	66	194	130
	15%	*16%*	*15%*	***17%k***	*16%*	***20%ghk***	*13%*	*11%*	*10%*	***17%k***	***17%k***	*11%*	***18%o***	***19%o***	*10%*	*9%*	*16%*	*15%*	*11%*	*13%*	*18%*	*14%*	*17%*	*14%*	*15%*	*16%*
Smart TV	**132**	85	47	35	34	27	17	12	7	69	44	19	41	30	8	6	28	14	5	*	42	44	27	19	86	46
	6%	***8%b***	*4%*	***9%hk***	*8%*	*6%*	*4%*	*5%*	*3%*	*8%*	*5%*	*4%*	*11%*	*7%*	*6%*	*5%*	*6%*	*3%*	*5%*	*1%*	*8%*	*6%*	*7%*	*4%*	*7%*	*5%*
Smartphone	**305**	175	130	121	81	45	44	7	7	202	89	14	106	58	4	6	95	31	3	1	73	131	51	50	204	101
	15%	***17%b***	*12%*	***30%defghij k***	***16%efghjk***	***11%ghk***	***11%ghk***	*3%*	*4%*	***24%efghjk***	***11%ghk***	*3%*	***29%mno***	***14%no***	*3%*	*5%*	***20%qrs***	*8%*	*3%*	*2%*	*14%*	***18%wy***	*13%*	*11%*	***16%w***	*12%*
PC/Mac/laptop	**510**	282	228	149	116	93	85	38	30	265	178	68	125	114	22	20	140	63	15	10	122	215	67	107	337	174
	24%	***27%b***	*22%*	***37%defghjk***	***26%ghk***	*22%*	*21%*	*16%*	*14%*	***32%efghjk***	*22%*	*15%*	***34%no***	***27%o***	*17%*	*16%*	***30%qrs***	*16%*	*15%*	*12%*	*23%*	***29%wy***	*18%*	*23%*	***27%wy***	*21%*
Tablet computer	**207**	127	81	54	65	38	28	15	7	119	66	22	69	44	10	4	50	22	5	3	60	81	31	36	140	67
	10%	***12%b***	*8%*	***14%fghjk***	***15%ghjk***	*9%*	*7%*	*6%*	*4%*	***14%fghjk***	*8%*	*5%*	***19%mno***	*10%*	*7%*	*3%*	***11%q***	*6%*	*5%*	*4%*	*11%*	*11%*	*8%*	*8%*	*11%*	*8%*
eBook reader	**49**	23	26	18	14	6	8	2	2	32	14	3	15	6	1	1	17	8	1	1	27	14	6	2	41	8
	2%	*2%*	*2%*	***5%ehjk***	*3%*	*1%*	*2%*	*1%*	*1%*	***4%jk***	*2%*	*1%*	*4%*	*1%*	*1%*	*1%*	*4%*	*2%*	*1%*	*1%*	***5%uvwy***	*2%*	*2%*	*	***3%wy***	*1%*
Games console	**203**	132	72	80	63	33	24	3	1	143	57	4	85	44	2	1	58	13	1	-	52	70	40	40	123	81
	10%	***13%b***	*7%*	***20%efghjk***	***14%efghjk***	***8%ghk***	***6%hk***	*1%*	*1%*	***17%efghjk***	***7%ghk***	*1%*	***23%mno***	***10%no***	*2%*	*1%*	***12%qrs***	*3%*	*1%*	-	*10%*	*10%*	*11%*	*9%*	*10%*	*10%*
Other internet connected player or box	**20**	15	4	4	8	2	4	1	-	13	6	1	9	5	1	-	3	1	-	-	4	11	4	1	15	5
	1%	*1%*	*	*1%*	*2%*	*1%*	*1%*	*1%*	-	*2%*	*1%*	*	*3%*	*1%*	*1%*	-	*1%*	*	-	-	*1%*	*2%*	*1%*	*	*1%*	*1%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base

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Absolutes/col percents

Table 248
Q32b - Summary - 'Yes' mentions
Base: All respondents

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	2102	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	1150	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
TV set-top box for on-demand content with a subscription service	564	375	186	375	175	8	30	68	49	37	47	47	61	83	45	467	32	10	55	147	85	235
	27%	*29%b*	*23%*	*30%d*	*23%*	*25%*	*36%jk*	*33%*	*30%*	*22%*	*25%*	*20%*	*22%*	*31%*	*27%*	*27%*	*26%*	*24%*	*29%*	*32%tu*	*24%*	*25%*
TV set-top box without a subscription service	325	205	118	205	113	2	9	32	24	25	32	34	63	38	32	289	10	6	20	65	57	166
	15%	*16%*	*14%*	*16%*	*15%*	*5%*	*11%*	*15%*	*15%*	*15%*	*17%*	*15%*	*23%m*	*14%*	*19%*	*17%p*	*8%*	*13%*	*11%*	*14%*	*16%*	*18%*
Smart TV	132	95	37	84	43	-	6	16	13	10	14	11	14	23	14	121	4	2	5	35	25	62
	6%	*7%b*	*5%*	*7%*	*6%*	-	*7%*	*8%*	*8%*	*6%*	*8%*	*5%*	*5%*	*8%*	*8%*	*7%*	*3%*	*5%*	*3%*	*8%*	*7%*	*7%*
Smartphone	305	198	104	175	125	3	17	31	23	26	27	23	30	43	37	257	12	3	33	70	53	133
	15%	*16%*	*13%*	*14%*	*16%*	*9%*	*20%*	*15%*	*14%*	*16%*	*14%*	*10%*	*11%*	*16%*	*22%kl*	*15%*	*9%*	*8%*	*18%*	*15%*	*15%*	*14%*
PC/Mac/laptop	510	307	200	297	198	5	30	53	37	38	44	42	59	74	55	432	18	5	55	119	82	230
	24%	*24%*	*24%*	*23%*	*26%*	*18%*	*36%kl*	*25%*	*22%*	*23%*	*24%*	*18%*	*22%*	*27%*	*33%hkl*	*25%p*	*15%*	*12%*	*29%p*	*26%*	*23%*	*25%*
Tablet computer	207	133	72	115	87	*	12	24	17	10	14	28	21	35	20	181	7	3	17	53	24	103
	10%	*10%*	*9%*	*9%*	*11%*	*1%*	*14%*	*12%*	*10%*	*6%*	*8%*	*12%*	*8%*	*13%*	*12%*	*10%*	*5%*	*7%*	*9%*	*12%*	*7%*	*11%*
eBook reader	49	36	13	38	9	*	3	7	6	1	8	1	2	4	6	38	5	2	5	16	10	12
	2%	*3%*	*2%*	*3%*	*1%*	*1%*	*4%*	*3%*	*3%*	*1%*	*4%*	*	*1%*	*1%*	*3%*	*2%*	*4%*	*5%*	*2%*	*3%t*	*3%*	*1%*
Games console	203	141	59	107	90	1	14	21	15	11	19	15	25	31	32	182	11	2	9	50	30	102
	10%	*11%b*	*7%*	*8%*	*12%*	*4%*	*17%jk*	*10%*	*9%*	*7%*	*10%*	*6%*	*9%*	*11%*	*19%ghijklm*	*10%*	*9%*	*4%*	*5%*	*11%*	*9%*	*11%*
Other internet connected player or box	20	16	3	15	4	-	1	3	1	2	2	2	1	3	3	17	-	1	2	5	4	8
	1%	*1%*	*	*1%*	*	-	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*2%*	*1%*	-	*2%*	*1%*	*1%*	*1%*	*1%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 248
Q32b - Summary - 'Yes' mentions
Base: All respondents

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	2102	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	2102	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	1150	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
TV set-top box for on-demand content with a subscription service	564	564	448	427	247	348	495	249	167	94	401	564	299	194	103	550	14	503	494	550
	27%	35%bcd	27%	29%	30%	29%i	56%eghi	32%i	33%i	17%	27%n	56%ijlmn	32%n	30%n	17%	28%p	12%	30%	27%	28%
TV set-top box without a subscription service	325	325	272	246	160	222	96	157	105	303	256	102	180	130	325	295	30	258	284	295
	15%	20%bc	16%	17%	19%	18%i	11%	20%f	21%f	55%efgh	17%k	10%	19%k	20%k	54%ijklm	15%	25%	16%	16%	15%
Smart TV	132	100	113	132	74	103	68	87	80	54	110	69	95	84	56	131	1	129	125	131
	6%	6%	7%	9%a	9%	8%	8%	11%	16%efi	10%	8%	7%	10%k	13%ijk	9%	7%	1%	8%	7%	7%
Smartphone	305	217	257	305	157	245	142	268	142	73	253	160	305	149	80	302	3	269	296	302
	15%	14%	16%	20%ab	19%a	20%i	16%	35%efhi	28%efi	13%	17%	16%	32%ijkmn	23%ijkn	13%	15%p	2%	16%	16%	15%
PC/Mac/laptop	510	360	510	391	225	453	210	234	140	122	510	234	278	165	132	504	7	457	483	504
	24%	23%	31%ac	26%	27%a	37%ifghi	24%	30%di	27%	22%	35%ijklmn	23%	30%ikn	26%	22%	25%p	6%	28%	27%	25%
Tablet computer	207	140	155	178	116	134	96	122	183	66	151	99	139	207	69	206	1	192	202	206
	10%	9%	9%	12%a	14%ab	11%	11%	16%ef	36%efgi	12%	10%	10%	15%jk	33%ijkln	11%	10%p	1%	12%	11%	10%
eBook reader	49	42	36	49	30	35	31	32	32	18	36	31	36	34	18	48	1	44	48	48
	2%	3%	2%	3%	4%	3%	4%	4%	6%e	3%	2%	3%	4%	5%	3%	2%	1%	3%	3%	2%
Games console	203	156	180	180	203	166	115	136	103	64	177	115	152	110	68	203	-	197	200	203
	10%	10%	11%	12%	25%abc	14%	13%	18%ifi	20%efi	12%	12%	11%	16%jkn	17%jkn	11%	10%p	-	12%	11%	10%
Other internet connected player or box	20	18	15	16	20	15	9	10	11	11	15	9	12	11	12	20	-	20	20	20
	1%	1%	1%	1%	2%bc	1%	1%	1%	2%	2%	1%	1%	1%	2%	2%	1%	-	1%	1%	1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base

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Absolutes/col percents

Table 248
Q32b - Summary - 'Yes' mentions
Base: All respondents

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
TV set-top box for on-demand content with a subscription service	564	342	107	63	458	232	332	142	111	21	70	289	202	491	12	17	346	179	525	525
	27%	31%b	24%	29%	28%	32%	24%	29%	36%	29%	18%	28%j	31%j	29%	2%	3%	37%no	50%nopr	40%no	45%nop
TV set-top box without a subscription service	325	200	55	26	270	124	200	94	48	14	59	169	93	262	138	147	114	35	150	117
	15%	18%b	12%	12%	17%	17%	15%	19%	16%	19%	15%	16%	14%	15%	25%pqrs	25%pqrs	12%	10%	12%	10%
Smart TV	132	103	14	21	105	59	72	47	20	7	18	58	55	113	28	31	65	23	88	82
	6%	9%bd	3%	10%b	7%	8%	5%	10%	7%	10%	4%	6%	8%	7%	5%	5%	7%	6%	7%	7%
Smartphone	305	209	37	45	245	118	187	82	42	10	45	140	119	259	59	65	136	54	190	190
	15%	19%bd	8%	21%b	15%b	16%	14%	17%	14%	14%	11%	14%	18%j	15%	11%	11%	15%	15%	15%	16%no
PC/Mac/laptop	510	314	76	45	433	159	352	106	62	19	88	252	166	418	133	144	219	80	299	280
	24%	29%b	17%	21%	27%b	22%	26%	22%	20%	27%	22%	24%	25%	25%	24%	25%	23%	22%	23%	24%
Tablet computer	207	136	17	25	157	81	127	60	30	8	35	105	68	173	49	54	88	37	124	120
	10%	12%b	4%	12%b	10%b	11%	9%	12%	10%	12%	9%	10%	10%	10%	9%	9%	9%	10%	10%	10%
eBook reader	49	31	8	17	29	24	25	18	8	3	1	25	23	48	11	12	25	11	36	34
	2%	3%	2%	8%abd	2%	3%	2%	4%	3%	4%	*	2%	4%j	3%	2%	2%	3%	3%	3%	3%
Games console	203	164	15	32	168	97	107	69	35	12	25	102	76	178	38	41	86	47	133	123
	10%	15%bd	3%	15%b	10%b	13%	8%	14%	11%	17%	6%	10%	12%j	11%	7%	7%	9%	13%no	10%	10%
Other internet connected player or box	20	14	3	3	17	7	12	5	3	1	4	10	4	15	6	7	10	2	12	12
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 248
Q32b - Summary - 'Yes' mentions
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**2102**	328	1662	112	258	70	270	58	67	852	360
Base	**2102**	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	**1150**	221	878	70	170	53	180	42	47	483	196
TV set-top box for on-demand content with a subscription service	**564**	97	454	13	82	15	87	10	20	261	102
	27%	32%c	27%c	*12%*	*34%*	*25%*	*34%*	*20%*	*31%*	*30%*	*29%*
TV set-top box without a subscription service	**325**	59	253	13	51	7	52	6	20	138	56
	15%	*19%*	*15%*	*13%*	*21%*	*12%*	*21%*	*13%*	*31%*	*16%*	*16%*
Smart TV	**132**	46	80	5	42	4	42	4	16	65	23
	6%	15%bc	*5%*	*5%*	*17%*	*7%*	*17%*	*8%*	*25%*	*8%*	*6%*
Smartphone	**305**	84	205	15	71	13	74	10	27	117	49
	15%	28%bc	*12%*	*14%*	*29%*	*23%*	*29%*	*22%*	*41%*	*14%*	*14%*
PC/Mac/laptop	**510**	87	401	22	62	25	72	16	23	197	101
	24%	*29%*	*24%*	*21%*	*26%*	42%d	*28%*	*33%*	*34%*	*23%*	*29%*
Tablet computer	**207**	63	140	5	50	12	54	9	16	110	39
	10%	21%bc	*8%*	*5%*	*21%*	*21%*	*21%*	*18%*	*24%*	*13%*	*11%*
eBook reader	**49**	24	24	2	22	2	22	1	7	31	5
	2%	8%b	*1%*	*1%*	*9%*	*3%*	*9%*	*2%*	*11%*	*4%*	*2%*
Games console	**203**	56	141	7	48	8	53	3	12	83	45
	10%	19%bc	*8%*	*6%*	*20%*	*14%*	21%g	*7%*	*18%*	*10%*	*13%*
Other internet connected player or box	**20**	7	11	1	7	*	7	*	1	6	4
	1%	2%b	*1%*	*1%*	*3%*	*1%*	*3%*	*1%*	*1%*	*1%*	*1%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base

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Absolutes/col percents

Table 249

Q33 When on-line and on-demand TV or Video content (e.g. TV programmes, film, video clips, video podcasts or anything else you have watched on-line or on-demand) we've been talking about is delivered by a service provider based outside the UK, which of the following best describes the level of UK regulation you would expect for programmes on these services compared to those coming from within the UK?
Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**2102**	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	**2102**	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	**1150**	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
I would expect them to be more regulated than those from within the UK	**247**	118	129	79	60	38	25	15	28	140	63	44	64	28	6	19	75	35	9	10	54	75	60	58	129	118
	12%	*11%*	*12%*	**20%efgjk**	**14%jl**	*9%*	*6%*	*7%*	**14%lj**	**17%efgjk**	*8%*	*10%*	**18%mn**	*7%*	*5%*	**14%m**	**16%q**	*9%*	*9%*	*12%*	*10%*	*10%*	**16%k**	*13%*	*10%*	*14%*
I would expect the same level of regulation for both	**1085**	532	553	200	225	240	209	125	86	425	449	211	181	230	76	45	244	219	49	41	270	382	195	239	652	433
	52%	*51%*	*53%*	*50%*	*51%*	**57%h**	*52%*	*54%*	*41%*	*51%*	**55%h**	*48%*	**49%o**	**55%o**	**58%o**	*34%*	*52%*	*55%*	*49%*	*52%*	*52%*	*52%*	*51%*	*52%*	*52%*	*52%*
I would expect them to be less regulated than those from within the UK	**314**	181	133	50	50	60	76	38	39	100	136	78	46	78	22	35	55	58	17	4	94	130	37	53	224	90
	15%	**17%b**	*13%*	*13%*	*11%*	*14%*	**19%dl**	*17%*	**19%l**	*12%*	**17%l**	**18%l**	*12%*	*19%*	*17%*	**27%l**	*12%*	*15%*	*17%*	*5%*	**18%wy**	**18%wy**	*10%*	*11%*	**18%wy**	*11%*
I would not expect any regulation of online or on-demand TV or video services coming from outside the UK	**107**	79	28	10	25	15	26	13	18	35	41	31	27	28	11	14	7	13	2	5	39	39	14	15	78	29
	5%	**8%b**	*3%*	*3%*	*6%*	*4%*	**6%c**	*6%*	**9%cel**	*4%*	*5%*	**7%c**	*7%*	*7%*	*8%*	*10%*	*2%*	*3%*	*2%*	*6%*	**7%wy**	*5%*	*4%*	*3%*	**6%l**	*3%*
Don't know	**349**	142	208	60	81	67	64	40	38	141	131	78	50	57	16	18	91	74	24	20	67	112	74	96	179	170
	17%	*13%*	**20%a**	*15%*	*18%*	*16%*	*16%*	*17%*	*18%*	*17%*	*16%*	*18%*	*14%*	*14%*	*13%*	*14%*	*19%*	*18%*	*24%*	*25%*	*13%*	*15%*	**20%l**	**21%lx**	*14%*	**20%lx**

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base

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Absolutes/col percents

Table 249

Q33 When on-line and on-demand TV or Video content (e.g. TV programmes, film, video clips, video podcasts or anything else you have watched on-line or on-demand) we've been talking about is delivered by a service provider based outside the UK, which of the following best describes the level of UK regulation you would expect for programmes on these services compared to those coming from within the UK?
Base: All respondents

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	2102	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	1150	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
I would expect them to be more regulated than those from within the UK	247	156	88	141	98	4	12	31	23	18	30	15	25	39	29	221	9	6	10	66	48	108
	12%	12%	11%	11%	13%	11%	14%	15%	14%	11%	16%k	6%	9%	14%	17%k	13%	7%	15%	5%	14%	13%	11%
I would expect the same level of regulation for both	1085	660	422	654	404	19	39	101	81	94	92	119	149	139	79	892	56	21	116	221	186	485
	52%	52%	51%	51%	52%	63%	47%	48%	49%	56%	49%	52%	55%	51%	47%	51%	45%	51%	62%q	48%	53%	52%
I would expect them to be less regulated than those from within the UK	314	199	115	198	111	1	19	32	25	21	25	17	43	45	32	259	26	9	20	76	46	137
	15%	16%	14%	16%	14%	3%	23%k	15%	15%	13%	13%	7%	16%	17%k	19%k	15%	21%	23%	11%	17%	13%	15%
I would not expect any regulation of online or on-demand TV or video services coming from outside the UK	107	71	36	79	26	1	5	7	6	3	3	22	15	16	12	89	5	1	12	19	6	64
	5%	6%	4%	6%d	3%	5%	6%	3%	4%	2%	2%	9%l	6%	6%	7%l	5%	4%	3%	6%	4%	2%	7%t
Don't know	349	189	159	199	136	5	8	37	31	31	37	57	39	32	15	287	30	3	29	77	68	143
	17%	15%	19%e	16%	18%	18%	10%	18%n	19%n	18%n	20%n	25%fmn	14%	12%	9%	16%	24%	8%	15%	17%	19%	15%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 249

Q33 When on-line and on-demand TV or Video content (e.g. TV programmes, film, video clips, video podcasts or anything else you have watched on-line or on-demand) we've been talking about is delivered by a service provider based outside the UK, which of the following best describes the level of UK regulation you would expect for programmes on these services compared to those coming from within the UK?
Base: All respondents

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**2102**	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	**2102**	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	**1150**	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
I would expect them to be more regulated than those from within the UK	**247**	186	182	195	108	147	127	124	107	73	168	132	135	124	75	240	6	220	226	240
	12%	*12%*	*11%*	*13%*	*13%*	*12%*	*14%*	*16%*	*21%efi*	*13%*	*11%*	*13%*	*14%*	*19%jkln*	*12%*	*12%*	*5%*	*13%*	*13%*	*12%*
I would expect the same level of regulation for both	**1085**	828	857	781	429	640	463	421	254	285	764	530	520	319	306	1036	49	867	934	1036
	52%	*52%*	*52%*	*52%*	*52%*	*53%*	*52%*	*54%*	*50%*	*52%*	*52%*	*53%*	*55%*	*50%*	*51%*	*52%*	*41%*	*52%*	*52%*	*52%*
I would expect them to be less regulated than those from within the UK	**314**	246	258	232	123	198	125	104	71	97	234	137	129	88	111	294	20	252	269	294
	15%	*15%*	*16%*	*16%*	*15%*	*16%*	*14%*	*13%*	*14%*	*18%*	*16%*	*14%*	*14%*	*14%*	*18%k*	*15%*	*17%*	*15%*	*15%*	*15%*
I would not expect any regulation of online or on-demand TV or video services coming from outside the UK	**107**	78	94	75	40	72	43	34	23	22	80	52	45	29	27	106	*	97	97	106
	5%	*5%*	*6%*	*5%*	*5%*	*6%*	*5%*	*4%*	*4%*	*4%*	*5%*	*5%*	*5%*	*5%*	*4%*	*5%*	*	*6%*	*5%*	*5%*
Don't know	**349**	260	258	208	123	155	128	90	57	71	223	155	112	76	87	307	42	224	279	307
	17%	*16%*	*16%*	*14%*	*15%*	*13%*	*14%*	*12%*	*11%*	*13%*	*15%*	*15%*	*12%*	*12%*	*14%*	*15%*	*36%cd*	*13%*	*15%*	*15%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base

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Absolutes/col percents

Table 249

Q33 When on-line and on-demand TV or Video content (e.g. TV programmes, film, video clips, video podcasts or anything else you have watched on-line or on-demand) we've been talking about is delivered by a service provider based outside the UK, which of the following best describes the level of UK regulation you would expect for programmes on these services compared to those coming from within the UK?
Base: All respondents

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
I would expect them to be more regulated than those from within the UK	247	167	37	40	185	107	139	80	42	9	41	100	104	204	47	53	130	41	172	160
	12%	*15%bd*	*8%*	*19%bd*	*11%*	*15%f*	*10%*	*16%*	*14%*	*13%*	*10%*	*10%*	*16%k*	*12%*	*8%*	*9%*	*14%no*	*12%*	*13%n*	*14%no*
I would expect the same level of regulation for both	1085	556	222	114	829	405	680	263	170	36	183	571	326	897	261	277	501	184	685	620
	52%	*51%*	*49%*	*54%*	*51%*	*55%*	*50%*	*54%*	*56%*	*51%*	*46%*	*55%*	*50%*	*53%*	*48%*	*47%*	*53%*	*51%*	*53%*	*53%*
I would expect them to be less regulated than those from within the UK	314	183	66	25	269	83	231	53	49	7	63	158	92	251	101	106	118	52	170	161
	15%	*17%*	*15%*	*12%*	*17%*	*11%*	*17%e*	*11%*	*16%*	*10%*	*16%*	*15%*	*14%*	*15%*	*18%pr*	*18%pr*	*13%*	*14%*	*13%*	*14%*
I would not expect any regulation of online or on-demand TV or video services coming from outside the UK	107	69	19	5	96	26	81	19	12	2	31	49	26	76	27	29	43	23	66	59
	5%	*6%*	*4%*	*2%*	*6%*	*4%*	*6%*	*4%*	*4%*	*2%*	*8%m*	*5%*	*4%*	*4%*	*5%*	*5%*	*5%*	*6%*	*5%*	*5%*
Don't know	349	121	106	29	237	114	235	75	33	17	80	159	108	268	113	119	144	60	204	172
	17%	*11%*	*24%acd*	*14%*	*15%a*	*15%*	*17%*	*15%*	*11%*	*23%*	*20%*	*15%*	*17%*	*16%*	*21%s*	*20%s*	*15%*	*17%*	*16%*	*15%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 249

Q33 When on-line and on-demand TV or Video content (e.g. TV programmes, film, video clips, video podcasts or anything else you have watched on-line or on-demand) we've been talking about is delivered by a service provider based outside the UK, which of the following best describes the level of UK regulation you would expect for programmes on these services compared to those coming from within the UK?
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**2102**	328	1662	112	258	70	270	58	67	852	360
Base	**2102**	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	**1150**	221	878	70	170	53	180	42	47	483	196
I would expect them to be more regulated than those from within the UK	**247**	67	172	8	60	7	62	6	24	145	35
	12%	***22%bc***	*10%*	*7%*	*25%*	*12%*	*24%*	*12%*	*36%*	***17%i***	*10%*
I would expect the same level of regulation for both	**1085**	157	878	50	132	25	138	19	31	505	141
	52%	*52%*	*52%*	*47%*	*54%*	*42%*	*54%*	*40%*	*47%*	***59%i***	*40%*
I would expect them to be less regulated than those from within the UK	**314**	44	259	12	32	12	34	10	6	117	66
	15%	*14%*	*15%*	*11%*	*13%*	*20%*	*13%*	*21%*	*10%*	*14%*	*19%*
I would not expect any regulation of online or on-demand TV or video services coming from outside the UK	**107**	13	91	3	12	1	12	1	3	20	48
	5%	*4%*	*5%*	*3%*	*5%*	*1%*	*5%*	*2%*	*5%*	*2%*	***14%h***
Don't know	**349**	22	293	33	8	14	10	13	2	71	63
	17%	*7%*	***17%a***	***31%ab***	*3%*	***24%d***	*4%*	***26%f***	*3%*	*8%*	***18%h***

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base

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Absolutes/col percents

Table 250

Q33a Which, if any, of these types of television/TV service does your household receive at the moment?
Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**2102**	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	**2102**	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	**1150**	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
Cable TV (through Virgin Media)	**390**	219	171	74	74	74	83	51	35	148	156	86	78	87	35	20	70	70	16	15	95	140	64	91	234	155
	19%	*21%b*	*16%*	*18%*	*17%*	*18%*	*21%*	*22%*	*16%*	*18%*	*19%*	*19%*	*21%*	*21%*	*26%*	*15%*	*15%*	*17%*	*16%*	*19%*	*18%*	*19%*	*17%*	*20%*	*19%*	*18%*
Satellite TV (Sky)	**836**	427	409	173	181	157	172	89	64	355	329	153	151	183	54	39	204	146	35	24	216	294	149	176	511	326
	40%	*41%*	*39%*	*43%hk*	*41%h*	*37%*	*43%h*	*39%*	*30%*	*42%h*	*40%*	*35%*	*41%*	*43%*	*41%*	*30%*	*43%*	*37%*	*35%*	*31%*	*41%*	*40%*	*39%*	*38%*	*40%*	*39%*
Satellite TV (Freesat)	**228**	122	106	47	42	39	42	23	35	90	81	58	33	46	14	28	56	35	9	6	69	77	36	46	146	82
	11%	*12%*	*10%*	*12%*	*10%*	*9%*	*10%*	*10%*	*16%*	*11%*	*10%*	*13%*	*9%*	*11%*	*11%*	*22%lm*	*12%*	*9%*	*9%*	*8%*	*13%*	*10%*	*10%*	*10%*	*12%*	*10%*
Satellite TV (Other)	**54**	27	27	21	6	7	9	7	3	27	16	10	16	10	2	-	12	6	6	3	13	18	12	12	30	23
	3%	*3%*	*3%*	*5%del*	*1%*	*2%*	*2%*	*3%*	*2%*	*3%*	*2%*	*2%*	*4%*	*2%*	*1%*	*-*	*3%*	*1%*	*6%*	*4%*	*2%*	*2%*	*3%*	*3%*	*2%*	*3%*
Freeview (through a set-top box or digital television set) with ONLY free channels	**948**	459	489	170	181	195	166	118	118	351	361	237	153	167	66	73	198	193	52	45	263	278	202	205	541	407
	45%	*44%*	*47%*	*43%*	*41%*	*46%*	*42%*	*51%*	*56%cdfij*	*42%*	*44%*	*54%cdfij*	*42%*	*40%*	*50%*	*56%lm*	*42%*	*49%*	*52%*	*57%*	*50%ux*	*38%*	*53%ux*	*45%*	*43%*	*48%u*
Freeview (through a set-top box or digital television set) with free channels PLUStop-up TV (where a subscription can be paid to access additional programmes)	**112**	61	50	28	27	22	18	10	6	55	40	16	24	27	5	4	31	13	5	2	29	38	26	20	66	45
	5%	*6%*	*5%*	*7%*	*6%*	*5%*	*5%*	*4%*	*3%*	*7%*	*5%*	*4%*	*7%*	*7%*	*4%*	*3%*	*7%*	*3%*	*5%*	*3%*	*5%*	*5%*	*7%*	*4%*	*5%*	*5%*
BT Vision or Talk Talk TV (or similar)	**105**	67	38	21	18	23	18	11	16	39	40	26	23	24	5	15	16	16	6	1	37	33	17	18	70	36
	5%	*6%b*	*4%*	*5%*	*4%*	*5%*	*4%*	*5%*	*7%*	*5%*	*5%*	*6%*	*6%*	*6%*	*4%*	*11%*	*3%*	*4%*	*5%*	*1%*	*7%*	*4%*	*5%*	*4%*	*6%*	*4%*
YouView	**74**	38	36	18	12	16	14	4	9	30	30	13	11	18	1	8	19	12	3	1	25	13	16	19	39	35
	3%	*4%*	*3%*	*4%*	*3%*	*4%*	*4%*	*2%*	*4%*	*4%*	*4%*	*3%*	*3%*	*4%*	*1%*	*6%*	*4%*	*3%*	*3%*	*2%*	*5%u*	*2%*	*4%*	*4%*	*3%*	*4%*
Access TV content on-line via the internet (using a tablet, laptop etc.)	**337**	186	151	81	74	61	54	29	37	155	115	67	71	68	18	28	84	47	11	9	102	119	56	59	221	115
	16%	*18%*	*14%*	*20%j*	*17%*	*14%*	*14%*	*13%*	*18%*	*18%*	*14%*	*15%*	*19%*	*16%*	*14%*	*22%*	*18%*	*12%*	*11%*	*11%*	*19%wy*	*16%*	*15%*	*13%*	*18%*	*14%*
No TV set in household and do not access TV content via the internet	**47**	22	24	15	13	11	2	4	2	28	13	5	12	5	4	2	16	8	-	-	1	26	5	14	28	19
	2%	*2%*	*2%*	*4%j*	*3%*	*3%*	*1%*	*2%*	*1%*	*3%j*	*2%*	*1%*	*3%*	*1%*	*3%*	*1%*	*3%*	*2%*	*-*	*-*	*	*4%t*	*1%*	*3%t*	*2%t*	*2%t*
Net: Pay TV	**1873**	944	929	348	375	377	359	216	198	723	736	415	325	373	123	122	397	362	94	76	479	635	354	405	1113	760
	89%	*90%*	*88%*	*87%*	*85%*	*90%*	*90%*	*94%di*	*94%cdi*	*86%*	*90%*	*94%cdi*	*88%*	*89%*	*94%*	*93%*	*84%*	*91%p*	*93%*	*96%p*	*92%u*	*86%*	*93%u*	*88%*	*88%*	*90%*
Net: Freeview only	**948**	459	489	170	181	195	166	118	118	351	361	237	153	167	66	73	198	193	52	45	263	278	202	205	541	407
	45%	*44%*	*47%*	*43%*	*41%*	*46%*	*42%*	*51%*	*56%cdfij*	*42%*	*44%*	*54%cdfij*	*42%*	*40%*	*50%*	*56%lm*	*42%*	*49%*	*52%*	*57%*	*50%ux*	*38%*	*53%ux*	*45%*	*43%*	*48%u*
Net: Freeview any	**1015**	495	519	190	199	203	175	124	124	389	378	247	171	179	68	77	218	199	56	46	280	303	215	216	583	431
	48%	*47%*	*49%*	*48%*	*45%*	*48%*	*44%*	*54%*	*59%cdfij*	*46%*	*46%*	*56%cdfij*	*46%*	*42%*	*52%*	*59%lm*	*46%*	*50%*	*55%*	*58%*	*54%ux*	*41%*	*57%ux*	*47%*	*46%*	*51%u*
Net: Satellite any	**1038**	527	511	207	218	198	202	117	96	425	400	213	179	216	67	65	246	184	50	31	272	351	189	226	624	414
	49%	*50%*	*49%*	*52%*	*49%*	*47%*	*51%*	*50%*	*46%*	*51%*	*49%*	*48%*	*49%*	*51%*	*51%*	*49%*	*52%*	*46%*	*49%*	*39%*	*52%*	*48%*	*50%*	*49%*	*49%*	*49%*
Net: Satellite/Cable	**1385**	714	670	265	275	268	281	165	130	541	549	295	234	297	99	84	306	252	66	46	354	483	244	305	836	548
	66%	*68%*	*64%*	*66%*	*62%*	*64%*	*70%*	*71%*	*62%*	*64%*	*67%*	*67%*	*64%*	*70%*	*76%*	*64%*	*65%*	*63%*	*66%*	*58%*	*68%*	*65%*	*64%*	*66%*	*66%*	*65%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base

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Absolutes/col percents

Table 250

Q33a Which, if any, of these types of television/TV service does your household receive at the moment?
Base: All respondents

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	2102	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	1150	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
Cable TV (through Virgin Media)	390	237	150	254	120	10	18	50	27	31	33	41	41	55	42	337	23	5	25	94	64	179
	19%	19%	18%	20%	15%	33%	21%	24%	16%	19%	18%	18%	15%	20%	25%l	19%	18%	12%	13%	21%	18%	19%
Satellite TV (Sky)	836	550	284	520	296	15	31	78	64	76	81	86	81	114	59	669	53	25	89	172	157	340
	40%	43%b	35%	41%	38%	49%	37%	37%	38%	46%l	43%l	37%	30%	42%l	35%	38%	43%	60%o	47%	38%	44%	36%
Satellite TV (Freesat)	228	128	99	156	67	3	7	13	25	25	16	21	35	30	18	190	8	2	28	45	41	104
	11%	10%	12%	12%	9%	9%	8%	6%	15%g	15%g	9%	9%	13%	11%	11%	11%	6%	4%	15%	10%	12%	11%
Satellite TV (Other)	54	22	32	29	22	-	1	4	1	1	4	13	9	8	7	48	1	3	1	6	5	37
	3%	2%	4%a	2%	3%	-	2%	2%	1%	*	2%	6%	3%	3%	4%	3%	1%	7%l	*	1%	1%	4%s
Freeview (through a set-top box or digital television set) with ONLY free channels	948	560	384	601	320	13	31	96	83	80	79	122	148	110	65	814	41	25	68	211	159	444
	45%	44%	47%	47%	41%	44%	38%	46%	50%	48%	42%	53%	55%mn	41%	39%	47%p	33%	60%pr	36%	46%	45%	47%
Freeview (through a set-top box or digital television set) with free channels PLUStop-up TV (where a subscription can be paid to access additional programmes)	112	68	44	65	45	1	5	12	10	12	19	9	10	14	10	102	3	1	6	27	31	44
	5%	5%	5%	5%	6%	5%	6%	6%	6%	7%	10%l	4%	4%	5%	6%	6%	2%	3%	3%	6%	9%u	5%
BT Vision or Talk Talk TV (or similar)	105	57	48	67	35	1	6	7	8	2	6	9	15	24	11	88	5	3	9	21	8	60
	5%	4%	6%	5%	5%	4%	7%	4%	5%	1%	3%	4%	6%	9%gl	7%	5%	4%	8%	5%	4%	2%	6%s
YouView	74	38	36	45	27	1	2	7	10	3	4	12	11	9	8	68	1	1	4	20	7	41
	3%	3%	4%	4%	3%	5%	3%	4%	6%	2%	2%	5%	4%	3%	5%	4%	1%	1%	2%	4%	2%	4%
Access TV content on-line via the internet (using a tablet, laptop etc.)	337	195	138	195	134	4	13	26	26	33	27	34	46	48	23	277	15	8	37	65	60	152
	16%	15%	17%	15%	17%	11%	15%	13%	16%	20%	14%	15%	17%	18%	14%	16%	12%	19%	20%	14%	17%	16%
No TV set in household and do not access TV content via the internet	47	24	22	12	34	-	4	5	2	6	4	4	6	3	5	40	5	-	1	11	10	18
	2%	2%	3%	1%	4%c	-	5%	2%	1%	4%	2%	2%	2%	1%	3%	2%	4%	-	1%	3%	3%	2%
Net: Pay TV	1873	1143	722	1169	652	29	70	185	150	148	169	211	237	247	145	1563	109	41	160	405	317	840
	89%	90%	88%	92%d	84%	96%	84%	89%	90%	89%	90%	92%	88%	91%	87%	89%	88%	99%	86%	88%	90%	90%
Net: Freeview only	948	560	384	601	320	13	31	96	83	80	79	122	148	110	65	814	41	25	68	211	159	444
	45%	44%	47%	47%	41%	44%	38%	46%	50%	48%	42%	53%	55%mn	41%	39%	47%p	33%	60%pr	36%	46%	45%	47%
Net: Freeview any	1015	598	413	636	349	15	35	105	92	82	85	129	155	117	72	872	44	26	72	232	167	473
	48%	47%	50%	50%	45%	48%	42%	50%	55%m	50%	45%	56%	57%mn	43%	43%	50%p	35%	63%pr	39%	51%	47%	51%
Net: Satellite any	1038	663	371	658	351	18	37	92	84	99	94	101	117	142	74	838	60	29	111	213	193	433
	49%	52%b	45%	52%d	45%	59%	44%	44%	51%	59%gln	50%	44%	43%	52%	44%	48%	48%	68%o	60%	46%	54%	46%
Net: Satellite/Cable	1385	867	512	883	460	27	53	136	107	124	124	138	156	187	110	1134	81	33	136	296	247	590
	66%	68%	62%	69%d	59%	87%	64%	65%	64%	74%l	66%	60%	58%	69%l	66%	65%	65%	80%	73%	65%	70%	63%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 250

Q33a Which, if any, of these types of television/TV service does your household receive at the moment?
Base: All respondents

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	2102	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	2102	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	1150	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
Cable TV (through Virgin Media)	390	354	293	255	156	210	282	144	88	67	254	324	166	110	74	366	24	334	320	366
	19%	22%bc	18%	17%	19%	17%l	32%eghi	19%l	17%	12%	17%n	32%jlmn	18%n	17%n	12%	18%	20%	20%	18%	18%
Satellite TV (Sky)	836	693	656	620	346	460	552	336	215	114	558	624	409	271	124	790	46	681	708	790
	40%	43%	40%	42%	42%	38%l	62%eghi	43%l	42%l	21%	38%n	62%jlmn	43%jn	43%n	20%	40%	39%	41%	39%	40%
Satellite TV (Freesat)	228	182	186	174	91	137	49	83	59	120	165	59	100	79	132	211	18	175	197	211
	11%	11%	11%	12%	11%	11%l	6%	11%l	12%l	22%efgh	11%k	6%	11%k	12%k	22%jklm	11%	15%	11%	11%	11%
Satellite TV (Other)	54	46	47	39	19	31	19	22	16	15	32	26	24	16	19	51	2	43	50	51
	3%	3%	3%	3%	2%	3%	2%	3%	3%	3%	2%	3%	3%	3%	3%	3%	2%	3%	3%	3%
Freeview (through a set-top box or digital television set) with ONLY free channels	948	691	759	667	393	569	253	328	243	378	686	279	420	311	418	895	53	733	826	895
	45%	43%	46%	45%	48%	47%l	29%	43%l	48%l	69%efgh	47%k	28%	45%k	49%k	69%jklm	45%	45%	44%	46%	45%
Freeview (through a set-top box or digital television set) with free channels PLUStop-up TV (where a subscription can be paid to access additional programmes)	112	95	97	95	66	76	45	66	42	55	93	47	70	46	60	109	3	98	105	109
	5%	6%	6%	6%	8%	6%	5%	8%l	8%l	10%ef	6%	5%	7%	7%	10%jk	5%	2%	6%	6%	5%
BT Vision or Talk Talk TV (or similar)	105	83	84	84	42	67	45	54	40	45	79	51	62	47	47	103	2	91	94	103
	5%	5%	5%	6%	5%	6%	5%	7%	8%	8%	5%	5%	7%	7%	8%	5%	2%	5%	5%	5%
YouView	74	68	59	58	36	42	23	38	25	48	57	23	44	31	49	70	4	65	61	70
	3%	4%	4%	4%	4%	3%	3%	5%l	5%l	9%efgh	4%	2%	5%k	5%k	8%jkl	4%	3%	4%	3%	4%
Access TV content on-line via the internet (using a tablet, laptop etc.)	337	251	302	274	163	252	150	150	120	112	287	156	173	141	122	331	6	311	312	331
	16%	16%	18%	18%	20%	21%	17%	19%	24%l	20%	20%k	15%	18%	22%k	20%	17%p	5%	19%	17%	17%
No TV set in household and do not access TV content via the internet	47	4	42	39	15	34	3	21	10	-	41	3	22	11	-	47	-	35	46	47
	2%	*	3%a	3%a	2%a	3%fl	*	3%fl	2%fl	-	3%kn	*	2%kn	2%kn	-	2%	-	2%	3%	2%
Net: Pay TV	1873	1482	1461	1317	740	1063	868	684	457	468	1288	989	838	573	517	1761	112	1472	1594	1761
	89%	93%bc	89%	88%	90%	88%	98%eghi	89%	89%	85%	88%	98%jlmn	89%	90%n	85%	89%	95%	89%	88%	89%
Net: Freeview only	948	691	759	667	393	569	253	328	243	378	686	279	420	311	418	895	53	733	826	895
	45%	43%	46%	45%	48%	47%l	29%	43%l	48%l	69%efgh	47%k	28%	45%k	49%k	69%jklm	45%	45%	44%	46%	45%
Net: Freeview any	1015	745	813	725	426	614	278	368	271	409	738	306	464	341	453	960	55	794	887	960
	48%	47%	49%	49%	52%	51%l	31%	48%l	53%l	75%efgh	50%k	30%	49%k	54%k	75%jklm	48%	47%	48%	49%	48%
Net: Satellite any	1038	853	820	762	427	579	582	402	261	218	702	655	488	335	242	974	64	826	882	974
	49%	53%	50%	51%	52%	48%l	66%eghi	52%l	51%l	40%	48%n	65%jlmn	52%n	53%n	40%	49%	54%	50%	49%	49%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base

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Absolutes/col percents

Table 250

Q33a Which, if any, of these types of television/TV service does your household receive at the moment?
Base: All respondents

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**2102**	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Net: Satellite/Cable	**1385**	1172	1082	979	560	759	835	517	330	267	926	950	622	425	297	1297	88	1118	1162	1297
	66%	***73%bcd***	*66%*	*66%*	*68%*	***63%i***	***94%eghi***	***67%i***	***65%i***	*49%*	***63%n***	***94%ghlmn***	***66%n***	***67%n***	*49%*	*65%*	*74%*	*67%*	*64%*	*65%*

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base

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Absolutes/col percents

Table 250

Q33a Which, if any, of these types of television/TV service does your household receive at the moment?
Base: All respondents

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
Cable TV (through Virgin Media)	390	201	82	44	283	148	242	91	68	21	82	170	135	305	11	11	15	360	374	367
	19%	18%	18%	21%	18%	20%	18%	18%	22%	29%	20%	16%	21%	18%	2%	2%	2%	100%noprs	29%nop	31%nop
Satellite TV (Sky)	836	473	159	94	647	351	486	229	159	28	108	409	318	727	26	28	791	6	797	724
	40%	43%b	35%	44%	40%	48%d	36%	47%	52%	40%	27%	39%kj	48%jk	43%	5%	5%q	84%noqrs	2%	61%noq	62%noq
Satellite TV (Freesat)	228	138	37	29	180	81	147	59	24	9	46	109	74	182	29	30	176	13	189	54
	11%	13%	8%	14%	11%	11%	11%	12%	8%	12%	11%	10%	11%	11%	5%	5%	19%noqs	4%	15%noqs	5%
Satellite TV (Other)	54	24	7	16	36	24	30	15	6	4	11	23	20	43	4	4	41	7	49	26
	3%	2%	1%	7%abd	2%	3%	2%	3%	2%	5%	3%	2%	3%	3%	1%	1%	4%noq	2%	4%no	2%
Freeview (through a set-top box or digital television set) with ONLY free channels	948	471	207	73	764	301	647	188	137	34	182	495	267	762	549	551	266	87	353	293
	45%	43%	46%c	34%	47%c	41%	47%e	38%	45%	48%	46%	48%j	41%	45%	100%oprs	94%oprs	28%	24%	27%	25%
Freeview (through a set-top box or digital television set) with free channels PLUStop-up TV (where a subscription can be paid to access additional programmes)	112	78	14	14	83	54	58	43	19	8	21	41	49	90	23	58	29	18	47	77
	5%	7%b	3%	7%	5%	7%d	4%	9%	6%	12%	5%	4%	7%k	5%	4%	10%npqr	3%	5%	4%	7%npr
BT Vision or Talk Talk TV (or similar)	105	67	18	18	74	35	71	26	16	2	17	56	33	89	10	11	25	4	28	77
	5%	6%	4%	8%	5%	5%	5%	5%	5%	3%	4%	5%	5%	5%	2%	2%	3%	1%	2%	7%nopqr
YouView	74	44	7	11	56	30	43	20	15	3	13	38	23	60	3	4	20	3	23	16
	3%	4%	1%	5%b	3%	4%	3%	4%	5%	5%	3%	4%	3%	4%	1%	1%	2%	1%	2%	1%
Access TV content on-line via the internet (using a tablet, laptop etc.)	337	227	40	19	301	93	243	65	40	13	81	156	98	254	78	81	129	42	171	151
	16%	21%bc	9%	9%	19%bc	13%	18%e	13%	13%	18%	20%	15%	15%	15%	14%	14%	14%	12%	13%	13%
No TV set in household and do not access TV content via the internet	47	26	11	11	30	7	39	7	-	-	16	16	14	31	-	-	-	-	-	-
	2%	2%	2%	5%d	2%	1%	3%e	1%	-	-	4%k	2%	2%	2%	-	-	-	-	-	-
Net: Pay TV	1873	960	410	185	1437	669	1204	437	288	68	327	948	589	1538	549	553	855	360	1215	1140
	89%	88%	91%	87%	89%	91%	88%	89%	94%	96%	82%	91%j	90%j	91%j	100%oprs	95%	91%	100%oprs	94%	97%opr
Net: Freeview only	948	471	207	73	764	301	647	188	137	34	182	495	267	762	549	551	266	87	353	293
	45%	43%	46%c	34%	47%c	41%	47%e	38%	45%	48%	46%	48%j	41%	45%	100%oprs	94%oprs	28%	24%	27%	25%
Net: Freeview any	1015	517	213	81	810	327	688	208	142	38	195	521	294	815	549	584	288	93	381	349
	48%	47%	47%	38%	50%c	44%	50%	42%	47%	54%	49%	50%	45%	48%	100%oprs	100%oprs	31%	26%	29%	30%
Net: Satellite any	1038	584	194	128	800	422	616	280	182	34	156	513	367	880	57	60	937	21	958	748
	49%	53%b	43%	60%bd	50%	57%d	45%	57%	60%	47%	39%	49%j	56%j	52%j	10%	10%	100%noqrs	6%	74%noqs	64%noq

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 250

Q33a Which, if any, of these types of television/TV service does your household receive at the moment?
Base: All respondents

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	**2102**	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Net: Satellite/Cable	**1385**	754	271	158	1054	551	833	359	243	52	228	668	484	1152	63	66	937	360	1297	1086
	66%	69%b	*60%*	74%bd	*65%*	75%	*61%*	*73%*	*80%*	*74%*	*57%*	*64%*	74%jk	68%	*11%*	*11%*	100%nos	100%nos	100%nos	93%no

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 250

Q33a Which, if any, of these types of television/TV service does your household receive at the moment?
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**2102**	328	1662	112	258	70	270	58	67	852	360
Base	**2102**	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	**1150**	221	878	70	170	53	180	42	47	483	196
Cable TV (through Virgin Media)	**390**	63	313	13	49	15	52	11	18	141	83
	19%	*21%*	*19%*	*12%*	*20%*	*25%*	*20%*	*23%*	*27%*	*16%*	23%h
Satellite TV (Sky)	**836**	133	667	37	116	17	118	14	28	390	115
	40%	*44%*	*39%*	*35%*	47%e	*28%*	46%g	*30%*	*43%*	45%i	*33%*
Satellite TV (Freesat)	**228**	39	180	10	31	8	32	7	10	90	49
	11%	*13%*	*11%*	*9%*	*13%*	*14%*	*12%*	*14%*	*16%*	*11%*	*14%*
Satellite TV (Other)	**54**	20	29	4	18	2	18	2	10	23	9
	3%	7%b	*2%*	*4%*	*7%*	*4%*	*7%*	*5%*	*16%*	*3%*	*3%*
Freeview (through a set-top box or digital television set) with ONLY free channels	**948**	109	790	49	92	17	96	12	23	389	161
	45%	*36%*	47%a	*47%*	*38%*	*29%*	*38%*	*26%*	*35%*	*45%*	*46%*
Freeview (through a set-top box or digital television set) with free channels PLUStop-up TV (where a subscription can be paid to access additional programmes)	**112**	26	77	9	20	6	20	6	8	54	15
	5%	8%b	*5%*	*8%*	*8%*	*10%*	*8%*	*12%*	*12%*	*6%*	*4%*
BT Vision or Talk Talk TV (or similar)	**105**	27	77	2	19	8	20	7	6	47	21
	5%	9%bc	*5%*	*2%*	*8%*	*13%*	*8%*	*14%*	*9%*	*6%*	*6%*
YouView	**74**	13	55	6	12	1	13	-	4	26	13
	3%	*4%*	*3%*	*5%*	*5%*	*1%*	*5%*	-	*6%*	*3%*	*4%*
Access TV content on-line via the internet (using a tablet, laptop etc.)	**337**	46	276	15	40	5	44	1	15	113	75
	16%	*15%*	*16%*	*14%*	*17%*	*9%*	17%g	*3%*	*23%*	*13%*	21%h
No TV set in household and do not access TV content via the internet	**47**	11	34	2	7	4	9	1	2	13	10
	2%	*4%*	*2%*	*2%*	*3%*	*6%*	*4%*	*2%*	*3%*	*1%*	*3%*
Net: Pay TV	**1873**	262	1519	92	213	49	222	40	52	772	310
	89%	*86%*	*90%*	*87%*	*87%*	*83%*	*87%*	*83%*	*80%*	*90%*	*88%*
Net: Freeview only	**948**	109	790	49	92	17	96	12	23	389	161
	45%	*36%*	47%a	*47%*	*38%*	*29%*	*38%*	*26%*	*35%*	*45%*	*46%*
Net: Freeview any	**1015**	127	832	55	104	23	109	18	27	414	172
	48%	*42%*	*49%*	*52%*	*43%*	*39%*	*43%*	*37%*	*41%*	*48%*	*49%*
Net: Satellite any	**1038**	170	819	49	144	25	148	22	39	467	155
	49%	56%b	*48%*	*46%*	59%e	*43%*	*58%*	*45%*	*60%*	55%i	*44%*
Net: Satellite/Cable	**1385**	213	1110	61	175	38	182	32	48	588	229
	66%	*70%*	*66%*	*58%*	*72%*	*64%*	*71%*	*66%*	*74%*	*69%*	*65%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base

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Absolutes/col percents

Table 251
Q33a/b Main types of TV
Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**2102**	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	**2102**	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	**1150**	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
Cable TV (through Virgin Media)	**360**	203	156	65	62	70	78	51	33	127	149	84	69	80	35	20	58	69	16	13	84	133	59	83	217	142
	17%	***19%b***	*15%*	*16%*	*14%*	*17%*	*20%*	*22%*	*16%*	*15%*	*18%*	*19%*	*19%*	*19%*	*26%*	*15%*	*12%*	*17%*	*16%*	*16%*	*16%*	*18%*	*16%*	*18%*	*17%*	*17%*
Satellite TV (Sky)	**785**	400	385	144	171	153	170	84	62	315	323	146	133	179	50	38	182	144	35	24	210	276	138	161	486	299
	37%	*38%*	*37%*	*36%*	*39%*	*36%*	***43%h***	*37%*	*29%*	*38%*	***39%h***	*33%*	*36%*	***43%o***	*38%*	*29%*	*39%*	*36%*	*35%*	*30%*	*40%*	*37%*	*36%*	*35%*	*39%*	*36%*
Satellite TV (Freesat)	**132**	64	69	16	27	31	25	16	17	43	56	33	15	27	8	14	29	29	8	3	37	46	19	30	83	49
	6%	*6%*	*7%*	*4%*	*6%*	*7%*	*6%*	*7%*	*8%*	*5%*	*7%*	*7%*	*4%*	*6%*	*6%*	***11%l***	*6%*	*7%*	*8%*	*3%*	*7%*	*6%*	*5%*	*7%*	*7%*	*6%*
Satellite TV (Other)	**20**	6	15	6	3	*	2	6	3	9	2	9	5	*	1	-	4	2	6	3	4	2	7	7	6	14
	1%	*1%*	*1%*	*1%*	*1%*	*	*	***3%ej***	*1%*	*1%*	*	***2%ej***	*1%*	*	*1%*	-	*1%*	*	***6%pq***	*4%*	*1%*	*	***2%ux***	*2%*	*	***2%ux***
Freeview (through a set-top box or digital television set) with ONLY free channels	**549**	249	300	96	115	118	85	59	75	211	203	135	88	88	30	42	123	115	29	34	138	172	117	122	310	239
	26%	*24%*	*29%*	*24%*	*26%*	*28%*	*21%*	*26%*	***36%cfij***	*25%*	*25%*	***31%i***	*24%*	*21%*	*23%*	*32%*	*26%*	*29%*	*29%*	***42%p***	*26%*	*23%*	*31%*	*27%*	*25%*	*28%*
Freeview (through a set-top box or digital television set) with free channels PLUStop-up TV (where a subscription can be paid to access additional programmes)	**36**	17	18	14	12	2	5	2	1	26	7	3	13	3	1	*	13	4	1	1	6	17	7	5	24	12
	2%	*2%*	*2%*	***3%ejk***	***3%j***	*1%*	*1%*	*1%*	*	***3%ejk***	*1%*	*1%*	***3%m***	*1%*	*1%*	*	*3%*	*1%*	*1%*	*1%*	*1%*	*2%*	*2%*	*1%*	*2%*	*1%*
BT Vision or Talk Talk TV (or similar)	**60**	33	27	9	10	13	13	5	11	18	26	16	11	11	1	10	7	15	4	1	13	22	12	13	34	25
	3%	*3%*	*3%*	*2%*	*2%*	*3%*	*3%*	*2%*	*5%*	*2%*	*3%*	*4%*	*3%*	*3%*	*1%*	*7%*	*2%*	*4%*	*4%*	*1%*	*2%*	*3%*	*3%*	*3%*	*3%*	*3%*
YouView	**41**	17	24	11	6	8	8	3	6	17	15	9	4	7	1	5	13	8	2	1	10	9	10	12	19	22
	2%	*2%*	*2%*	*3%*	*1%*	*2%*	*2%*	*1%*	*3%*	*2%*	*2%*	*2%*	*1%*	*2%*	*	*4%*	*3%*	*2%*	*2%*	*1%*	*2%*	*1%*	*3%*	*3%*	*2%*	*3%*
Access TV content on-line via the internet (using a tablet, laptop etc.)	**73**	40	33	23	22	14	12	1	1	45	26	2	19	20	1	*	27	6	-	1	19	35	7	12	54	19
	3%	*4%*	*3%*	***6%ghk***	***5%ghk***	***3%k***	***3%k***	*	*1%*	***5%ghk***	***3%k***	*	*5%*	*5%*	*1%*	*	***6%q***	*1%*	-	*1%*	*4%*	***5%q***	*2%*	*3%*	*4%*	*2%*
No TV set in household and do not access TV content via the internet	**47**	22	24	15	13	11	2	4	2	28	13	5	12	5	4	2	16	8	-	-	1	26	5	14	28	19
	2%	*2%*	*2%*	***4%l***	*3%*	*3%*	*1%*	*2%*	*1%*	***3%l***	*2%*	*1%*	*3%*	*1%*	*3%*	*1%*	*3%*	*2%*	-	-	*	***4%l***	*1%*	***3%l***	***2%l***	***2%l***
Net: Pay TV	**1171**	622	549	204	244	221	261	136	105	448	482	241	213	256	85	68	235	226	50	37	301	431	198	241	732	439
	56%	***59%b***	*52%*	*51%*	*55%*	*53%*	***65%cdehik***	*59%*	*50%*	*53%*	***59%c***	*55%*	*58%*	*61%*	*65%*	*52%*	*50%*	*57%*	*50%*	*47%*	*58%*	*58%*	*52%*	*52%*	*58%*	*52%*
Net: Freeview only	**549**	249	300	96	115	118	85	59	75	211	203	135	88	88	30	42	123	115	29	34	138	172	117	122	310	239
	26%	*24%*	*29%*	*24%*	*26%*	*28%*	*21%*	*26%*	***36%cfij***	*25%*	*25%*	***31%i***	*24%*	*21%*	*23%*	*32%*	*26%*	*29%*	*29%*	***42%p***	*26%*	*23%*	*31%*	*27%*	*25%*	*28%*
Net: Freeview any	**584**	266	318	110	127	120	89	61	76	237	210	138	101	91	32	42	136	119	30	34	144	189	124	127	333	251
	28%	*25%*	*30%*	*28%*	*29%*	*29%*	*22%*	*26%*	***36%ij***	*28%*	*26%*	*31%*	*27%*	*22%*	*24%*	*32%*	*29%*	*30%*	*29%*	*43%*	*28%*	*26%*	*33%*	*28%*	*26%*	*30%*
Net: Satellite any	**937**	469	468	166	202	185	196	107	81	368	381	188	153	206	58	52	215	175	49	29	252	323	164	198	575	362
	45%	*45%*	*45%*	*42%*	*46%*	*44%*	*49%*	*46%*	*39%*	*44%*	*46%*	*43%*	*41%*	*49%*	*45%*	*40%*	*46%*	*44%*	*48%*	*37%*	*48%*	*44%*	*43%*	*43%*	*46%*	*43%*
Net: Satellite/Cable	**1297**	673	624	231	263	255	275	158	114	495	530	272	221	286	93	72	274	243	65	42	336	457	223	281	793	504
	62%	*64%*	*59%*	*58%*	*60%*	*61%*	***69%chi***	***68%ih***	*54%*	*59%*	***65%h***	*62%*	*60%*	***68%o***	*71%*	*55%*	*58%*	*61%*	*65%*	*53%*	*64%*	*62%*	*59%*	*61%*	*63%*	*60%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 251
Q33a/b Main types of TV
Base: All respondents

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	2102	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	1150	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
Cable TV (through Virgin Media)	360	215	142	233	112	9	17	48	25	28	31	37	38	47	38	309	22	5	23	89	59	161
	17%	17%	17%	18%	14%	28%	20%	23%	15%	17%	16%	16%	14%	17%	23%	18%	18%	12%	12%	20%	17%	17%
Satellite TV (Sky)	785	524	260	496	272	12	29	69	60	66	77	82	78	105	54	620	52	25	87	159	143	318
	37%	41%b	32%	39%	35%	40%	35%	33%	36%	39%	41%l	36%	29%	39%	32%	35%	42%	59%o	47%	35%	40%	34%
Satellite TV (Freesat)	132	77	55	86	41	3	3	8	11	12	8	10	26	18	12	109	6	1	18	23	20	66
	6%	6%	7%	7%	5%	9%	4%	4%	7%	7%	4%	4%	9%	7%	7%	6%	4%	1%	9%	5%	6%	7%
Satellite TV (Other)	20	5	15	13	7	-	-	1	1	1	1	5	7	3	2	20	-	-	-	2	1	17
	1%	*	2%a	1%	1%	-	-	*	*	*	*	2%	3%	1%	1%	1%	-	-	-	*	*	2%
Freeview (through a set-top box or digital television set) with ONLY free channels	549	314	231	330	203	4	17	58	50	41	48	73	86	64	38	475	28	9	37	126	89	260
	26%	25%	28%	26%	26%	13%	20%	28%	30%	24%	26%	32%	32%	24%	23%	27%	23%	22%	20%	27%	25%	28%
Freeview (through a set-top box or digital television set) with free channels PLUStop-up TV (where a subscription can be paid to access additional programmes)	36	22	14	19	14	1	3	5	6	3	4	1	5	5	2	33	1	-	1	14	6	13
	2%	2%	2%	2%	2%	5%	3%	3%	4%	2%	2%	*	2%	2%	1%	2%	1%	-	1%	3%	2%	1%
BT Vision or Talk Talk TV (or similar)	60	31	29	34	24	1	5	5	2	2	5	3	12	12	4	49	5	2	3	12	7	31
	3%	2%	3%	3%	3%	4%	7%	2%	1%	1%	3%	1%	4%	4%	2%	3%	4%	5%	2%	3%	2%	3%
YouView	41	15	26	24	17	-	2	4	5	2	1	5	9	5	4	36	1	-	4	10	3	23
	2%	1%	3%a	2%	2%	-	2%	2%	3%	1%	1%	2%	3%	2%	3%	2%	1%	-	2%	2%	1%	2%
Access TV content on-line via the internet (using a tablet, laptop etc.)	73	47	26	22	50	-	3	5	5	6	9	10	5	10	6	57	4	-	12	12	15	30
	3%	4%	3%	2%	7%c	-	3%	2%	3%	4%	5%	4%	2%	4%	3%	3%	3%	-	6%	3%	4%	3%
No TV set in household and do not access TV content via the internet	47	24	22	12	34	-	4	5	2	6	4	4	6	3	5	40	5	-	1	11	10	18
	2%	2%	3%	1%	4%c	-	5%	2%	1%	4%	2%	2%	2%	1%	3%	2%	4%	-	1%	3%	3%	2%
Net: Pay TV	1171	759	410	744	397	22	52	114	87	88	112	121	132	157	91	956	79	30	106	254	201	501
	56%	60%b	50%	59%d	51%	73%	63%	55%	52%	53%	60%	53%	49%	58%	55%	55%	63%	73%o	57%	55%	57%	54%
Net: Freeview only	549	314	231	330	203	4	17	58	50	41	48	73	86	64	38	475	28	9	37	126	89	260
	26%	25%	28%	26%	26%	13%	20%	28%	30%	24%	26%	32%	32%	24%	23%	27%	23%	22%	20%	27%	25%	28%
Net: Freeview any	584	336	245	349	218	6	20	64	56	43	52	73	90	69	41	508	30	9	38	140	95	273
	28%	26%	30%	27%	28%	18%	24%	31%	34%	26%	28%	32%	33%	25%	25%	29%	24%	22%	20%	30%	27%	29%
Net: Satellite any	937	606	330	596	319	15	33	79	72	79	86	97	111	125	68	749	58	25	105	183	165	401
	45%	48%b	40%	47%	41%	50%	39%	38%	43%	47%	46%	42%	41%	46%	41%	43%	46%	61%o	56%o	40%	47%	43%
Net: Satellite/Cable	1297	822	472	829	431	24	49	126	97	107	117	134	149	172	106	1058	80	30	128	273	224	562
	62%	64%b	58%	65%d	56%	78%	59%	61%	58%	64%	62%	58%	55%	64%	64%	61%	64%	72%	69%	60%	63%	60%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 251
Q33a/b Main types of TV
Base: All respondents

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	2102	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	2102	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	1150	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
Cable TV (through Virgin Media)	360	331	271	230	144	189	268	126	76	52	233	309	147	96	59	336	24	306	292	336
	17%	21%bc	16%	15%	17%	16%l	30%eghi	16%l	15%l	10%	16%n	31%jlmn	16%n	15%n	10%	17%	20%	18%	16%	17%
Satellite TV (Sky)	785	656	614	579	331	422	526	304	203	99	518	598	375	256	108	741	44	638	661	741
	37%	41%	37%	39%	40%	35%l	59%eghi	39%l	40%l	18%	35%n	59%jlmn	40%n	40%n	18%	37%	37%	38%	37%	37%
Satellite TV (Freesat)	132	102	109	93	52	80	9	42	26	73	103	9	51	41	82	119	14	89	111	119
	6%	6%	7%	6%	6%	7%l	1%	5%l	5%l	13%efgh	7%k	1%	5%k	6%k	14%jklm	6%	11%	5%	6%	6%
Satellite TV (Other)	20	19	18	10	10	10	4	4	3	7	10	4	4	3	10	18	2	12	18	18
	1%	1%	1%	1%	1%	1%	*	*	1%	1%	1%	*	*	*	2%kl	1%	2%	1%	1%	1%
Freeview (through a set-top box or digital television set) with ONLY free channels	549	350	421	376	191	330	25	172	117	236	398	29	226	143	262	519	30	391	489	519
	26%	22%	26%	25%	23%	27%l	3%	22%l	23%l	43%efgh	27%k	3%	24%k	23%k	43%jklm	26%	25%	24%	27%	26%
Freeview (through a set-top box or digital television set) with free channels PLUStop-up TV (where a subscription can be paid to access additional programmes)	36	27	27	32	19	24	7	22	15	18	27	7	23	16	19	35	*	33	34	35
	2%	2%	2%	2%	2%	2%	1%	3%l	3%l	3%l	2%	1%	2%k	3%k	3%k	2%	*	2%	2%	2%
BT Vision or Talk Talk TV (or similar)	60	48	49	44	17	39	29	27	19	22	45	33	31	21	22	58	2	49	51	58
	3%	3%	3%	3%	2%	3%	3%	4%	4%	4%	3%	3%	3%	3%	4%	3%	1%	3%	3%	3%
YouView	41	37	33	29	17	22	8	18	10	28	31	8	20	12	29	38	3	38	30	38
	2%	2%	2%	2%	2%	2%	1%	2%	2%	5%efgh	2%k	1%	2%	2%	5%jklm	2%	3%	2%	2%	2%
Access TV content on-line via the internet (using a tablet, laptop etc.)	73	24	65	60	28	61	6	37	33	13	65	7	43	36	16	73	-	69	72	73
	3%	2%	4%a	4%a	3%a	5%fi	1%	5%l	6%li	2%l	4%k	1%	5%k	6%kn	3%k	4%	-	4%	4%	4%
No TV set in household and do not access TV content via the internet	47	4	42	39	15	34	3	21	10	-	41	3	22	11	-	47	-	35	46	47
	2%	*	3%a	3%a	2%a	3%fi	*	3%li	2%li	-	3%kn	*	2%kn	2%kn	-	2%	-	2%	3%	2%
Net: Pay TV	1171	1016	911	843	489	633	795	456	292	184	779	908	549	367	202	1105	66	969	982	1105
	56%	64%bc	55%	57%	59%	52%l	90%eghi	59%el	57%l	34%	53%n	90%jlmn	58%jn	58%n	33%	56%	56%	58%	54%	56%
Net: Freeview only	549	350	421	376	191	330	25	172	117	236	398	29	226	143	262	519	30	391	489	519
	26%	22%	26%	25%	23%	27%l	3%	22%l	23%l	43%efgh	27%k	3%	24%k	23%k	43%jklm	26%	25%	24%	27%	26%
Net: Freeview any	584	377	448	408	210	354	32	194	132	254	425	37	249	160	281	555	30	424	524	555
	28%	24%	27%	27%	25%	29%l	4%	25%l	26%l	46%efgh	29%k	4%	26%k	25%k	46%jklm	28%	25%	26%	29%	28%
Net: Satellite any	937	777	741	681	394	512	539	349	232	180	630	611	430	300	200	878	60	738	790	878
	45%	49%	45%	46%	48%	42%l	61%eghi	45%l	45%l	33%	43%n	61%jlmn	46%n	47%n	33%	44%	51%	45%	44%	44%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base

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Absolutes/col percents

Table 251
Q33a/b Main types of TV
Base: All respondents

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Base	**2102**	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Net: Satellite/Cable	**1297**	1107	1012	912	537	701	807	475	308	232	863	920	577	396	259	1213	83	1045	1082	1213
	62%	69%bc	*61%*	*61%*	*65%*	58%i	91%eghi	62%i	60%i	*42%*	59%n	91%ghmn	61%n	62%n	*43%*	*61%*	*71%*	*63%*	*60%*	*61%*

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 251
Q33a/b Main types of TV
Base: All respondents

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
Cable TV (through Virgin Media)	360	183	74	39	260	140	220	85	64	20	75	158	125	282	-	-	-	360	360	360
	17%	17%	17%	18%	16%	19%	16%	17%	21%	28%	19%	15%	19%	17%	-	-	-	100%noprs	28%nop	31%nop
Satellite TV (Sky)	785	444	151	83	610	334	451	218	150	26	99	394	290	685	-	-	785	-	785	712
	37%	41%	34%	39%	38%	45%l	33%	44%	49%	37%	25%	38%j	44%j	40%j	-	-	84%noqrs	-	61%noq	61%noq
Satellite TV (Freesat)	132	77	22	13	106	48	84	37	14	3	34	67	32	99	-	-	132	-	132	-
	6%	7%	5%	6%	7%	7%	6%	7%	4%	5%	8%	6%	5%	6%	-	-	14%noqrs	-	10%noqs	-
Satellite TV (Other)	20	6	3	8	12	5	15	4	2	-	8	7	5	12	-	-	20	-	20	5
	1%	1%	1%	4%abd	1%	1%	1%	1%	*	-	2%	1%	1%	1%	-	-	2%nos	-	2%nos	*
Freeview (through a set-top box or digital television set) with ONLY free channels	549	239	156	36	435	146	403	97	57	18	116	298	132	430	549	549	-	-	-	-
	26%	22%	35%acd	17%	27%ac	20%	30%e	20%	19%	26%	29%kl	29%kl	20%	25%	100%opqrs	94%pqrs	-	-	-	-
Freeview (through a set-top box or digital television set) with free channels PLUStop-up TV (where a subscription can be paid to access additional programmes)	36	23	5	3	24	15	21	13	1	1	5	14	17	31	-	36	-	-	-	36
	2%	2%	1%	1%	2%	2%	2%	3%	*	1%	1%	1%	3%	2%	-	6%npqrs	-	-	-	3%npqr
BT Vision or Talk Talk TV (or similar)	60	34	11	10	41	17	42	14	9	-	10	35	14	49	-	-	-	-	-	60
	3%	3%	2%	5%	3%	2%	3%	3%	3%	-	3%	3%	2%	3%	-	-	-	-	-	5%nopqr
YouView	41	18	4	7	32	16	25	8	9	3	8	21	12	33	-	-	-	-	-	-
	2%	2%	1%	3%	2%	2%	2%	2%	3%	4%	2%	2%	2%	2%	-	-	-	-	-	-
Access TV content on-line via the internet (using a tablet, laptop etc.)	73	46	14	4	65	8	66	8	1	-	29	29	15	43	-	-	-	-	-	-
	3%	4%	3%	2%	4%	1%	5%e	2%	*	-	7%klm	3%	2%	3%	-	-	-	-	-	-
No TV set in household and do not access TV content via the internet	47	26	11	11	30	7	39	7	-	-	16	16	14	31	-	-	-	-	-	-
	2%	2%	2%	5%d	2%	1%	3%e	1%	-	-	4%k	2%	2%	2%	-	-	-	-	-	-
Net: Pay TV	1171	663	217	119	896	489	682	315	220	46	178	571	420	990	-	36	717	360	1076	1171
	56%	60%bd	48%	56%	55%	66%d	50%	64%	72%	65%	45%	55%j	64%jk	58%j	-	6%n	76%no	100%nopr	83%nop	100%nopr
Net: Freeview only	549	239	156	36	435	146	403	97	57	18	116	298	132	430	549	549	-	-	-	-
	26%	22%	35%acd	17%	27%ac	20%	30%e	20%	19%	26%	29%kl	29%kl	20%	25%	100%opqrs	94%pqrs	-	-	-	-
Net: Freeview any	584	262	161	39	459	161	424	110	58	19	121	312	149	461	549	584	-	-	-	36
	28%	24%	36%acd	18%	28%ac	22%	31%e	22%	19%	27%	30%	30%j	23%	27%	100%opqrs	100%pqrs	-	-	-	3%pqr
Net: Satellite any	937	527	176	104	728	387	551	259	165	29	141	468	327	795	-	-	937	-	937	717
	45%	48%b	39%	49%	45%	53%d	40%	53%	54%	41%	35%	45%j	50%kl	47%j	-	-	100%noqrs	-	72%noqs	61%noq

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
** very small base (under 30) ineligible for sig testing

Prepared by BDRC Continental

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 251
Q33a/b Main types of TV
Base: All respondents

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Base	**2102**	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Net: Satellite/Cable	**1297**	709	250	144	988	527	770	344	229	49	216	625	452	1078	-	-	937	360	1297	1076
	62%	65%b	*56%*	67%b	*61%*	72%i	*56%*	*70%*	*75%*	*69%*	*54%*	*60%*	69%jk	64%	-	-	100%nos	100%nos	100%nos	92%no

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 251
Q33a/b Main types of TV
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	2102	328	1662	112	258	70	270	58	67	852	360
Base	2102	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	1150	221	878	70	170	53	180	42	47	483	196
Cable TV (through Virgin Media)	360	54	294	12	39	15	43	11	15	128	75
	17%	18%	17%	11%	16%	25%	17%	23%	22%	15%	21%
Satellite TV (Sky)	785	112	636	36	96	16	98	14	22	367	102
	37%	37%	38%	34%	39%	28%	39%	29%	34%	43%d	29%
Satellite TV (Freesat)	132	17	108	6	14	4	14	3	5	51	28
	6%	6%	6%	6%	6%	6%	6%	6%	7%	6%	8%
Satellite TV (Other)	20	8	10	2	7	1	7	1	4	7	6
	1%	3%b	1%	2%	3%	1%	3%	2%	6%	1%	2%
Freeview (through a set-top box or digital television set) with ONLY free channels	549	53	462	34	45	7	46	7	9	215	96
	26%	17%	27%a	32%a	19%	12%	18%	14%	14%	25%	27%
Freeview (through a set-top box or digital television set) with free channels PLUStop-up TV (where a subscription can be paid to access additional programmes)	36	11	23	2	6	5	6	5	1	15	3
	2%	4%b	1%	2%	2%	9%d	2%	11%f	1%	2%	1%
BT Vision or Talk Talk TV (or similar)	60	13	45	2	6	7	7	6	-	30	9
	3%	4%	3%	2%	2%	11%d	3%	12%f	-	3%	3%
YouView	41	4	34	2	4	-	4	-	-	9	9
	2%	1%	2%	2%	2%	-	2%	-	-	1%	3%
Access TV content on-line via the internet (using a tablet, laptop etc.)	73	20	46	7	19	1	20	1	8	23	14
	3%	7%b	3%	7%	8%	2%	8%	1%	12%	3%	4%
No TV set in household and do not access TV content via the internet	47	11	34	2	7	4	9	1	2	13	10
	2%	4%	2%	2%	3%	6%	4%	2%	3%	1%	3%
Net: Pay TV	1171	179	949	43	140	39	146	33	36	520	177
	56%	59%c	56%c	41%	57%	67%	57%	68%	55%	61%d	50%
Net: Freeview only	549	53	462	34	45	7	46	7	9	215	96
	26%	17%	27%a	32%a	19%	12%	18%	14%	14%	25%	27%
Net: Freeview any	584	64	484	36	51	13	52	12	10	230	99
	28%	21%	29%a	34%a	21%	21%	20%	25%	15%	27%	28%
Net: Satellite any	937	138	755	44	117	21	120	18	31	425	136
	45%	45%	45%	42%	48%	35%	47%	37%	47%	50%d	39%
Net: Satellite/Cable	1297	192	1049	56	156	35	163	29	45	553	211
	62%	63%	62%	53%	64%	60%	64%	59%	69%	65%	60%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base

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Absolutes/col percents

Table 252

Q33c Do you use your satellite television service to receive subscription channels or free-to-air services only?
IF NECESSARY - Do you pay a monthly subscription fee on top of what you paid to have the satellite dish installed?
Base: All with satellite TV

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**1004**	483	521	207	241	192	155	114	95	448	347	209	186	170	64	63	262	177	50	32	294	341	176	193	635	369
Base	**1038**	527	511	207	218	198	202*	117*	96*	425	400	213*	179	216*	67**	65*	246	184*	50**	31**	272	351	189*	226	624	414
Effective Base	**530**	253	279	159	128	105	73	49	51	282	172	98	135	85	25	32	150	89	25	19	179	166	96	100	336	196
Receive subscription channels (pay a monthly subscription fee)	**765**	397	367	143	169	141	170	79	63	312	311	142	140	168	50	40	172	143	30	23	211	270	130	153	482	283
	74%	*75%*	*72%*	*69%*	*77%*	*71%*	**84%cghk**	*68%*	*66%*	*73%*	*78%*	*67%*	*78%*	*78%*	*74%*	*62%*	*70%*	*78%*	*60%*	*75%*	**78%y**	*77%*	*69%*	*68%*	**77%y**	*68%*
Free to air services (no monthly subscription fee)	**220**	104	116	39	42	43	32	31	33	81	75	63	30	36	13	25	51	39	18	8	51	60	47	61	111	109
	21%	*20%*	*23%*	*19%*	*19%*	*22%*	*16%*	*26%*	**34%cdfij**	*19%*	*19%*	**30%cfij**	*17%*	*17%*	*19%*	**38%lm**	*21%*	*21%*	*36%*	*25%*	*19%*	*17%*	*25%*	**27%ux**	*18%*	**26%ux**
Don't Know	**53**	26	28	25	7	14	1	7	-	32	14	7	9	13	4	-	24	2	2	-	10	21	11	11	31	22
	5%	*5%*	*5%*	**12%dfhjk**	*3%*	**7%f**	*	*6%*	-	**8%fh**	*4%*	*3%*	*5%*	*6%*	*7%*	-	**10%q**	*1%*	*5%*	-	*4%*	*6%*	*6%*	*5%*	*5%*	*5%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 252

Q33c Do you use your satellite television service to receive subscription channels or free-to-air services only?
IF NECESSARY - Do you pay a monthly subscription fee on top of what you paid to have the satellite dish installed?
Base: All with satellite TV

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**1004**	628	372	645	329	16	48	96	98	81	99	57	87	145	113	824	68	33	79	242	180	402
Base	**1038**	663	371	658	351	18**	37*	92*	84*	99*	94*	101*	117*	142*	74*	838	60*	29**	111*	213	193*	433
Effective Base	**530**	329	198	339	173	9	36	60	55	40	60	33	47	91	79	443	38	17	41	147	95	210
Receive subscription channels (pay a monthly subscription fee)	**765**	521	241	486	263	14	30	63	58	62	79	82	80	103	51	608	54	23	80	151	141	317
	74%	79%b	*65%*	*74%*	*75%*	*76%*	*81%*	*69%*	*69%*	*62%*	84%n	*82%*	*69%*	*73%*	*69%*	*73%*	90%o	*81%*	*71%*	*71%*	*73%*	*73%*
Free to air services (no monthly subscription fee)	**220**	114	105	143	72	2	6	22	19	25	13	14	35	35	18	187	5	4	24	47	38	102
	21%	*17%*	28%d	*22%*	*20%*	*12%*	*15%*	*24%*	*23%*	*25%*	*14%*	*14%*	*30%*	*24%*	*24%*	*22%*	*9%*	*15%*	*21%*	*22%*	*20%*	*23%*
Don't Know	**53**	28	25	29	16	2	1	7	7	12	2	4	1	4	5	44	1	1	8	15	14	14
	5%	*4%*	*7%*	*4%*	*5%*	*11%*	*3%*	*7%*	*9%*	13%lm	*2%*	*4%*	*1%*	*3%*	*7%*	*5%*	*1%*	*4%*	*7%*	*7%*	*7%*	*3%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 252

Q33c Do you use your satellite television service to receive subscription channels or free-to-air services only?
IF NECESSARY - Do you pay a monthly subscription fee on top of what you paid to have the satellite dish installed?
Base: All with satellite TV

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**1004**	837	805	749	445	600	589	406	314	232	727	650	495	382	259	966	38	892	882	966
Base	**1038**	853	820	762	427	579	582	402	261	218	702	655	488	335	242	974	64**	826	882	974
Effective Base	**530**	444	424	401	263	323	352	219	258	136	394	352	269	241	154	524	18	560	473	524
Receive subscription channels (pay a monthly subscription fee)	**765**	649	602	581	329	414	523	317	198	108	512	592	387	252	118	724	41	627	649	724
	74%	*76%*	*73%*	*76%*	*77%*	*72%i*	*90%eghi*	*79%i*	*76%i*	*49%*	*73%n*	*90%ijmn*	*79%n*	*75%n*	*49%*	*74%*	*64%*	*76%*	*74%*	*74%*
Free to air services (no monthly subscription fee)	**220**	166	181	143	83	135	31	67	43	102	159	33	80	63	115	198	22	155	182	198
	21%	*19%*	*22%*	*19%*	*19%*	*23%h*	*5%*	*17%f*	*17%f*	*47%efgh*	*23%k*	*5%*	*16%k*	*19%k*	*48%ijklm*	*20%*	*35%*	*19%*	*21%*	*20%*
Don't Know	**53**	38	37	38	16	30	28	18	20	9	32	30	21	21	9	53	1	45	50	53
	5%	*4%*	*5%*	*5%*	*4%*	*5%*	*5%*	*5%*	*8%*	*4%*	*4%*	*5%*	*4%*	*6%*	*4%*	*5%*	*1%*	*5%*	*6%*	*5%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 252

Q33c Do you use your satellite television service to receive subscription channels or free-to-air services only?
IF NECESSARY - Do you pay a monthly subscription fee on top of what you paid to have the satellite dish installed?
Base: All with satellite TV

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	1004	611	164	126	776	346	658	239	150	30	122	540	339	879	46	49	905	25	930	736
Base	1038	584	194*	128*	800	422	616	280	182*	34**	156*	513	367	880	57**	60*	937	21**	958	748
Effective Base	530	382	72	81	400	179	365	133	74	24	68	279	183	462	29	31	467	22	483	387
Receive subscription channels (pay a monthly subscription fee)	765	460	129	78	601	334	430	217	152	25	96	383	285	668	9	10	730	15	745	739
	74%	*79%bc*	*66%*	*61%*	*75%c*	*79%d*	*70%*	*77%*	*83%*	*75%*	*62%*	*75%j*	*78%j*	*76%j*	*15%*	*17%*	*78%o*	*73%*	*78%o*	*99%opr*
Free to air services (no monthly subscription fee)	220	107	39	29	175	70	150	51	20	7	54	108	56	165	40	41	166	4	171	7
	21%	*18%*	*20%*	*22%*	*22%*	*17%*	*24%e*	*18%*	*11%*	*20%*	*35%klm*	*21%*	*15%*	*19%*	*70%*	*69%prs*	*18%o*	*21%*	*18%o*	*1%*
Don't Know	53	17	26	21	24	18	36	12	10	2	6	21	26	47	9	9	41	1	42	1
	5%	*3%*	*14%ad*	*16%ad*	*3%*	*4%*	*6%*	*4%*	*5%*	*5%*	*4%*	*4%*	*7%*	*5%*	*15%*	*14%prs*	*4%o*	*7%*	*4%o*	*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 252

Q33c Do you use your satellite television service to receive subscription channels or free-to-air services only?
IF NECESSARY - Do you pay a monthly subscription fee on top of what you paid to have the satellite dish installed?
Base: All with satellite TV

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**1004**	187	761	56	153	34	158	29	44	444	163
Base	**1038**	170	819	49*	144	25**	148	22**	39*	467	155
Effective Base	**530**	129	387	32	103	29	107	25	38	238	104
Receive subscription channels (pay a monthly subscription fee)	**765**	122	614	29	105	17	108	13	29	366	98
	74%	*72%*	*75%*	*60%*	*73%*	*65%*	*73%*	*62%*	*74%*	*78%d*	*63%*
Free to air services (no monthly subscription fee)	**220**	33	172	14	27	6	29	5	10	79	50
	21%	*20%*	*21%*	*29%*	*19%*	*23%*	*19%*	*21%*	*26%*	*17%*	*32%d*
Don't Know	**53**	15	33	5	12	3	11	4	-	23	8
	5%	*9%b*	*4%*	*11%*	*8%*	*12%*	*7%*	*17%*	-	*5%*	*5%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 253

Q34 - I always keep up with new technology

On a scale of 1-10, how much do you agree with the following statements, where 1 is not at all and 10 is a great deal?

Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	2102	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	2102	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	1150	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
1 - not at all	98	35	62	6	11	11	23	17	30	17	34	47	3	13	10	10	14	21	8	20	29	23	15	32	51	46
	5%	3%	6%a	1%	2%	3%	6%ci	7%cdei	14%cdefij	2%	4%c	11%cdeij	1%	3%	7%l	8%l	3%	5%	8%	25%pqr	5%	3%	4%	7%u	4%	6%
2	54	23	31	4	5	7	19	9	11	9	26	19	2	5	8	8	7	21	1	2	20	19	4	12	39	16
	3%	2%	3%	1%	1%	2%	5%cdi	4%i	5%cdi	1%	3%i	4%cdi	1%	1%	6%lm	6%lm	1%	5%p	1%	3%	4%	3%	1%	3%	3%	2%
3	174	74	100	28	30	44	32	23	18	58	76	40	11	39	13	11	47	36	10	7	31	68	43	30	100	74
	8%	7%	9%	7%	7%	10%	8%	10%	8%	7%	9%	9%	3%	9%l	10%l	8%l	10%	9%	10%	8%	6%	9%	11%l	7%	8%	9%
4	125	55	70	21	27	21	22	18	16	48	43	34	23	14	9	8	25	28	9	7	38	48	21	18	86	39
	6%	5%	7%	5%	6%	5%	5%	8%	7%	6%	5%	8%	6%	3%	7%	6%	5%	7%	9%	9%	7%	6%	6%	4%	7%	5%
5	289	126	163	49	40	50	67	54	30	88	117	84	40	46	25	15	48	71	29	15	60	88	51	91	148	142
	14%	12%	16%	12%	9%	12%	17%di	23%cdeij	14%	11%	14%d	19%cdeij	11%	11%	19%	12%	10%	18%p	29%p	19%	11%	12%	13%	20%tux	12%	17%tux
6	266	120	146	43	63	60	43	25	31	107	103	56	46	44	13	18	61	59	12	14	79	72	47	68	151	115
	13%	11%	14%	11%	14%	14%	11%	11%	15%	13%	13%	13%	12%	10%	10%	13%	13%	15%	12%	17%	15%u	10%	12%	15%	12%	14%
7	389	193	197	64	84	99	78	36	29	147	177	65	51	101	21	19	96	76	15	10	81	143	72	93	224	165
	19%	18%	19%	16%	19%	24%chk	20%	15%	14%	18%	22%k	15%	14%	24%l	16%	14%	20%	19%	15%	13%	16%	19%	19%	20%	18%	20%
8	367	204	163	86	89	72	60	31	28	175	133	59	83	76	19	26	92	57	12	3	101	146	58	62	247	120
	17%	19%	15%	22%k	20%	17%	15%	13%	13%	21%k	16%	13%	23%	18%	15%	20%	19%s	14%s	12%	3%	19%	20%wy	15%	13%	20%wy	14%
9	142	89	53	33	43	23	25	10	9	76	48	19	42	31	8	8	34	17	2	*	41	51	27	23	93	50
	7%	8%b	5%	8%	10%k	5%	6%	4%	4%	9%k	6%	4%	11%	7%	6%	6%	7%	4%	2%	1%	8%	7%	7%	5%	7%	6%
10 - a great deal	197	132	66	66	50	33	30	9	9	116	63	18	67	52	5	7	49	11	4	1	42	80	44	31	122	75
	9%	13%b	6%	17%efghjk	11%ghk	8%	7%	4%	4%	14%efghjk	8%	4%	18%no	12%	4%	6%	10%q	3%	4%	2%	8%	11%	11%	7%	10%	9%
Nets: Agree (7-10)	1096	617	479	249	265	228	193	86	75	514	421	160	243	260	54	60	271	161	32	14	266	421	200	209	687	409
	52%	59%b	46%	62%fghjk	60%fghjk	54%ghk	48%hk	37%	35%	61%fghjk	51%ghk	36%	66%no	62%no	41%	46%	57%qrs	40%s	32%	18%	51%	57%wy	53%	45%	54%w	49%
Nets: Disagree (1-4)	451	187	263	58	73	83	96	67	74	131	179	141	39	71	39	38	92	107	28	36	118	158	83	92	276	175
	21%	18%	25%a	15%	17%	20%	24%ci	29%cdi	35%cdefij	16%	22%ci	32%cdeij	11%	17%	30%lm	29%lm	20%	27%p	28%	46%pq	23%	21%	22%	20%	22%	21%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y

* small base

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Absolutes/col percents

Table 253

Q34 - I always keep up with new technology

On a scale of 1-10, how much do you agree with the following statements, where 1 is not at all and 10 is a great deal?

Base: All respondents

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	2102	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	1150	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
1 - not at all	98	51	46	72	25	-	6	8	12	3	6	13	9	11	9	76	8	-	14	26	8	42
	5%	4%	6%	6%	3%	-	8%	4%	7%	2%	3%	6%	3%	4%	6%	4%	6%	-	7%	6%	2%	5%
2	54	25	29	42	12	-	1	5	5	5	1	2	21	5	4	48	4	1	1	11	6	32
	3%	2%	4%	3%	2%	-	1%	2%	3%	3%	1%	1%	8%|km	2%	2%	3%	3%	2%	1%	2%	2%	3%
3	174	111	62	102	67	1	12	6	13	15	13	16	27	19	9	129	12	4	29	31	27	70
	8%	9%	8%	8%	9%	3%	14%gn	3%	8%	9%	7%	7%	10%q	7%	5%	7%	9%	11%	16%c	7%	8%	8%
4	125	72	53	72	47	1	2	13	11	5	12	14	12	15	11	95	16	2	12	26	17	52
	6%	6%	6%	6%	6%	4%	2%	6%	7%	3%	6%	6%	4%	5%	7%	5%	13%c	6%	6%	6%	5%	6%
5	289	152	137	172	112	3	7	28	16	32	18	50	46	29	18	246	13	4	27	52	50	143
	14%	12%	17%a	14%	14%	9%	9%	13%	10%	19%	10%	22%hjmn	17%	11%	11%	14%	10%	9%	14%	11%	14%	15%
6	266	143	120	157	106	2	10	32	17	18	28	35	23	41	17	222	21	6	17	59	46	117
	13%	11%	15%	12%	14%	5%	12%	15%	10%	11%	15%	15%	9%	15%	10%	13%	17%	15%	9%	13%	13%	13%
7	389	228	160	225	157	6	15	31	31	35	42	31	60	54	28	327	23	5	34	77	77	173
	19%	18%	20%	18%	20%	19%	18%	15%	19%	21%	22%	13%	22%	20%	17%	19%	19%	12%	18%	17%	22%	18%
8	367	243	124	242	112	8	16	45	35	40	31	28	35	50	34	315	16	4	32	96	72	147
	17%	19%	15%	19%	14%	27%	19%	22%	21%	24%j	17%	12%	13%	18%	21%	18%	13%	9%	17%	21%	20%	16%
9	142	104	38	81	52	8	7	14	11	7	15	20	18	15	14	122	5	10	6	32	22	67
	7%	8%b	5%	6%	7%	26%	8%	7%	7%	4%	8%	9%	7%	5%	8%	7%	4%	24%opr	3%	7%	6%	7%
10 - a great deal	197	144	51	106	85	2	8	26	15	6	22	19	19	32	21	168	7	5	16	49	28	92
	9%	11%b	6%	8%	11%	8%	9%	13%l	9%	4%	12%	8%	7%	12%l	13%l	10%	6%	13%	9%	11%	8%	10%
Nets: Agree (7-10)	1096	720	373	654	406	24	45	117	93	89	110	98	133	150	98	932	52	24	88	254	199	479
	52%	57%b	45%	51%	52%	80%	54%	56%	56%	54%	59%k	43%	49%	56%	59%k	53%p	41%	58%	47%	56%	56%	51%
Nets: Disagree (1-4)	451	260	190	288	151	2	21	32	41	27	32	45	68	50	33	348	39	7	56	93	59	196
	21%	20%	23%	23%	20%	6%	25%	15%	24%g	16%	17%	20%	25%g	18%	20%	20%	31%c	18%	30%c	20%	17%	21%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u

* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 253

Q34 - I always keep up with new technology
On a scale of 1-10, how much do you agree with the following statements, where 1 is not at all and 10 is a great deal?
Base: All respondents

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	2102	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	2102	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	1150	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
1 - not at all	98	73	65	40	17	32	27	10	4	26	55	35	19	5	35	81	16	62	63	81
	5%	5%cd	4%	3%	2%	3%h	3%h	1%	1%	5%gh	4%m	3%m	2%	1%	6%klm	4%	14%c	4%	3%	4%
2	54	41	42	21	8	32	20	9	7	16	39	22	11	7	16	54	1	34	48	54
	3%	3%d	3%d	1%	1%	3%	2%	1%	1%	3%	3%	2%	1%	1%	3%	3%	1%	2%	3%	3%
3	174	130	130	113	51	86	69	46	21	26	114	88	64	25	30	161	13	122	142	161
	8%	8%	8%	8%	6%	7%	8%h	6%	4%	5%	8%m	9%mn	7%m	4%	5%	8%	11%	7%	8%	8%
4	125	91	86	70	25	60	46	27	26	30	79	52	34	35	38	115	10	93	102	115
	6%	6%d	5%	5%	3%	5%	5%	4%	5%	5%	5%	5%	4%	5%	6%	6%	9%	6%	6%	6%
5	289	218	227	163	79	147	103	62	39	66	191	129	84	70	71	254	35	189	223	254
	14%	14%d	14%d	11%	10%	12%gh	12%h	8%	8%	12%h	13%l	13%l	9%	11%	12%	13%	30%c	11%	12%	13%
6	266	191	188	179	98	142	108	101	61	66	163	118	116	72	75	254	12	218	224	254
	13%	12%	11%	12%	12%	12%	12%	13%	12%	12%	11%	12%	12%	11%	12%	13%	10%	13%	12%	13%
7	389	294	329	311	171	248	163	155	97	110	301	182	194	119	124	375	14	311	343	375
	19%	18%	20%	21%	21%	20%	18%	20%	19%	20%	20%	18%	21%	19%	20%	19%	12%	19%	19%	19%
8	367	300	301	303	185	229	190	166	115	107	272	206	201	141	114	354	13	310	337	354
	17%	19%	18%	20%	22%	19%	22%	21%	23%	20%	19%	20%	21%	22%	19%	18%	11%	19%	19%	18%
9	142	110	121	123	80	104	61	80	58	38	114	67	92	72	41	142	1	133	131	142
	7%	7%	7%	8%	10%	9%	7%	10%	11%l	7%	8%	7%	10%	11%jkn	7%	7%	1%	8%	7%	7%
10 - a great deal	197	152	159	168	109	132	98	117	84	61	141	109	125	91	63	195	2	188	192	195
	9%	9%	10%	11%	13%ab	11%	11%	15%e	16%efi	11%	10%	11%	13%j	14%j	10%	10%	2%	11%	11%	10%
Nets: Agree (7-10)	1096	855	910	905	545	712	513	517	354	317	828	563	612	422	342	1066	30	943	1002	1066
	52%	53%	55%	61%ab	66%abc	59%	58%	67%efi	69%efi	58%	56%	56%	65%jkn	66%jkn	56%	54%p	26%	57%	56%	54%
Nets: Disagree (1-4)	451	334	323	244	101	210	161	92	58	99	287	197	128	72	119	411	40	310	355	411
	21%	21%cd	20%d	16%d	12%	17%gh	18%gh	12%	11%	18%gh	20%lm	20%lm	14%	11%	20%lm	21%	34%c	19%	20%	21%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base

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Absolutes/col percents

Table 253

Q34 - I always keep up with new technology
On a scale of 1-10, how much do you agree with the following statements, where 1 is not at all and 10 is a great deal?
Base: All respondents

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
1 - not at all	98	-	98	19	56	20	78	13	11	2	16	62	19	80	30	31	45	12	57	45
	5%	-	22%acd	9%ad	3%a	3%	6%f	3%	3%	3%	4%	6%l	3%	5%	5%	5%	5%	3%	4%	4%
2	54	-	54	5	28	12	43	10	3	4	16	23	14	37	23	25	13	12	25	24
	3%	-	12%acd	2%a	2%a	2%	3%	2%	1%	5%	4%	2%	2%	2%	4%pr	4%pr	1%	3%	2%	2%
3	174	-	174	25	124	81	92	39	39	7	32	88	54	142	51	51	83	25	109	96
	8%	-	39%acd	12%a	8%a	11%f	7%	8%	13%	10%	8%	8%	8%	8%	9%	9%	9%	7%	8%	8%
4	125	-	125	17	81	35	90	23	11	4	36	55	33	89	52	54	35	25	60	51
	6%	-	28%acd	8%a	5%a	5%	7%	5%	3%	5%	9%m	5%	5%	5%	10%prs	9%prs	4%	7%	5%	4%
5	289	-	-	21	180	94	195	63	31	14	59	148	81	230	69	71	137	57	193	157
	14%	-	-	10%ab	11%ab	13%	14%	13%	10%	20%	15%	14%	12%	14%	13%	12%	15%	16%	15%	13%
6	266	-	-	19	195	69	197	43	28	3	43	157	62	220	85	90	98	46	144	135
	13%	-	-	9%ab	12%ab	9%	14%e	9%	9%	4%	11%	15%l	9%	13%	15%p	15%pr	10%	13%	11%	12%
7	389	389	-	36	328	131	258	95	48	11	85	171	134	305	93	104	176	60	236	217
	19%	36%bcd	-	17%b	20%b	18%	19%	19%	16%	15%	21%	16%	20%	18%	17%	18%	19%	17%	18%	19%
8	367	367	-	38	321	148	219	103	69	10	62	172	133	305	87	90	172	64	236	222
	17%	33%bcd	-	18%b	20%b	20%	16%	21%	23%	14%	16%	17%	20%	18%	16%	15%	18%	18%	18%	19%
9	142	142	-	15	126	55	87	38	22	6	23	74	45	119	28	31	73	24	97	88
	7%	13%bcd	-	7%b	8%b	8%	6%	8%	7%	9%	6%	7%	7%	7%	5%	5%	8%	7%	7%	8%
10 - a great deal	197	197	-	19	176	91	106	63	42	11	27	87	82	169	32	37	105	35	140	135
	9%	18%bcd	-	9%b	11%b	12%f	8%	13%	14%	16%	7%	8%	13%k	10%	6%	6%	11%no	10%	11%no	12%no
Nets: Agree (7-10)	1096	1096	-	107	951	425	671	299	182	38	197	503	394	897	239	262	527	183	709	663
	52%	100%bcd	-	50%b	59%b	58%f	49%	61%	60%	54%	49%	49%	60%km	53%	44%	45%	56%no	51%	55%no	57%no
Nets: Disagree (1-4)	451	-	451	66	289	148	303	85	63	16	101	228	120	348	156	161	176	74	250	217
	21%	-	100%acd	31%ad	18%a	20%	22%	17%	21%	23%	25%	22%	18%	21%	28%pqrs	28%prs	19%	21%	19%	18%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 253

Q34 - I always keep up with new technology
On a scale of 1-10, how much do you agree with the following statements, where 1 is not at all and 10 is a great deal?
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	2102	328	1662	112	258	70	270	58	67	852	360
Base	2102	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	1150	221	878	70	170	53	180	42	47	483	196
1 - not at all	98	12	86	-	9	3	9	3	1	43	15
	5%	4%	5%	-	4%	5%	3%	6%	1%	5%	4%
2	54	7	45	2	7	1	7	-	2	20	14
	3%	2%	3%	2%	3%	1%	3%	-	4%	2%	4%
3	174	24	149	1	17	7	16	7	5	66	30
	8%	8%c	9%c	1%	7%	12%	6%	15%	8%	8%	9%
4	125	22	93	10	19	3	22	1	7	45	29
	6%	7%	5%	9%	8%	5%	8%	2%	11%	5%	8%
5	289	22	247	21	20	2	18	3	6	91	31
	14%	7%	15%a	20%a	8%	3%	7%	7%	10%	11%	9%
6	266	21	219	26	18	2	20	1	1	104	51
	13%	7%	13%a	25%ab	7%	4%	8%	2%	2%	12%	14%
7	389	54	320	16	41	12	43	11	7	140	85
	19%	18%	19%	15%	17%	21%	17%	22%	10%	16%	24%h
8	367	61	293	13	46	14	50	10	13	172	52
	17%	20%	17%	13%	19%	24%	20%	22%	19%	20%	15%
9	142	30	108	5	25	4	26	3	6	71	18
	7%	10%	6%	4%	10%	7%	10%	7%	9%	8%	5%
10 - a great deal	197	53	133	12	42	11	45	8	17	105	29
	9%	17%b	8%	11%	17%	18%	17%	17%	26%	12%	8%
Nets: Agree (7-10)	1096	196	854	46	155	42	164	33	42	488	183
	52%	65%bc	50%	43%	63%	70%	64%	67%	65%	57%	52%
Nets: Disagree (1-4)	451	65	373	13	52	13	54	11	15	174	88
	21%	21%	22%	12%	21%	23%	21%	23%	23%	20%	25%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base

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Absolutes/col percents

Table 254

Q34 - Computers confuse me - I'll never get used to them
On a scale of 1-10, how much do you agree with the following statements, where 1 is not at all and 10 is a great deal?
Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	2102	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	2102	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	1150	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
1 - not at all	842	449	393	213	203	161	131	68	66	416	292	134	176	178	42	53	241	114	26	13	199	330	140	173	529	313
	40%	*43%*	*37%*	53%efghjk	46%fghjk	*38%*	*33%*	*29%*	*32%*	50%efghjk	*36%*	*30%*	48%n	*42%*	*32%*	*41%*	51%qrs	*29%*	*26%*	*16%*	*38%*	45%y	*37%*	*38%*	*42%*	*37%*
2	336	177	160	50	66	69	70	44	38	115	139	82	50	75	31	21	66	64	13	17	93	134	55	55	227	110
	16%	*17%*	*15%*	*12%*	*15%*	*16%*	*18%*	*19%*	*18%*	*14%*	*17%*	*19%*	*14%*	*18%*	*24%*	*16%*	*14%*	*16%*	*13%*	*21%*	*18%*	18%wy	*14%*	*12%*	18%wy	*13%*
3	298	139	159	36	41	65	83	35	38	77	148	73	28	71	19	21	49	77	16	17	91	89	51	68	180	118
	14%	*13%*	*15%*	*9%*	*9%*	15%cdi	21%cdi	*15%*	18%cdi	*9%*	18%cdi	17%cdi	*8%*	17%l	*14%*	16%l	*10%*	19%p	*16%*	21%p	17%u	*12%*	*13%*	*15%*	*14%*	*14%*
4	139	62	77	19	24	42	27	13	14	42	69	27	20	30	4	8	22	39	9	6	34	34	35	36	68	71
	7%	*6%*	*7%*	*5%*	*5%*	10%cl	*7%*	*6%*	*7%*	*5%*	8%	*6%*	*5%*	*7%*	*3%*	*6%*	*5%*	10%p	*9%*	*8%*	*7%*	*5%*	9%u	*8%*	*5%*	8%ux
5	164	79	86	20	26	36	39	34	10	46	75	44	24	28	22	4	22	46	12	5	27	61	28	48	88	76
	8%	*8%*	*8%*	*5%*	*6%*	*8%*	10%cl	15%cdhl	*5%*	*5%*	9%cl	10%cl	*6%*	*7%*	17%mo	*3%*	*5%*	12%p	12%p	*7%*	*5%*	*8%*	*7%*	11%t	*7%*	9%t
6	109	45	63	11	23	19	25	7	23	35	44	29	16	17	3	9	18	27	4	14	31	27	25	26	58	51
	5%	*4%*	*6%*	*3%*	*5%*	*5%*	*6%*	*3%*	11%cegij	*4%*	*5%*	7%c	*4%*	*4%*	*2%*	*7%*	*4%*	*7%*	*4%*	17%pqr	*6%*	*4%*	*6%*	*6%*	*5%*	*6%*
7	90	34	56	22	16	18	12	13	9	38	30	22	12	12	3	7	26	18	10	2	23	23	20	24	46	45
	4%	*3%*	*5%*	*6%*	*4%*	*4%*	*3%*	*5%*	*4%*	*5%*	*4%*	*5%*	*3%*	*3%*	*2%*	*6%*	*6%*	*5%*	*10%*	*3%*	*4%*	*3%*	*5%*	*5%*	*4%*	*5%*
8	60	26	33	12	22	5	4	10	7	35	9	16	17	4	1	5	18	5	9	2	16	17	12	14	33	26
	3%	*3%*	*3%*	3%j	5%efj	*1%*	*1%*	4%	*3%*	4%efj	*1%*	4%j	5%m	*1%*	*1%*	*4%*	*4%*	*1%*	9%q	*2%*	*3%*	*2%*	*3%*	*3%*	*3%*	*3%*
9	36	22	15	7	15	5	1	6	3	22	6	8	13	3	5	-	9	3	1	3	6	21	6	4	27	10
	2%	*2%*	*1%*	*2%*	3%fj	*1%*	*	*2%*	*1%*	3%j	*1%*	*2%*	*4%*	*1%*	*4%*	-	*2%*	*1%*	*1%*	*3%*	*1%*	*3%*	*2%*	*1%*	*2%*	*1%*
10 - a great deal	27	18	9	10	5	2	6	2	2	15	8	5	12	3	1	2	2	5	1	1	3	3	10	11	6	21
	1%	*2%*	*1%*	3%l	*1%*	*	*2%*	*1%*	*1%*	*2%*	*1%*	*1%*	*3%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*	3%ux	2%ux	*	3%ux
Nets: Agree (7-10)	214	100	113	51	58	29	24	30	21	109	53	51	54	23	10	14	55	31	20	7	48	64	48	54	112	102
	10%	*10%*	*11%*	13%efj	13%efj	*7%*	*6%*	13%ij	*10%*	13%efj	*7%*	12%j	15%m	*5%*	*8%*	*11%*	*12%*	*8%*	20%q	*9%*	*9%*	*9%*	*13%*	*12%*	*9%*	*12%*
Nets: Disagree (1-4)	1615	827	788	317	334	337	311	160	157	651	647	317	274	354	96	104	377	294	64	53	417	586	280	332	1003	612
	77%	*79%*	*75%*	79%gk	*76%*	80%gk	*78%*	*69%*	*75%*	*77%*	79%gk	*72%*	*74%*	84%l	*73%*	*79%*	80%l	*74%*	*64%*	*67%*	80%wy	79%wy	*74%*	*72%*	80%wy	*73%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 254

Q34 - Computers confuse me - I'll never get used to them
On a scale of 1-10, how much do you agree with the following statements, where 1 is not at all and 10 is a great deal?
Base: All respondents

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	2102	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	1150	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
1 - not at all	842	517	320	463	350	20	34	84	73	60	87	84	115	116	69	723	35	21	64	191	147	385
	40%	41%	39%	36%	45%c	66%	41%	40%	44%	36%	47%	37%	43%	43%	42%	41%p	28%	50%p	34%	42%	42%	41%
2	336	204	133	217	109	4	15	32	22	21	41	38	45	47	18	278	17	7	35	69	62	148
	16%	16%	16%	17%	14%	15%	18%	15%	13%	12%	22%n	17%	16%	17%	11%	16%	13%	17%	18%	15%	17%	16%
3	298	175	122	202	91	3	8	31	20	30	18	31	48	35	24	244	20	6	27	58	48	139
	14%	14%	15%	16%	12%	10%	9%	15%	12%	18%	10%	14%	18%	13%	14%	14%	16%	15%	14%	13%	14%	15%
4	139	87	52	82	54	-	4	12	12	8	7	9	21	23	13	109	11	2	16	28	14	67
	7%	7%	6%	6%	7%	-	5%	6%	7%	5%	4%	4%	8%	8%	8%	6%	9%	4%	9%	6%	4%	7%
5	164	90	74	96	66	1	5	16	19	22	7	31	15	19	7	141	12	1	11	40	29	72
	8%	7%	9%	8%	8%	4%	6%	8%	11%jn	13%jn	4%	13%jn	6%	7%	4%	8%	10%	2%	6%	9%	8%	8%
6	109	60	48	70	36	1	5	10	7	7	8	20	7	12	9	84	11	1	11	22	15	48
	5%	5%	6%	6%	5%	2%	6%	5%	4%	4%	4%	9%	3%	4%	6%	5%	9%	3%	6%	5%	4%	5%
7	90	51	40	56	32	1	2	10	7	5	7	13	12	8	8	71	12	2	6	18	12	41
	4%	4%	5%	4%	4%	2%	2%	5%	4%	3%	4%	6%	4%	3%	5%	4%	9%c	4%	3%	4%	3%	4%
8	60	39	20	41	18	-	8	4	4	6	6	1	5	4	11	48	2	1	10	16	11	20
	3%	3%	2%	3%	2%	-	9%gklm	2%	3%	3%	3%	*	2%	1%	6%klm	3%	1%	1%	5%	4%	3%	2%
9	36	33	4	26	11	-	3	6	3	6	3	2	2	4	3	32	4	1	-	12	9	11
	2%	3%b	*	2%	1%	-	3%	3%	2%	4%	1%	1%	1%	2%	2%	2%	3%	2%	-	3%	3%	1%
10 - a great deal	27	20	8	18	9	-	-	4	-	3	4	-	1	4	3	17	1	1	8	4	6	7
	1%	2%	1%	1%	1%	-	-	2%	-	2%	2%	-	*	1%	2%	1%	1%	2%	4%p	1%	2%	1%
Nets: Agree (7-10)	214	142	71	140	70	1	12	24	15	20	19	15	19	19	25	168	18	4	24	51	39	79
	10%	11%	9%	11%	9%	2%	14%	12%	9%	12%	10%	7%	7%	7%	15%lm	10%	15%	9%	13%	11%	11%	8%
Nets: Disagree (1-4)	1615	982	627	965	603	28	62	159	126	118	153	163	229	221	125	1355	83	36	142	346	271	738
	77%	77%	76%	76%	78%	91%	74%	76%	76%	71%	82%	71%	85%kln	82%	75%	78%p	66%	86%p	76%	76%	77%	79%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 254

Q34 - Computers confuse me - I'll never get used to them
On a scale of 1-10, how much do you agree with the following statements, where 1 is not at all and 10 is a great deal?
Base: All respondents

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	2102	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	2102	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	1150	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
1 - not at all	842	651	710	681	405	531	367	378	241	253	628	408	439	291	276	822	21	712	772	822
	40%	41%	43%	46%a	49%ab	44%	41%	49%f	47%	46%	43%	41%	47%k	46%	45%	41%p	18%	43%	43%	41%
2	336	255	288	239	115	221	135	122	64	65	276	156	161	87	77	325	11	260	298	325
	16%	16%	17%	16%	14%	18%hi	15%	16%	13%	12%	19%mn	16%	17%	14%	13%	16%	10%	16%	17%	16%
3	298	240	227	186	106	165	123	86	58	91	194	146	103	77	102	272	26	231	239	272
	14%	15%	14%	12%	13%	14%	14%	11%	11%	17%gh	13%	14%	11%	12%	17%l	14%	22%	14%	13%	14%
4	139	101	108	95	42	72	53	37	28	38	97	59	58	39	40	124	15	106	111	124
	7%	6%	7%	6%	5%	6%	6%	5%	5%	7%	7%	6%	6%	6%	7%	6%	12%	6%	6%	6%
5	164	115	105	90	42	59	68	33	33	20	86	87	44	46	24	140	24	96	121	140
	8%	7%	6%	6%	5%	5%	8%egi	4%	7%	4%	6%	9%ijn	5%	7%	4%	7%	20%o	6%	7%	7%
6	109	77	72	63	20	50	31	31	24	31	66	37	40	26	34	99	10	79	89	99
	5%	5%d	4%	4%	2%	4%	4%	4%	5%	6%	5%	4%	4%	4%	6%	5%	8%	5%	5%	5%
7	90	65	64	56	43	47	36	31	29	18	54	41	38	30	21	83	8	61	73	83
	4%	4%	4%	4%	5%	4%	4%	4%	6%	3%	4%	4%	4%	5%	3%	4%	7%	4%	4%	4%
8	60	39	40	41	25	36	33	28	15	13	37	33	31	18	14	58	2	54	46	58
	3%	2%	2%	3%	3%	3%	4%	4%	3%	2%	3%	3%	3%	3%	2%	3%	2%	3%	3%	3%
9	36	30	20	24	15	17	26	15	11	7	17	26	15	13	7	36	-	36	32	36
	2%	2%	1%	2%	2%	1%	3%	2%	2%	1%	1%	3%	2%	2%	1%	2%	-	2%	2%	2%
10 - a great deal	27	24	17	15	10	14	14	13	8	12	15	14	13	8	12	25	2	25	24	25
	1%	2%	1%	1%	1%	1%	2%	2%	2%	2%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%
Nets: Agree (7-10)	214	158	141	137	94	113	109	86	64	49	123	114	97	69	53	202	12	176	174	202
	10%	10%	9%	9%	11%	9%	12%	11%	12%	9%	8%	11%	10%	11%	9%	10%	10%	11%	10%	10%
Nets: Disagree (1-4)	1615	1247	1332	1201	669	990	678	622	391	448	1195	769	760	495	495	1543	72	1309	1420	1543
	77%	78%	81%	81%	81%	82%fh	77%	81%	76%	82%	81%k	76%	81%	78%	82%	78%g	61%	79%	79%	78%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 254

Q34 - Computers confuse me - I'll never get used to them
On a scale of 1-10, how much do you agree with the following statements, where 1 is not at all and 10 is a great deal?
Base: All respondents

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
1 - not at all	842	608	94	-	842	296	547	195	132	34	158	411	268	679	219	238	379	129	507	476
	40%	55%bc	21%c	-	52%bc	*40%*	*40%*	*40%*	*43%*	*48%*	*39%*	*40%*	*41%*	*40%*	*40%*	*41%*	*40%*	*36%*	*39%*	*41%*
2	336	181	57	-	336	126	210	70	59	11	50	169	116	285	94	97	158	54	212	194
	16%	17%c	13%c	-	21%abc	*17%*	*15%*	*14%*	*19%*	*16%*	*13%*	*16%*	*18%*	*17%*	*17%*	*17%*	*17%*	*15%*	*16%*	*17%*
3	298	120	79	-	298	84	213	59	40	4	62	155	80	236	69	71	132	58	190	160
	14%	11%c	18%ac	-	18%ac	*11%*	*16%*	*12%*	*13%*	*6%*	*16%*	*15%*	*12%*	*14%*	*13%*	*12%*	*14%*	*16%*	*15%*	*14%*
4	139	42	59	-	139	56	82	46	16	4	30	64	45	109	52	54	59	20	79	66
	7%	4%c	13%ac	-	9%ac	*8%*	*6%*	*9%*	*5%*	*6%*	*7%*	*6%*	*7%*	*6%*	10%s	9%s	*6%*	*6%*	*6%*	*6%*
5	164	20	50	-	-	52	112	37	12	9	40	70	53	123	38	41	70	44	114	102
	8%	2%d	11%acd	-	-	*7%*	*8%*	*8%*	*4%*	*12%*	*10%*	*7%*	*8%*	*7%*	*7%*	*7%*	*7%*	12%nop	*9%*	*9%*
6	109	18	45	-	-	29	79	19	15	2	15	68	26	94	41	46	35	16	51	54
	5%	2%d	10%acd	-	-	*4%*	*6%*	*4%*	*5%*	*3%*	*4%*	*7%*	*4%*	*6%*	7%pr	8%prs	*4%*	*5%*	*4%*	*5%*
7	90	32	34	90	-	36	54	25	12	2	23	32	35	67	21	22	40	18	58	45
	4%	3%d	8%ad	42%abd	-	*5%*	*4%*	*5%*	*4%*	*3%*	*6%*	*3%*	*5%*	*4%*	*4%*	*4%*	*4%*	*5%*	*4%*	*4%*
8	60	37	13	60	-	21	38	19	5	3	11	31	18	49	7	7	32	9	41	36
	3%	3%d	3%d	28%abd	-	*3%*	*3%*	*4%*	*2%*	*4%*	*3%*	*3%*	*3%*	*3%*	*1%*	*1%*	*3%*	*3%*	*3%*	*3%*
9	36	20	12	36	-	20	16	9	11	-	8	22	6	28	6	6	21	6	28	21
	2%	2%d	3%d	17%abd	-	*3%*	*1%*	*2%*	*3%*	-	*2%*	*2%*	*1%*	*2%*	*1%*	*1%*	*2%*	*2%*	*2%*	*2%*
10 - a great deal	27	18	7	27	-	14	13	11	2	1	3	14	10	25	3	4	11	6	17	18
	1%	2%d	2%d	13%abd	-	*2%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*
Nets: Agree (7-10)	214	107	66	214	-	91	122	64	30	6	45	99	69	169	36	39	104	39	144	119
	10%	10%d	15%d	100%abd	-	*12%*	*9%*	*13%*	*10%*	*9%*	*11%*	*10%*	*11%*	*10%*	*7%*	*7%*	11%no	*11%*	11%no	*10%*
Nets: Disagree (1-4)	1615	951	289	-	1615	563	1053	370	248	54	300	799	509	1308	435	459	728	260	988	896
	77%	87%bc	64%c	-	100%abc	*76%*	*77%*	*75%*	*81%*	*76%*	*75%*	*77%*	*77%*	*77%*	*79%*	*79%*	*78%*	*72%*	*76%*	*76%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 254

Q34 - Computers confuse me - I'll never get used to them
On a scale of 1-10, how much do you agree with the following statements, where 1 is not at all and 10 is a great deal?
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	2102	328	1662	112	258	70	270	58	67	852	360
Base	2102	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	1150	221	878	70	170	53	180	42	47	483	196
1 - not at all	842	106	697	40	81	24	88	17	13	346	152
	40%	35%	41%	38%	33%	41%	35%	36%	20%	40%	43%
2	336	25	295	16	20	6	21	4	3	112	58
	16%	8%	17%a	15%	8%	10%	8%	9%	4%	13%	16%
3	298	34	254	10	29	6	32	3	11	119	63
	14%	11%	15%	9%	12%	9%	12%	5%	16%	14%	18%
4	139	22	114	3	15	7	14	7	7	66	21
	7%	7%	7%	3%	6%	12%	6%	16%f	10%	8%	6%
5	164	12	135	17	11	2	11	2	2	43	24
	8%	4%	8%a	16%ab	4%	3%	4%	4%	3%	5%	7%
6	109	18	83	8	14	4	14	3	1	54	15
	5%	6%	5%	7%	6%	6%	6%	7%	1%	6%	4%
7	90	27	59	4	24	3	23	4	8	47	13
	4%	9%b	3%	4%	10%	5%	9%	8%	12%	5%	4%
8	60	23	31	6	20	4	20	3	5	31	4
	3%	8%b	2%	6%b	8%	6%	8%	7%	7%	4%	1%
9	36	20	17	-	20	-	19	1	7	21	1
	2%	6%bc	1%	-	8%e	-	7%	2%	10%	3%i	*
10 - a great deal	27	17	9	2	12	4	13	3	9	19	2
	1%	5%b	1%	2%	5%	7%	5%	7%	14%	2%	*
Nets: Agree (7-10)	214	86	115	12	75	11	75	12	29	118	20
	10%	28%bc	7%	11%	31%	19%	29%	24%	44%	14%i	6%
Nets: Disagree (1-4)	1615	187	1359	69	145	43	156	32	33	642	295
	77%	62%	80%ac	65%	59%	72%	61%	65%	51%	75%	84%h

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base

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Absolutes/col percents

Table 255

Q35 What is the highest qualification of the main income earner in your household?
Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	2102	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	2102	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	1150	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
No qualifications	100	65	35	16	11	14	7	12	40	27	22	51	13	16	5	31	14	5	7	9	12	22	22	44	34	66
	5%	6%b	*3%*	*4%*	*3%*	*3%*	*2%*	*5%*	19%cdefgij	*3%*	*3%*	12%cdefij	*4%*	*4%*	*4%*	24%lmn	*3%*	*1%*	7%q	11%pq	*2%*	*3%*	6%tx	10%tux	*3%*	8%tux
Below NVQ1 - entry levels 1-3	102	49	53	10	34	13	17	11	15	44	31	27	29	13	4	4	16	18	7	12	12	15	38	37	27	75
	5%	*5%*	*5%*	*3%*	8%cej	*3%*	*4%*	*5%*	7%c	*5%*	*4%*	*6%*	8%m	*3%*	*3%*	*3%*	*3%*	*5%*	*7%*	15%pq	*2%*	*2%*	10%tux	8%tux	*2%*	9%tux
Up to 4 O levels, or up to 4 GCSEs grade A to C, or NVQ level 1 or the equivalent	265	152	113	31	36	60	73	35	30	67	133	65	44	67	24	17	22	66	11	13	36	61	63	105	97	168
	13%	*14%*	*11%*	*8%*	*8%*	14%cdl	18%cdl	15%cdl	14%cl	*8%*	16%cdl	15%cdl	*12%*	*16%*	*18%*	*13%*	*5%*	17%p	*11%*	17%p	*7%*	*8%*	17%tux	23%tux	*8%*	20%tux
5 O levels, or 5 GCSEs grade A to C, or NVQ level 2 or the equivalent	271	135	136	47	63	59	57	31	14	110	116	45	52	60	16	7	58	56	16	7	38	87	68	78	125	146
	13%	*13%*	*13%*	*12%*	14%h	14%h	14%h	*14%*	*7%*	13%h	14%h	*10%*	14%o	*14%*	*12%*	*6%*	*12%*	*14%*	*16%*	*8%*	*7%*	12%t	16%tux	17%tx	*10%*	17%tux
A levels, or NVQ level 3 or the equivalent	478	224	255	127	103	84	74	47	44	230	157	91	90	88	22	24	140	70	25	20	80	182	123	93	262	217
	23%	*21%*	*24%*	32%defghijk	*23%*	*20%*	*19%*	*20%*	*21%*	27%efj	*19%*	*21%*	*24%*	*21%*	*17%*	*18%*	30%q	*18%*	*25%*	*25%*	*15%*	25%t	32%twx	*20%*	21%t	26%t
Degree level and above NVQ level 4 or 5 or equivalent	834	397	437	133	189	183	169	93	67	322	352	160	121	170	60	47	202	182	33	19	340	351	59	83	691	142
	40%	*38%*	*42%*	*33%*	43%ch	44%ch	42%c	*40%*	*32%*	*38%*	43%ch	*36%*	*33%*	*40%*	*46%*	*36%*	43%s	46%s	*33%*	*24%*	65%uvwxy	48%vwy	*16%*	*18%*	55%uvwy	*17%*
Don't know	52	28	23	35	5	8	2	1	1	40	10	2	20	8	*	*	21	1	1	*	5	20	7	20	25	27
	2%	*3%*	*2%*	9%defghijk	*1%*	*2%*	*	*1%*	*	5%dfghjk	*1%*	*	5%o	*2%*	*	*	4%q	*	*1%*	*	*1%*	*3%*	*2%*	4%t	*2%*	3%t

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base

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Absolutes/col percents

Table 255

Q35 What is the highest qualification of the main income earner in your household?
Base: All respondents

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	2102	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	1150	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
No qualifications	100	24	75	59	41	-	2	7	15	12	4	5	13	18	4	79	5	2	15	23	17	39
	5%	2%	9%a	5%	5%	-	2%	3%	9%jkn	7%	2%	2%	5%	7%	3%	5%	4%	4%	8%	5%	5%	4%
Below NVQ1 - entry levels 1-3	102	62	40	57	43	1	2	16	12	8	9	17	10	11	3	89	7	1	5	30	17	41
	5%	5%	5%	5%	6%	4%	2%	8%n	7%n	5%	5%	7%	4%	4%	2%	5%	5%	3%	3%	7%	5%	4%
Up to 4 O levels, or up to 4 GCSEs grade A to C, or NVQ level 1 or the equivalent	265	160	105	155	104	2	6	26	16	17	22	44	35	35	17	219	18	4	24	49	39	132
	13%	13%	13%	12%	13%	8%	7%	13%	10%	10%	12%	19%	13%	13%	10%	13%	14%	9%	13%	11%	11%	14%
5 O levels, or 5 GCSEs grade A to C, or NVQ level 2 or the equivalent	271	170	101	147	113	8	21	24	24	18	35	24	35	44	20	244	10	7	11	69	52	123
	13%	13%	12%	12%	15%	26%	25%gjkln	11%	15%	11%	18%	10%	13%	16%	12%	14%d	8%	16%	6%	15%	15%	13%
A levels, or NVQ level 3 or the equivalent	478	297	180	271	195	9	20	47	38	45	49	51	68	55	38	410	24	10	35	105	94	211
	23%	23%	22%	21%	25%	29%	24%	23%	23%	27%	26%	22%	25%	20%	23%	23%	19%	24%	19%	23%	27%	23%
Degree level and above NVQ level 4 or 5 or equivalent	834	545	284	569	252	8	32	82	56	60	64	83	107	102	71	659	60	18	96	170	125	364
	40%	43%b	35%	45%d	32%	27%	38%	39%	34%	36%	34%	36%	40%	38%	43%	38%	48%	44%	51%d	37%	35%	39%
Don't know	52	16	35	13	27	2	2	5	5	5	4	5	3	6	12	49	2	-	1	13	10	26
	2%	1%	4%a	1%	3%c	7%	2%	3%	3%	3%	2%	2%	1%	2%	7%lm	3%	1%	-	1%	3%	3%	3%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 255

Q35 What is the highest qualification of the main income earner in your household?
Base: All respondents

		Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
	Total	Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	2102	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	2102	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	1150	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
No qualifications	100	85	77	70	29	56	56	22	17	33	70	60	37	26	37	93	8	63	83	93
	5%	5%	5%	5%	3%	5%	6%gh	3%	3%	6%i	5%	6%	4%	4%	6%	5%	6%	4%	5%	5%
Below NVQ1 - entry levels 1-3	102	73	56	63	28	35	39	28	18	29	44	42	38	31	34	95	7	66	81	95
	5%	5%	3%	4%	3%	3%	4%	4%	4%	5%	3%	4%	4%	5%	6%	5%	6%	4%	5%	5%
Up to 4 O levels, or up to 4 GCSEs grade A to C, or NVQ level 1 or the equivalent	265	193	198	168	110	148	115	75	56	65	184	123	100	77	70	245	20	209	218	245
	13%	12%	12%	11%	13%	12%	13%	10%	11%	12%	13%	12%	11%	12%	12%	12%	17%	13%	12%	12%
5 O levels, or 5 GCSEs grade A to C, or NVQ level 2 or the equivalent	271	220	216	188	123	154	119	109	57	66	187	137	131	69	70	256	15	216	231	256
	13%	14%	13%	13%	15%	13%	13%	14%	11%	12%	13%	14%	14%	11%	12%	13%	12%	13%	13%	13%
A levels, or NVQ level 3 or the equivalent	478	369	386	357	214	284	210	203	119	121	341	236	242	140	137	452	26	391	421	452
	23%	23%	23%	24%	26%	23%	24%	26%	23%	22%	23%	23%	26%	22%	23%	23%	22%	24%	23%	23%
Degree level and above NVQ level 4 or 5 or equivalent	834	626	675	612	296	499	332	309	230	221	607	393	363	276	245	792	42	677	718	792
	40%	39%	41%	41%	36%	41%	37%	40%	45%i	40%	41%	39%	39%	43%	40%	40%	36%	41%	40%	40%
Don't know	52	33	43	34	25	35	14	28	15	13	37	16	29	17	13	52	*	37	51	52
	2%	2%	3%	2%	3%	3%	2%	4%f	3%	2%	2%	2%	3%	3%	2%	3%	*	2%	3%	3%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base

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Absolutes/col percents

Table 255

Q35 What is the highest qualification of the main income earner in your household?
Base: All respondents

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
No qualifications	100	36	31	10	78	21	79	19	4	-	20	56	23	79	23	25	45	20	66	57
	5%	3%	7%a	5%	5%	3%	6%b	4%	1%	-	5%	5%	3%	5%	4%	4%	5%	6%	5%	5%
Below NVQ1 - entry levels 1-3	102	39	29	12	63	43	58	35	14	2	11	63	28	91	31	32	41	20	62	58
	5%	4%	7%	6%	4%	6%	4%	7%	4%	3%	3%	6%	4%	5%	6%	5%	4%	6%	5%	5%
Up to 4 O levels, or up to 4 GCSEs grade A to C, or NVQ level 1 or the equivalent	265	121	60	28	189	111	154	62	57	15	53	139	72	212	62	66	120	52	173	167
	13%	11%	13%	13%	12%	15%	11%	13%	19%	21%	13%	13%	11%	13%	11%	11%	13%	15%	13%	14%
5 O levels, or 5 GCSEs grade A to C, or NVQ level 2 or the equivalent	271	149	53	39	204	87	184	54	31	16	71	112	87	200	64	70	130	46	176	149
	13%	14%	12%	18%	13%	12%	13%	11%	10%	23%	18%km	11%	13%	12%	12%	12%	14%	13%	14%	13%
A levels, or NVQ level 3 or the equivalent	478	291	96	41	386	151	328	106	54	12	95	247	136	383	134	140	216	69	285	263
	23%	27%	21%	19%	24%	20%	24%	22%	18%	16%	24%	24%	21%	23%	24%	24%	23%	19%	22%	22%
Degree level and above NVQ level 4 or 5 or equivalent	834	431	175	77	655	313	521	208	140	26	147	403	281	684	224	238	359	145	504	460
	40%	39%	39%	36%	41%	43%	38%	42%	46%	37%	37%	39%	43%	40%	41%	41%	38%	40%	39%	39%
Don't know	52	30	6	6	40	9	43	6	4	-	2	17	30	46	11	13	25	7	32	18
	2%	3%	1%	3%	2%	1%	3%b	1%	1%	-	*	2%	4%jk	3%	2%	2%	3%	2%	2%	2%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 255

Q35 What is the highest qualification of the main income earner in your household?
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**2102**	328	1662	112	258	70	270	58	67	852	360
Base	**2102**	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	**1150**	221	878	70	170	53	180	42	47	483	196
No qualifications	**100**	12	85	4	9	2	9	2	4	42	17
	5%	*4%*	*5%*	*4%*	*4%*	*4%*	*4%*	*5%*	*6%*	*5%*	*5%*
Below NVQ1 - entry levels 1-3	**102**	18	80	4	16	2	15	3	4	59	13
	5%	*6%*	*5%*	*3%*	*6%*	*3%*	*6%*	*6%*	*6%*	*7%*	*4%*
Up to 4 O levels, or up to 4 GCSEs grade A to C, or NVQ level 1 or the equivalent	**265**	36	220	9	33	3	33	4	11	98	43
	13%	*12%*	*13%*	*9%*	*14%*	*5%*	*13%*	*7%*	*17%*	*11%*	*12%*
5 O levels, or 5 GCSEs grade A to C, or NVQ level 2 or the equivalent	**271**	33	221	16	26	7	25	8	5	119	37
	13%	*11%*	*13%*	*15%*	*11%*	*12%*	*10%*	*17%*	*8%*	*14%*	*10%*
A levels, or NVQ level 3 or the equivalent	**478**	61	394	23	47	14	54	7	14	193	78
	23%	*20%*	*23%*	*22%*	*19%*	*23%*	*21%*	*14%*	*22%*	*23%*	*22%*
Degree level and above NVQ level 4 or 5 or equivalent	**834**	138	653	43	107	31	115	23	27	331	156
	40%	*45%*	*39%*	*41%*	*44%*	*52%*	*45%*	*49%*	*41%*	*39%*	*44%*
Don't know	**52**	6	39	7	5	1	5	1	-	14	10
	2%	*2%*	*2%*	*6%b*	*2%*	*1%*	*2%*	*2%*	-	*2%*	*3%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base

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Absolutes/col percents

Table 256
Q36 And is your home....
Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	2102	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	2102	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	1150	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
Being bought on mortgage	695	316	378	110	135	199	173	61	17	244	373	78	98	178	31	9	147	195	30	7	221	272	132	70	493	202
	33%	*30%*	*36%a*	*27%hk*	*31%hk*	*47%cdghik*	*43%cdghik*	*26%h*	*8%*	*29%hk*	*45%cdghik*	*18%h*	*26%o*	*42%no*	*24%o*	*7%*	*31%s*	*49%prs*	*30%s*	*9%*	*42%wy*	*37%wy*	*35%wy*	*15%*	*39%wy*	*24%w*
Owned outright by household	577	329	248	77	61	48	117	112	162	138	165	274	71	95	63	100	67	70	49	62	208	199	98	72	407	170
	27%	*31%b*	*24%*	*19%e*	*14%*	*11%*	*29%cdeij*	*48%cdefij*	*77%cdefgij k*	*16%*	*20%de*	*62%cdefgij*	*19%*	*23%*	*48%lm*	*77%lmn*	*14%*	*17%*	*49%pq*	*79%pqr*	*40%uvwxy*	*27%wy*	*26%w*	*16%*	*32%wy*	*20%*
Rented from Local Authority/ Housing Association/Trust	365	176	189	71	101	73	60	35	24	172	133	59	85	56	20	15	88	77	15	9	30	72	72	190	102	262
	17%	*17%*	*18%*	*18%*	*23%hjk*	*17%*	*15%*	*15%*	*12%*	*20%hk*	*16%*	*13%*	*23%mo*	*13%*	*15%*	*12%*	*19%*	*19%*	*15%*	*11%*	*6%*	*10%t*	*19%ux*	*41%uvxy*	*8%*	*31%uvx*
Rented from private landlord	410	203	208	106	129	97	49	23	6	235	146	29	90	90	17	5	145	56	6	1	54	174	66	117	228	182
	20%	*19%*	*20%*	*27%fghjk*	*29%ghjk*	*23%ghk*	*12%h*	*10%h*	*3%*	*26%ghjk*	*18%hk*	*7%*	*24%o*	*21%o*	*13%*	*4%*	*31%qrs*	*14%e*	*6%*	*1%*	*10%*	*24%tx*	*17%t*	*25%tvx*	*18%t*	*22%t*
Other	31	15	15	17	10	2	-	-	1	27	2	1	14	1	-	1	14	2	-	-	4	13	4	9	17	14
	1%	*1%*	*1%*	*4%efghjk*	*2%fjk*	*1%*	-	-	*	*3%efjk*	*	*	*4%m*	*	-	*1%*	*3%q*	*	-	-	*1%*	*2%*	*1%*	*2%*	*1%*	*2%*
Don't Know	25	12	13	19	4	1	-	*	-	24	1	*	11	1	-	-	13	-	*	-	5	9	8	3	14	11
	1%	*1%*	*1%*	*5%defghjk*	*1%*	*	-	*	-	*3%efjk*	*	*	*3%m*	*	-	-	*3%q*	-	*	-	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*
Net: Own/ mortgage	1272	646	626	186	196	247	290	173	179	382	538	352	169	273	94	109	214	264	79	70	429	471	230	141	900	372
	60%	*61%*	*60%*	*47%*	*44%*	*59%cdi*	*73%cdei*	*75%cdei*	*85%cdefij*	*45%*	*66%cdi*	*80%cdeij*	*46%*	*65%l*	*72%l*	*84%lm*	*45%*	*66%p*	*78%p*	*87%pq*	*82%uvwxy*	*64%wy*	*60%wy*	*31%*	*71%uvwy*	*44%w*
Net: Rent	775	378	396	177	230	170	109	58	30	407	279	89	175	146	37	20	232	133	22	10	85	246	138	307	330	444
	37%	*36%*	*38%*	*44%fghjk*	*52%efghjk*	*40%ghk*	*27%h*	*25%h*	*14%*	*48%efghjk*	*34%hk*	*20%*	*48%mno*	*35%o*	*28%*	*16%*	*49%qrs*	*33%e*	*21%*	*13%*	*16%*	*33%tx*	*36%tx*	*67%uvxy*	*26%t*	*53%uvx*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base

Prepared by BDRC Continental

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 256
Q36 And is your home....
Base: All respondents

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	2102	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	1150	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
Being bought on mortgage	695	507	184	695	-	-	20	69	41	56	53	81	99	84	60	564	42	18	70	130	109	324
	33%	40%b	*22%*	55%d	-	-	*25%*	*33%*	*24%*	*34%*	*28%*	*35%*	37%h	*31%*	36%h	*32%*	*34%*	*44%*	*37%*	*28%*	*31%*	*35%*
Owned outright by household	577	299	276	577	-	-	19	61	57	62	51	62	60	70	25	466	40	11	60	136	113	217
	27%	*23%*	34%a	45%d	-	-	*22%*	29%n	34%n	37%n	27%n	*27%*	*22%*	26%n	*15%*	*27%*	*32%*	*26%*	*32%*	30%u	32%u	*23%*
Rented from Local Authority/ Housing Association/Trust	365	167	197	-	365	-	20	34	27	22	46	29	55	53	39	325	19	2	19	81	68	176
	17%	*13%*	24%a	-	47%c	-	*24%*	*16%*	*16%*	*13%*	24%k	*13%*	*20%*	*20%*	23%k	*19%*	*15%*	*5%*	*10%*	*18%*	*19%*	*19%*
Rented from private landlord	410	268	141	-	410	-	23	38	38	25	31	48	53	54	37	347	22	6	36	99	56	192
	20%	*21%*	*17%*	-	53%c	-	*28%*	*18%*	*23%*	*15%*	*17%*	*21%*	*19%*	*20%*	*22%*	*20%*	*17%*	*13%*	*19%*	*22%*	*16%*	*20%*
Other	31	22	8	-	-	31	*	3	3	1	2	5	1	5	2	22	1	4	3	6	3	13
	1%	*2%*	*1%*	-	-	*100%*	*	*2%*	*2%*	*	*1%*	*2%*	*	*2%*	*1%*	*1%*	*1%*	11%opr	*2%*	*1%*	*1%*	*1%*
Don't Know	25	11	14	-	-	-	1	2	1	1	4	5	2	5	3	24	1	-	-	4	5	15
	1%	*1%*	*2%*	-	-	-	*1%*	*1%*	*1%*	*	*2%*	*2%*	*1%*	*2%*	*2%*	*1%*	*1%*	-	-	*1%*	*1%*	*2%*
Net: Own/ mortgage	1272	806	460	1272	-	-	39	130	98	118	104	142	159	154	86	1030	82	29	130	267	222	541
	60%	63%b	*56%*	100%d	-	-	*47%*	63%n	*59%*	71%fjmn	*55%*	*62%*	*59%*	*57%*	*51%*	*59%*	*66%*	*71%*	*69%*	*58%*	*63%*	*58%*
Net: Rent	775	436	338	-	775	-	43	72	65	47	77	77	108	107	76	672	40	8	54	180	124	368
	37%	*34%*	41%a	-	100%c	-	52%gik	*35%*	*39%*	*28%*	*41%*	*34%*	*40%*	*39%*	46%l	38%q	*32%*	*19%*	*29%*	*39%*	*35%*	*39%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 256
Q36 And is your home....
Base: All respondents

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**2102**	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	**2102**	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	**1150**	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
Being bought on mortgage	**695**	542	538	510	297	388	325	260	186	179	482	361	326	238	195	649	46	551	591	649
	33%	*34%*	*33%*	*34%*	*36%*	*32%*	*37%*	*34%*	*36%*	*33%*	*33%*	*36%*	*35%*	*37%*	*32%*	*33%*	*39%*	*33%*	*33%*	*33%*
Owned outright by household	**577**	474	445	371	169	310	244	161	119	169	391	288	209	153	191	540	37	433	465	540
	27%	*30%cd*	*27%d*	*25%*	*21%*	*26%*	*28%g*	*21%*	*23%*	*31%gh*	*27%*	*29%l*	*22%*	*24%*	*32%lm*	*27%*	*32%*	*26%*	*26%*	*27%*
Rented from Local Authority/ Housing Association/Trust	**365**	270	277	254	172	202	162	137	82	83	240	174	171	96	94	343	22	270	316	343
	17%	*17%*	*17%*	*17%*	*21%*	*17%*	*18%*	*18%*	*16%*	*15%*	*16%*	*17%*	*18%*	*15%*	*15%*	*17%*	*19%*	*16%*	*18%*	*17%*
Rented from private landlord	**410**	266	346	316	164	282	132	188	110	99	325	154	208	127	107	397	13	356	383	397
	20%	*17%*	*21%a*	*21%a*	*20%*	*23%fl*	*15%*	*24%fl*	*22%fl*	*18%*	*22%jk*	*15%*	*22%jk*	*20%jk*	*18%*	*20%*	*11%*	*21%*	*21%*	*20%*
Other	**31**	27	26	23	11	14	16	11	5	5	15	22	12	9	5	31	-	26	24	31
	1%	*2%*	*2%*	*2%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*2%*	-	*2%*	*1%*	*2%*
Don't Know	**25**	19	17	19	11	16	7	14	10	12	16	8	16	12	13	25	*	23	25	25
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*2%*	*2%*	*1%*	*1%*	*2%*	*2%*	*2%*	*1%*	*	*1%*	*1%*	*1%*
Net: Own/ mortgage	**1272**	1016	983	880	466	698	569	422	305	348	873	649	535	391	386	1189	83	985	1055	1189
	60%	*64%cd*	*60%*	*59%*	*57%*	*58%*	*64%eg*	*55%*	*60%*	*63%g*	*59%*	*65%l*	*57%*	*61%*	*64%l*	*60%*	*70%*	*59%*	*59%*	*60%*
Net: Rent	**775**	536	623	570	336	484	294	325	192	182	565	328	378	223	201	740	35	626	699	740
	37%	*34%*	*38%*	*38%a*	*41%a*	*40%fl*	*33%*	*42%fl*	*38%*	*33%*	*38%jk*	*33%*	*40%kn*	*35%*	*33%*	*37%*	*30%*	*38%*	*39%*	*37%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base

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Absolutes/col percents

Table 256
Q36 And is your home....
Base: All respondents

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
Being bought on mortgage	695	361	146	87	507	337	357	230	134	37	87	320	287	608	164	174	322	150	471	419
	33%	*33%*	*32%*	*40%d*	*31%*	*46%f*	*26%*	*47%*	*44%*	*53%*	*22%*	*31%j*	*44%jkm*	*36%jk*	*30%*	*30%*	*34%*	*42%no*	*36%no*	*36%*
Owned outright by household	577	294	142	54	458	121	456	66	64	10	97	360	119	479	166	175	274	84	358	325
	27%	*27%*	*32%*	*25%*	*28%*	*16%*	*33%e*	*13%*	*21%*	*14%*	*24%*	*35%jlm*	*18%*	*28%j*	*30%*	*30%*	*29%*	*23%*	*28%*	*28%*
Rented from Local Authority/ Housing Association/Trust	365	180	82	33	285	135	230	82	61	17	98	152	114	266	104	109	157	59	216	197
	17%	*16%*	*18%*	*16%*	*18%*	*18%*	*17%*	*17%*	*20%*	*23%*	*24%klm*	*15%*	*17%*	*16%*	*19%*	*19%*	*17%*	*16%*	*17%*	*17%*
Rented from private landlord	410	227	69	36	318	137	273	109	43	7	116	182	106	288	99	108	162	53	215	200
	20%	*21%*	*15%*	*17%*	*20%*	*19%*	*20%*	*22%h*	*14%*	*10%*	*29%klm*	*18%*	*16%*	*17%*	*18%*	*19%*	*17%*	*15%*	*17%*	*17%*
Other	31	24	2	1	28	2	28	2	1	-	1	14	15	30	4	6	15	9	24	22
	1%	*2%*	*	*	*2%*	*	*2%e*	*	*	-	*	*1%*	*2%*	*2%*	*1%*	*1%*	*2%*	*2%*	*2%*	*2%*
Don't Know	25	11	9	3	19	2	23	1	2	-	1	8	16	24	11	12	7	6	12	8
	1%	*1%*	*2%*	*2%*	*1%*	*	*2%*	*	*1%*	-	*	*1%*	*2%jk*	*1%*	*2%*	*2%*	*1%*	*2%*	*1%*	*1%*
Net: Own/ mortgage	1272	654	288	140	965	459	813	297	198	47	184	681	406	1087	330	349	596	233	829	744
	60%	*60%*	*64%*	*66%*	*60%*	*62%*	*60%*	*60%*	*65%*	*67%*	*46%*	*66%j*	*62%j*	*64%j*	*60%*	*60%*	*64%*	*65%*	*64%*	*64%*
Net: Rent	775	406	151	70	603	272	502	191	104	24	214	334	220	554	203	218	319	112	431	397
	37%	*37%*	*34%*	*33%*	*37%*	*37%*	*37%*	*39%*	*34%*	*33%*	*54%klm*	*32%*	*33%*	*33%*	*37%*	*37%*	*34%*	*31%*	*33%*	*34%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 256
Q36 And is your home....
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**2102**	328	1662	112	258	70	270	58	67	852	360
Base	**2102**	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	**1150**	221	878	70	170	53	180	42	47	483	196
Being bought on mortgage	**695**	92	574	28	70	22	74	18	25	296	106
	33%	*30%*	*34%*	*26%*	*29%*	*37%*	*29%*	*37%*	*38%*	*35%*	*30%*
Owned outright by household	**577**	74	484	19	62	12	65	9	12	241	105
	27%	*24%*	*29%*	*18%*	*25%*	*21%*	*25%*	*19%*	*19%*	*28%*	*30%*
Rented from Local Authority/ Housing Association/Trust	**365**	44	301	19	40	4	41	4	8	151	61
	17%	*15%*	*18%*	*18%*	*16%*	*7%*	*16%*	*7%*	*13%*	*18%*	*17%*
Rented from private landlord	**410**	85	289	36	68	16	71	14	18	152	70
	20%	*28%b*	*17%*	*34%b*	*28%*	*28%*	*28%*	*29%*	*28%*	*18%*	*20%*
Other	**31**	*	28	3	*	-	*	-	-	15	6
	1%	*	*2%*	*2%*	*	-	*	-	-	*2%*	*2%*
Don't Know	**25**	8	16	1	3	4	4	4	2	2	6
	1%	*3%b*	*1%*	*1%*	*1%*	*8%d*	*2%*	*8%f*	*2%*	*	*2%*
Net: Own/ mortgage	**1272**	166	1058	47	133	34	139	27	37	537	210
	60%	*55%*	*63%ac*	*44%*	*54%*	*57%*	*55%*	*56%*	*57%*	*63%*	*60%*
Net: Rent	**775**	129	591	55	108	21	112	17	27	303	131
	37%	*43%b*	*35%*	*52%b*	*44%*	*35%*	*44%*	*36%*	*41%*	*35%*	*37%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 257
Q38 Household
Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**2102**	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	**2102**	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	**1150**	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
Single (i.e. 1 person)	**399**	228	171	26	82	69	90	71	61	108	159	133	55	108	34	32	54	51	37	29	59	153	52	135	212	187
	19%	22%b	*16%*	*7%*	19%cl	16%c	23%cl	31%cdeij	29%cdeij	13%c	19%cl	30%cdeij	*15%*	26%l	*26%*	*24%*	*11%*	*13%*	37%pq	37%pq	*11%*	21%tv	*14%*	29%tuvxy	17%t	22%tvx
Net: 2+	**1694**	817	878	370	359	348	309	160	149	729	657	309	311	311	96	99	418	346	63	50	462	582	328	321	1045	650
	81%	*78%*	84%a	93%defghij k	81%ghk	83%ghk	*77%*	*69%*	*71%*	87%ghjk	80%ghk	*70%*	84%m	*74%*	*74%*	*76%*	88%rs	87%rs	*63%*	*63%*	88%uwxy	79%w	86%uwy	*70%*	83%wy	77%w
2 people	**592**	266	326	62	124	93	102	87	124	186	195	211	64	74	47	81	122	121	39	44	171	198	114	108	369	222
	28%	*25%*	31%c	*16%*	28%c	*22%*	26%c	37%cefij	59%cdefgij k	22%c	24%c	48%cdefij	*17%*	*18%*	36%lm	62%lmn	*26%*	*30%*	39%p	55%pq	33%w	*27%*	*30%*	*23%*	*29%*	*26%*
Medium (3-4 people)	**865**	433	432	217	188	212	160	65	24	404	371	89	180	191	43	18	224	180	22	7	235	303	175	152	538	327
	41%	*41%*	*41%*	54%dfghjk	43%ghk	50%fghk	40%ghk	28%h	*12%*	48%ghk	45%ghk	20%h	49%no	45%o	33%o	*14%*	47%rs	45%rs	*22%*	*8%*	45%w	41%w	46%w	*33%*	43%w	*39%*
Large (5+ people)	**238**	118	120	91	48	44	47	8	1	139	91	9	67	45	6	1	72	45	2	-	56	81	39	61	137	100
	11%	*11%*	*11%*	23%defghij k	11%ghk	10%ghk	12%ghk	*3%*	*	16%deghjk	11%ghk	*2%*	18%mno	11%o	*4%*	*	15%rs	11%rs	*2%*	-	*11%*	*11%*	*10%*	*13%*	*11%*	*12%*
Not stated	**8**	6	2	3	*	4	*	-	-	4	5	-	3	3	-	-	1	1	-	-	1	3	-	4	4	4
	*	*1%*	*	*1%*	*	*1%*	*	-	-	*	*1%*	-	*1%*	*1%*	-	-	*	*	-	-	*	*	-	*1%*	*	*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 257
Q38 Household
Base: All respondents

	Total	Working Status		Tenure			Government regions									Nations				Regions		
		Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**2102**	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	**2102**	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	**1150**	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
Single (i.e. 1 person)	**399**	216	183	184	214	1	20	46	36	36	25	36	52	43	40	333	26	5	36	102	61	170
	19%	*17%*	**22%a**	*14%*	**28%c**	*4%*	*25%*	*22%*	*22%*	*22%*	*13%*	*16%*	*19%*	*16%*	**24%**	*19%*	*21%*	*12%*	*19%*	*22%*	*17%*	*18%*
Net: 2+	**1694**	1055	632	1087	554	30	63	163	129	130	159	193	219	227	125	1408	98	37	152	355	289	764
	81%	**83%b**	*77%*	**85%d**	*71%*	*96%*	*75%*	*78%*	*78%*	*78%*	**85%n**	*84%*	*81%*	**84%n**	*75%*	*81%*	*79%*	*88%*	*81%*	*77%*	*82%*	*82%*
2 people	**592**	334	254	392	192	4	17	47	51	44	57	69	82	77	33	476	49	10	57	114	101	260
	28%	*26%*	*31%*	**31%d**	*25%*	*12%*	*20%*	*23%*	**30%n**	*27%*	*30%*	*30%*	*30%*	*28%*	*20%*	*27%*	**39%o**	*24%*	*30%*	*25%*	*28%*	*28%*
Medium (3-4 people)	**865**	582	283	559	273	20	35	90	62	59	80	109	110	118	65	726	46	22	71	186	138	401
	41%	**46%b**	*35%*	**44%d**	*35%*	*66%*	*42%*	*43%*	*37%*	*35%*	*42%*	*48%*	*41%*	*44%*	*39%*	*42%*	*37%*	*52%*	*38%*	*41%*	*39%*	*43%*
Large (5+ people)	**238**	139	94	135	88	6	11	26	17	27	23	15	27	32	27	206	3	5	23	54	50	102
	11%	*11%*	*12%*	*11%*	*11%*	*19%*	*13%*	*12%*	*10%*	*16%*	*12%*	*7%*	*10%*	*12%*	**16%k**	**12%p**	*3%*	**12%p**	**12%p**	*12%*	*14%*	*11%*
Not stated	**8**	3	5	1	7	-	-	-	1	*	3	-	-	1	2	7	1	-	-	1	4	3
	*	*	*1%*	*	**1%c**	-	-	-	*1%*	*	*2%*	-	-	*	*1%*	*	*1%*	-	-	*	*1%*	*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 257
Q38 Household
Base: All respondents

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**2102**	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	**2102**	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	**1150**	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
Single (i.e. 1 person)	**399**	277	324	241	105	238	134	96	63	95	295	153	120	79	105	380	19	305	345	380
	19%	17%d	20%d	*16%*	*13%*	20%fgh	*15%*	*12%*	*12%*	*17%*	20%klm	*15%*	*13%*	*12%*	*17%*	*19%*	*16%*	*18%*	*19%*	*19%*
Net: 2+	**1694**	1314	1316	1243	713	967	747	671	448	449	1167	849	815	555	497	1596	99	1349	1451	1596
	81%	*82%*	*80%*	*83%*	87%abc	*80%*	84%e	87%e	88%efi	*82%*	*79%*	84%j	87%j	87%jn	*82%*	*80%*	*84%*	*81%*	*80%*	*80%*
2 people	**592**	460	442	404	179	300	237	181	127	156	380	266	229	167	183	557	35	452	491	557
	28%	29%d	27%d	27%d	*22%*	*25%*	*27%*	*23%*	*25%*	*28%*	*26%*	*26%*	*24%*	*26%*	*30%*	*28%*	*30%*	*27%*	*27%*	*28%*
Medium (3-4 people)	**865**	677	683	655	422	510	407	364	240	230	612	463	435	295	249	803	62	700	735	803
	41%	*42%*	*41%*	*44%*	51%abc	*42%*	*46%*	*47%*	*47%*	*42%*	*42%*	*46%*	*46%*	*46%*	*41%*	*40%*	*53%*	*42%*	*41%*	*40%*
Large (5+ people)	**238**	176	192	185	112	157	103	126	81	64	174	120	151	94	65	236	2	198	225	236
	11%	*11%*	*12%*	*12%*	*14%*	*13%*	*12%*	16%f	*16%*	*12%*	*12%*	*12%*	16%jkn	*15%*	*11%*	12%p	*2%*	*12%*	*12%*	*12%*
Not stated	**8**	7	8	7	6	7	4	5	1	4	8	4	5	1	4	8	-	5	8	8
	*	*	*	*	*1%*	*1%*	*	*1%*	*	*1%*	*1%*	*	*1%*	*	*1%*	*	-	*	*	*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base

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Absolutes/col percents

Table 257
Q38 Household
Base: All respondents

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	2102	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	2102	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	1150	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
Single (i.e. 1 person)	399	197	101	45	300	9	390	5	4	-	399	-	-	-	116	121	141	75	216	178
	19%	18%	22%	21%	19%	1%	29%e	1%	1%	-	100%klm	-	-	-	21%ps	21%ps	15%	21%ps	17%	15%
Net: 2+	1694	897	348	169	1308	722	972	482	300	71	-	1037	657	1694	430	461	795	282	1078	990
	81%	82%	77%	79%	81%	98%f	71%	98%	98%	100%	-	100%j	100%j	100%j	78%	79%	85%noq	79%	83%	85%noq
2 people	592	264	148	41	446	62	530	31	28	3	-	592	-	592	194	200	245	83	328	304
	28%	24%	33%ac	19%	28%c	8%	39%e	6%	9%	5%	-	57%jlm	-	35%j	35%pqrs	34%pqrs	26%	23%	25%	26%
Medium (3-4 people)	865	498	156	102	680	514	351	342	197	53	-	446	419	865	187	207	432	157	589	540
	41%	45%b	35%	46%b	42%	70%f	26%	70%	64%	75%	-	43%j	64%jkm	51%jk	34%	35%	46%no	44%no	45%no	46%no
Large (5+ people)	238	136	44	26	182	147	91	109	76	14	-	-	238	238	49	54	118	42	161	146
	11%	12%	10%	12%	11%	20%f	7%	22%	25%	20%	-	-	36%jkm	14%jk	9%	9%	13%	12%	12%	12%
Not stated	8	2	2	-	7	4	4	3	1	-	-	-	-	-	3	3	1	2	3	3
	*	*	*	-	*	1%	*	1%	*	-	-	-	-	-	1%	1%	*	1%	*	*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 257
Q38 Household
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**2102**	328	1662	112	258	70	270	58	67	852	360
Base	**2102**	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	**1150**	221	878	70	170	53	180	42	47	483	196
Single (i.e. 1 person)	**399**	43	336	20	33	10	33	10	12	145	106
	19%	*14%*	*20%*	*19%*	*14%*	*17%*	*13%*	*21%*	*19%*	*17%*	30%h
Net: 2+	**1694**	259	1349	86	210	49	221	38	52	708	245
	81%	*85%*	*80%*	*81%*	*86%*	*82%*	*86%*	*79%*	*80%*	83%	*69%*
2 people	**592**	78	481	32	62	17	65	13	14	244	109
	28%	*26%*	*28%*	*30%*	*25%*	*28%*	*26%*	*27%*	*22%*	*28%*	*31%*
Medium (3-4 people)	**865**	134	690	42	110	23	115	18	30	356	98
	41%	*44%*	*41%*	*39%*	*45%*	*40%*	*45%*	*38%*	*46%*	42%	*28%*
Large (5+ people)	**238**	47	178	12	39	9	40	7	8	107	38
	11%	16%b	*11%*	*11%*	*16%*	*15%*	*16%*	*15%*	*12%*	*13%*	*11%*
Not stated	**8**	1	7	-	1	*	1	-	1	4	2
	*	*	*	-	*	*1%*	*1%*	-	*1%*	*	*1%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base

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Absolutes/col percents

Table 258

Q39 Are you the parent or guardian of any children under 18?
Base: All respondents

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**2102**	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	**2102**	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	**1150**	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
Yes	**736**	370	366	79	206	252	155	38	6	285	407	44	128	204	33	6	157	203	6	-	186	250	163	137	436	299
	35%	*35%*	*35%*	20%hk	47%cghik	60%cdfghij k	39%cghk	17%h	*3%*	34%cghk	50%cfghik	10%h	35%o	48%lno	25%o	*4%*	33%rs	51%prs	*6%*	-	*36%*	*34%*	43%uwx	*30%*	*35%*	*36%*
No	**1366**	681	685	320	235	169	244	193	204	556	413	397	241	218	98	125	315	195	95	79	337	488	218	323	825	541
	65%	*65%*	*65%*	80%defij	53%e	*40%*	61%ej	83%defij k	97%cdefgij	66%dej	50%e	90%cdefij	65%m	*52%*	75%m	96%lmn	67%q	*49%*	94%pq	100%pq	*64%*	66%v	*57%*	70%v	65%v	*64%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base

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Absolutes/col percents

Table 258

Q39 Are you the parent or guardian of any children under 18?
Base: All respondents

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	2102	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	2102	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	1150	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
Yes	736	551	181	459	272	2	29	77	46	62	81	79	91	90	58	612	36	17	72	151	143	317
	35%	43%b	*22%*	*36%*	*35%*	*8%*	*35%*	*37%*	*27%*	*37%*	43%h	*35%*	*33%*	*33%*	*35%*	*35%*	*28%*	*40%*	*38%*	*33%*	*40%*	*34%*
No	1366	723	639	813	502	28	54	131	121	104	106	150	180	181	109	1137	89	25	116	307	211	619
	65%	*57%*	78%a	*64%*	*65%*	*92%*	*65%*	*63%*	73%i	*63%*	*57%*	*65%*	*67%*	*67%*	*65%*	*65%*	*72%*	*60%*	*62%*	*67%*	*60%*	*66%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 258

Q39 Are you the parent or guardian of any children under 18?
Base: All respondents

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**2102**	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	**2102**	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	**1150**	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
Yes	**736**	581	560	574	385	408	354	327	222	201	502	405	393	268	213	690	46	588	650	690
	35%	*36%*	*34%*	38%b	47%abc	*34%*	40%e	42%e	43%e	*37%*	*34%*	40%j	42%jn	42%jn	*35%*	*35%*	*39%*	*35%*	*36%*	*35%*
No	**1366**	1017	1089	917	439	804	532	446	290	347	967	601	547	368	393	1294	72	1071	1154	1294
	65%	64%d	66%cd	62%d	*53%*	66%fgh	*60%*	*58%*	*57%*	*63%*	66%klm	*60%*	*58%*	*58%*	65%lm	*65%*	*61%*	*65%*	*64%*	*65%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 258

Q39 Are you the parent or guardian of any children under 18?
Base: All respondents

	Total	Tech savvy				Parent		Age of Children			HH size				TV access					
		Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	**2102**	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	**2102**	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	**1150**	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
Yes	**736**	425	148	91	563	736	-	490	305	71	9	306	417	722	146	161	387	140	527	489
	35%	*39%*	*33%*	*43%*	*35%*	100%f	-	*100%*	*100%*	*100%*	*2%*	29%j	63%jkm	43%jk	*27%*	*27%*	41%no	39%no	41%no	42%no
No	**1366**	671	303	122	1053	-	1366	-	-	-	390	732	241	972	403	424	551	220	770	682
	65%	*61%*	*67%*	*57%*	*65%*	-	100%e	-	-	-	98%klm	71%lm	*37%*	57%l	73%pqrs	73%pqrs	*59%*	*61%*	*59%*	*58%*

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
** very small base (under 30) ineligible for sig testing

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20692 OFCOM ODO Tracker Pilot - Weighted

Absolutes/col percents

Table 258

Q39 Are you the parent or guardian of any children under 18?
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**2102**	328	1662	112	258	70	270	58	67	852	360
Base	**2102**	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	**1150**	221	878	70	170	53	180	42	47	483	196
Yes	**736**	136	565	35	118	19	123	14	31	358	53
	35%	45%b	*33%*	*33%*	48%e	*32%*	48%g	*28%*	*48%*	42%i	*15%*
No	**1366**	167	1128	71	127	41	132	35	34	498	300
	65%	*55%*	67%a	*67%*	*52%*	68%d	*52%*	72%f	*52%*	*58%*	85%h

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base

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Absolutes/col percents

Table 259
Q40 How old is/are your child/ren?
Base: All parents/ guardians

	Total	Gender		Age									Gender/ age								SEG					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**619**	294	325	58	201	219	114	23	4	259	333	27	113	160	17	4	146	173	6	-	171	202	126	120	373	246
Base	**736**	370	366	79*	206	252	155*	38**	6**	285	407	44**	128*	204*	33**	6**	157*	203*	6**	-**	186	250*	163*	137*	436	299
Effective Base	**340**	156	186	50	113	125	60	8	4	162	183	10	78	86	6	4	85	98	5	-	113	96	74	68	198	142
0-2	**144**	54	90	34	80	29	1	1	-	114	30	1	45	8	1	-	69	21	-	-	35	45	33	31	80	64
	20%	*15%*	*25%a*	*43%efj*	*39%efj*	*11%f*	*1%*	*2%*	-	*40%efj*	*7%*	*2%*	*35%m*	*4%*	*2%*	-	*44%q*	*10%*	-	-	*19%*	*18%*	*20%*	*23%*	*18%*	*21%*
3-4	**146**	72	73	18	62	52	13	-	1	79	65	1	36	36	-	1	44	30	-	-	36	49	35	26	85	61
	20%	*20%*	*20%*	*23%f*	*30%fj*	*21%f*	*8%*	-	*20%*	*28%fj*	*16%*	*3%*	*28%*	*17%*	-	*20%*	*28%q*	*15%*	-	-	*19%*	*20%*	*21%*	*19%*	*19%*	*20%*
5-7	**187**	73	113	9	80	70	26	-	1	89	96	1	33	39	-	1	56	58	-	-	42	73	40	33	114	72
	25%	*20%*	*31%a*	*11%*	*39%cfj*	*28%c*	*17%*	-	*20%*	*31%cf*	*24%*	*3%*	*26%*	*19%*	-	*20%*	*35%*	*28%*	-	-	*23%*	*29%*	*24%*	*24%*	*26%*	*24%*
8-10	**191**	106	85	11	39	93	46	2	-	49	140	2	25	81	1	-	25	59	1	-	58	61	27	45	119	72
	26%	*29%*	*23%*	*13%*	*19%*	*37%cdi*	*30%ci*	*5%*	-	*17%*	*34%cdi*	*4%*	*19%*	*40%j*	*2%*	-	*16%*	*29%p*	*19%*	-	*31%w*	*24%*	*16%*	*33%w*	*27%*	*24%*
11-16	**305**	167	137	16	42	113	106	23	3	58	220	27	29	115	19	3	29	104	4	-	91	92	61	60	183	122
	41%	*45%*	*38%*	*20%*	*21%*	*45%cdi*	*68%cdeij*	*61%*	*60%*	*21%*	*54%cdi*	*61%*	*23%*	*57%j*	*60%*	*60%*	*18%*	*51%p*	*69%*	-	*49%*	*37%*	*38%*	*44%*	*42%*	*41%*
17	**71**	42	28	8	5	22	20	14	1	13	43	15	6	22	13	1	7	21	1	-	21	19	19	12	40	31
	10%	*11%*	*8%*	*10%d*	*2%*	*9%d*	*13%di*	*37%*	*21%*	*4%*	*10%di*	*35%*	*5%*	*11%*	*41%*	*21%*	*4%*	*10%*	*18%*	-	*11%*	*8%*	*12%*	*9%*	*9%*	*10%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 259
Q40 How old is/are your child/ren?
Base: All parents/ guardians

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**619**	457	159	395	218	4	30	75	54	48	72	36	52	87	78	532	31	21	35	159	120	253
Base	**736**	551	181*	459	272	2**	29**	77*	46*	62**	81*	79**	91*	90*	58*	612	36**	17**	72**	151	143*	317
Effective Base	**340**	244	95	216	121	4	18	61	47	27	44	21	31	64	52	303	19	17	19	123	70	133
0-2	**144**	97	43	77	65	1	8	9	13	15	20	6	23	18	15	129	6	2	8	31	35	63
	20%	*18%*	*24%*	*17%*	*24%*	*50%*	*27%*	*12%*	*30%g*	*24%*	*25%*	*8%*	*26%*	*21%*	*25%*	*21%*	*17%*	*11%*	*11%*	*20%*	*25%*	*20%*
3-4	**146**	102	40	89	57	-	5	12	10	7	23	20	18	15	7	117	12	2	15	26	30	61
	20%	*18%*	*22%*	*19%*	*21%*	-	*17%*	*15%*	*21%*	*11%*	*29%*	*26%*	*20%*	*17%*	*12%*	*19%*	*32%*	*14%*	*21%*	*17%*	*21%*	*19%*
5-7	**187**	145	41	125	61	*	7	23	14	14	21	11	25	26	17	158	7	7	14	44	35	79
	25%	*26%*	*22%*	*27%*	*22%*	*18%*	*25%*	*29%*	*31%*	*23%*	*26%*	*14%*	*28%*	*29%*	*29%*	*26%*	*19%*	*43%*	*20%*	*29%*	*25%*	*25%*
8-10	**191**	120	71	117	73	1	7	26	9	26	16	22	18	27	14	164	2	5	20	42	42	81
	26%	*22%*	*39%a*	*25%*	*27%*	*27%*	*25%*	*34%*	*19%*	*41%*	*20%*	*27%*	*20%*	*30%*	*24%*	*27%*	*6%*	*28%*	*28%*	*28%*	*29%*	*25%*
11-16	**305**	251	54	198	104	1	13	35	14	28	23	32	33	41	31	249	16	8	31	62	51	137
	41%	*46%b*	*30%*	*43%*	*38%*	*50%*	*44%*	*45%*	*32%*	*45%*	*28%*	*40%*	*37%*	*46%*	*53%hj*	*41%*	*45%*	*49%*	*44%*	*41%*	*35%*	*43%*
17	**71**	52	19	47	24	-	7	4	4	7	13	13	7	6	3	63	-	1	7	15	19	28
	10%	*9%*	*10%*	*10%*	*9%*	-	*24%*	*5%*	*10%*	*11%*	*16%*	*16%*	*8%*	*7%*	*4%*	*10%*	-	*8%*	*9%*	*10%*	*14%*	*9%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 259
Q40 How old is/are your child/ren?
Base: All parents/ guardians

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**619**	501	472	488	343	367	327	292	229	180	441	357	344	264	191	596	23	552	566	596
Base	**736**	581	560	574	385	408	354	327	222	201	502	405	393	268	213	690	46**	588	650	690
Effective Base	**340**	278	258	272	212	199	226	156	189	106	241	202	185	178	114	342	10	372	320	342
0-2	**144**	107	109	121	81	87	66	91	64	44	105	71	98	67	46	142	2	134	138	142
	20%	*18%*	*19%*	*21%*	*21%*	*21%*	*19%*	*28%f*	*29%f*	*22%*	*21%*	*17%*	*25%*	*25%*	*22%*	*21%*	*5%*	*23%*	*21%*	*21%*
3-4	**146**	120	122	130	64	86	71	74	48	37	99	84	85	50	39	133	12	118	124	133
	20%	*21%*	*22%*	*23%*	*17%*	*21%*	*20%*	*23%*	*21%*	*18%*	*20%*	*21%*	*22%*	*19%*	*18%*	*19%*	*27%*	*20%*	*19%*	*19%*
5-7	**187**	144	136	151	100	93	89	89	67	55	121	99	108	89	61	169	17	142	160	169
	25%	*25%*	*24%*	*26%*	*26%*	*23%*	*25%*	*27%*	*30%*	*28%*	*24%*	*24%*	*28%*	*33%j*	*28%*	*25%*	*37%*	*24%*	*25%*	*25%*
8-10	**191**	151	148	147	107	110	99	80	70	59	135	108	104	85	60	184	7	146	177	184
	26%	*26%*	*26%*	*26%*	*28%*	*27%*	*28%*	*24%*	*31%*	*29%*	*27%*	*27%*	*26%*	*32%*	*28%*	*27%*	*15%*	*25%*	*27%*	*27%*
11-16	**305**	248	234	223	167	159	166	118	82	75	206	188	144	102	81	296	9	254	276	296
	41%	*43%*	*42%*	*39%*	*43%*	*39%*	*47%gh*	*36%*	*37%*	*37%*	*41%*	*46%*	*37%*	*38%*	*38%*	*43%*	*19%*	*43%*	*42%*	*43%*
17	**71**	59	48	54	37	34	28	24	17	18	42	38	32	19	19	61	10	52	58	61
	10%	*10%*	*9%*	*9%*	*10%*	*8%*	*8%*	*7%*	*8%*	*9%*	*8%*	*9%*	*8%*	*7%*	*9%*	*9%*	*21%*	*9%*	*9%*	*9%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 259
Q40 How old is/are your child/ren?
Base: All parents/ guardians

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	619	401	97	86	464	619	-	426	264	54	7	257	353	610	116	128	316	128	444	424
Base	736	425	148*	91*	563	736	-**	490	305	71**	9**	306	417	722	146*	161*	387	140*	527	489
Effective Base	340	272	46	68	247	340	-	247	143	28	7	143	189	332	66	75	159	83	235	234
0-2	144	87	23	27	99	144	-	144	18	2	2	53	89	143	27	33	70	25	95	91
	20%	21%	16%	29%d	18%	20%	-	29%jk	6%	3%	18%	17%	21%	20%	18%	21%	18%	18%	18%	19%
3-4	146	88	41	18	111	146	-	146	12	3	-	51	92	143	34	37	82	20	102	87
	20%	21%	28%	20%	20%	20%	-	30%jk	4%	5%	-	17%	22%	20%	23%	23%	21%	14%	19%	18%
5-7	187	113	23	20	140	187	-	187	33	6	1	45	140	185	23	30	101	41	142	131
	25%	27%	16%	21%	25%	25%	-	38%jk	11%	8%	12%	15%	34%k	26%k	16%	19%	26%	30%	27%	27%
8-10	191	128	18	19	154	191	-	191	69	4	2	43	142	185	35	35	106	37	143	134
	26%	30%b	12%	21%	27%b	26%	-	39%jk	23%	5%	24%	14%	34%km	26%k	24%	22%	27%	26%	27%	27%
11-16	305	182	63	30	248	305	-	104	305	22	4	112	187	300	57	58	165	64	229	220
	41%	43%	43%	33%	44%	41%	-	21%	100%g	31%	45%	37%	45%	42%	39%	36%	43%	46%	43%	45%
17	71	38	16	6	54	71	-	11	22	71	-	20	51	71	18	19	29	20	49	46
	10%	9%	11%	7%	10%	10%	-	2%	7%g	100%	-	7%	12%	10%	13%	12%	8%	14%	9%	9%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 259
Q40 How old is/are your child/ren?
Base: All parents/ guardians

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**619**	135	449	35	115	20	121	14	30	310	50
Base	**736**	136	565	35**	118*	19**	123*	14**	31*	358	53*
Effective Base	**340**	108	231	28	91	18	96	12	27	181	35
0-2	**144**	42	92	10	33	9	34	8	8	69	8
	20%	*31%b*	*16%*	*29%*	*28%*	*48%*	*27%*	*60%*	*26%*	*19%*	*15%*
3-4	**146**	28	112	5	24	4	26	3	6	71	15
	20%	*21%*	*20%*	*16%*	*21%*	*22%*	*21%*	*20%*	*19%*	*20%*	*28%*
5-7	**187**	33	145	9	27	6	30	3	7	88	10
	25%	*24%*	*26%*	*26%*	*23%*	*33%*	*25%*	*21%*	*22%*	*25%*	*18%*
8-10	**191**	33	150	9	30	3	29	4	7	113	14
	26%	*24%*	*27%*	*25%*	*25%*	*16%*	*24%*	*27%*	*24%*	*32%*	*26%*
11-16	**305**	48	248	9	43	5	45	3	8	162	21
	41%	*35%*	*44%*	*27%*	*36%*	*27%*	*36%*	*21%*	*26%*	*45%*	*41%*
17	**71**	10	58	3	8	2	8	2	1	27	8
	10%	*7%*	*10%*	*9%*	*7%*	*9%*	*6%*	*12%*	*4%*	*8%*	*15%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 260

Q41 Thank you very much for your time. That's the end of the interview.
If we have any queries arising from this research, may we contact you to ask you some further questions?
Base: All respondents

		Gender		Age									Gender/ age								SEG					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	Male 16-34 (l)	Male 35-54 (m)	Male 55-64 (n)	Male 65+ (o)	Female 16-34 (p)	Female 35-54 (q)	Female 55-64 (r)	Female 65+ (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted Base	**2102**	1003	1099	400	483	411	343	242	223	883	754	465	371	364	130	138	512	390	112	85	582	758	343	419	1340	762
Base	**2102**	1051	1051	399	441	420	399	231	210	841	820	441	368	421	131*	131*	472	398	101*	79*	523	738	381	460	1261	841
Effective Base	**1150**	524	637	314	250	223	183	103	120	550	404	219	229	187	50	76	321	222	56	44	356	392	191	229	737	420
Yes	**1596**	776	820	226	335	335	327	196	177	561	662	373	222	330	110	114	339	332	85	63	384	572	285	356	955	641
	76%	*74%*	*78%*	*57%*	**76%ci**	**80%ci**	**82%ci**	**85%ci**	**84%ci**	**67%c**	**81%ci**	**84%cdi**	*60%*	**78%l**	**85%l**	**87%l**	*72%*	**83%p**	**85%p**	*80%*	*73%*	*77%*	*75%*	*77%*	*76%*	*76%*
No	**506**	275	231	173	106	86	73	35	33	279	158	69	146	92	20	17	133	66	15	16	139	167	95	104	306	200
	24%	*26%*	*22%*	**43%defghij** **24%k**	*20%*	*18%*	*15%*	*16%*	**33%defghjk**	*19%*	*16%*	**40%mno**	*22%*	*15%*	*13%*	**28%qr**	*17%*	*15%*	*20%*	*27%*	*23%*	*25%*	*23%*	*24%*	*24%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s - t/u/v/w/x/y
* small base

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Absolutes/col percents

Table 260

Q41 Thank you very much for your time. That's the end of the interview.
If we have any queries arising from this research, may we contact you to ask you some further questions?
Base: All respondents

		Working Status		Tenure			Government regions									Nations				Regions		
	Total	Working (a)	Not working (b)	Own/ mortgage (c)	Rent (d)	Other (e)	North East (f)	North West (g)	Yorkshire (h)	East Midlands (i)	West Midlands (j)	East (k)	South West (l)	South East (m)	London (n)	England (o)	Scotland (p)	Northern Ireland (q)	Wales (r)	North (s)	Midlands (t)	South (u)
Unweighted Base	**2102**	1262	830	1305	734	33	99	227	207	151	204	126	205	304	248	1771	148	53	130	533	355	883
Base	**2102**	1274	820	1272	775	31**	83*	208	166	166*	187	229*	271	271	167	1748	125*	42*	187*	458	354	937
Effective Base	**1150**	688	456	709	404	19	59	155	130	79	117	72	124	210	149	979	85	31	73	342	193	472
Yes	**1596**	979	613	971	598	18	66	160	130	139	124	186	182	207	128	1322	103	33	139	356	263	703
	76%	*77%*	*75%*	*76%*	*77%*	*58%*	*79%*	*77%*	78%j	83%jl	*66%*	81%jl	*67%*	77%j	*77%*	*76%*	*82%*	*80%*	*74%*	*78%*	*74%*	*75%*
No	**506**	295	207	300	177	13	18	48	36	28	63	43	88	63	39	427	22	8	48	102	91	234
	24%	*23%*	*25%*	*24%*	*23%*	*42%*	*21%*	*23%*	*22%*	*17%*	34%hiklm	*19%*	33%ijk	*23%*	*23%*	*24%*	*18%*	*20%*	*26%*	*22%*	*26%*	*25%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l/m/n - o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 260

Q41 Thank you very much for your time. That's the end of the interview.
If we have any queries arising from this research, may we contact you to ask you some further questions?
Base: All respondents

	Total	Devices ever used				Devices watched ODO content on at least monthly					Devices watched ODO content on ever					ODO in last 12 months from Q7/Q7T		ODO consumption		
		Any set-top box (a)	PC/Mac/laptop (b)	Any Smartphone/ tablet/eBook reader (c)	Other (d)	PC/Mac/Laptop (e)	Subscription set-top box (f)	Smartphone (g)	Tablet (h)	Non-subscription set-top box (i)	PC/Mac/Laptop (j)	Subscription set-top box (k)	Smartphone (l)	Tablet (m)	Non-subscription set-top box (n)	Watched (o)	Not watched (p)	Watched ODO at Q7 (q)	Watched YouTube at Q7T (r)	Combined Q7/ Q7T (s)
Unweighted Base	**2102**	1635	1691	1511	873	1287	928	786	575	570	1555	1039	964	704	634	2013	89	1838	1843	2013
Base	**2102**	1598	1649	1491	824	1212	886	772	512	548	1470	1006	940	636	606	1984	118*	1659	1804	1984
Effective Base	**1150**	906	936	861	521	730	572	458	402	336	879	582	555	440	370	1129	39	1187	1020	1129
Yes	**1596**	1205	1251	1129	603	892	699	566	372	390	1113	788	702	463	434	1508	88	1248	1370	1508
	76%	*75%*	*76%*	*76%*	*73%*	*74%*	79%eghi	*73%*	*73%*	*71%*	*76%*	78%mn	*75%*	*73%*	*71%*	*76%*	*75%*	*75%*	*76%*	*76%*
No	**506**	393	397	362	220	320	187	206	140	159	357	218	239	172	173	476	30	411	433	476
	24%	*25%*	*24%*	*24%*	*27%*	26%f	*21%*	27%f	27%f	29%f	*24%*	*22%*	*25%*	27%k	29%k	*24%*	*25%*	*25%*	*24%*	*24%*

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n - o/p - q/r/s
* small base

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Absolutes/col percents

Table 260

Q41 Thank you very much for your time. That's the end of the interview.
If we have any queries arising from this research, may we contact you to ask you some further questions?
Base: All respondents

		Tech savvy				Parent		Age of Children			HH size				TV access					
	Total	Keep up with new Tech (agree) (a)	Keep up with new Tech (disagree) (b)	Computers confuse me (agree) (c)	Computers confuse me (disagree) (d)	Parent (e)	Non-parent (f)	0-10 (g)	11-16 (h)	17 (i)	Single (j)	2-3 (k)	4+ (l)	2+ (m)	Freeview only (n)	Freeview (any) (o)	Sat (p)	Cab (q)	Sat/Cab (r)	Pay TV (s)
Unweighted Base	**2102**	1177	398	212	1646	619	1483	426	264	54	358	1121	615	1736	550	591	905	394	1299	1202
Base	**2102**	1096	451	214	1615	736	1366	490	305	71**	399	1037	657	1694	549	584	937	360	1297	1171
Effective Base	**1150**	750	194	136	912	340	831	247	143	28	198	606	346	950	302	329	467	243	697	663
Yes	**1596**	839	336	161	1208	584	1012	371	266	62	320	793	480	1273	399	421	733	272	1005	913
	76%	*77%*	*75%*	*75%*	*75%*	*79%*	*74%*	*76%*	87%d	*88%*	*80%*	*76%*	*73%*	*75%*	*73%*	*72%*	78%d	*76%*	*77%*	78%d
No	**506**	257	114	53	407	152	354	119	39	9	79	244	177	421	149	163	204	88	292	258
	24%	*23%*	*25%*	*25%*	*25%*	*21%*	*26%*	24%h	*13%*	*12%*	*20%*	*24%*	*27%*	*25%*	*27%*	28%ps	*22%*	*24%*	*23%*	*22%*

Prepared by BDRC Continental

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i - j/k/l/m - n/o/p/q/r/s
** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 260

Q41 Thank you very much for your time. That's the end of the interview.
If we have any queries arising from this research, may we contact you to ask you some further questions?
Base: All respondents

	Total	Concerns			Found content offensive		Found content harmful to children		Ever complained	ODO Content Regulation	
		Yes (a)	No (b)	Don't know (c)	Yes (d)	No (e)	Yes (f)	No (g)	Yes	Should be regulated (h)	Should not be regulated (i)
Unweighted Base	**2102**	328	1662	112	258	70	270	58	67	852	360
Base	**2102**	303	1692	106*	244	59*	255	48*	65*	857	353
Effective Base	**1150**	221	878	70	170	53	180	42	47	483	196
Yes	**1596**	210	1316	70	182	28	188	22	45	684	241
	76%	*69%*	78%ac	*66%*	75%e	*47%*	74%g	*46%*	*68%*	80%i	*68%*
No	**506**	93	377	36	62	31	67	26	21	172	111
	24%	31%b	*22%*	34%b	*25%*	53%d	*26%*	54%g	*32%*	*20%*	32%h

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i
* small base

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